

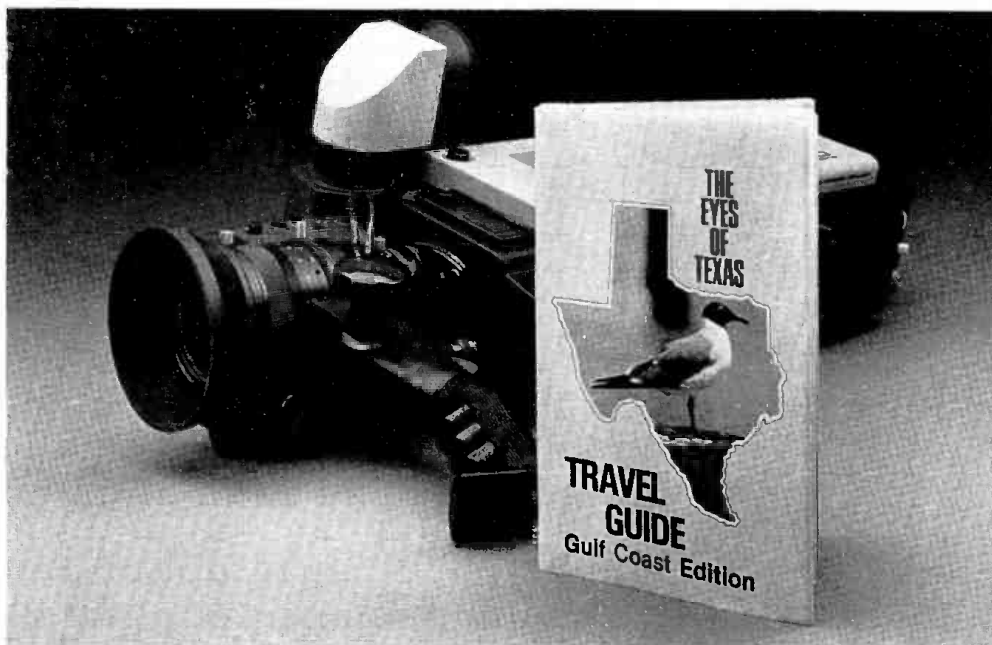
Wider door policy on minority ownership  
Taking a reading on the network competition

# Broadcasting May 22

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER



## Our news director wrote the book on Texas.

Actually, before Ray Miller wrote the book on Texas, he helped write the television show. Since 1969, "The Eyes of Texas" has been winning awards from the media and applause from audiences all over the state. And giving Jon Burkhart, Bob Brandon, Gary James and Ray a unique insight.

Then one day someone said, "Ray, there's enough great stuff on that

show to fill a book." So he wrote one.

It's really the first of a series of books—travel guides to various parts of the state (this one deals with the Gulf Coast region). It's doing so well, Ray is planning to keep writing until he runs out of Texas to write about. Of course, that's going to take a while.

A lot of Texans are already keeping an eye out for number two.

**KPRC TV 2 HOUSTON**

Petry Television, Incorporated, National Representatives/NBC Affiliate

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# Barry Manilow will be there...

## So will

Lou Adler, Barney Ales, Jim Arcara, Neil Bogart, J. B. Carmicle,  
Dwight Case, Clive Davis, Jerry Del Colliano, Sam Digges, Gil Friesen,  
Les Garland, Doug Hall, Bob Hamilton, Len Hensel, Bruce Holberg,  
Eugene Jackson, Hal Jackson, Ed James, Bruce Johnson, Ed Little,  
Bruce Lundvall, Frank Magid, Bruce Marr, Bob McKune, Harvey  
Mednick, Dave Moorhead, By Napier, Hal Neal, Denise Oliver,  
Bill O'Shaughnessy, Dick Painter, Bill Scott, Rick Sklar,  
Joseph Smith, Jack Thayer, Bob Wilson

## Will you?



**NAB Radio Programming Conference**  
Chicago—Hyatt Regency  
August 20-23, 1978

Conference begins late Sunday afternoon and concludes on Wednesday at noon.

For more information contact NAB's Radio Information Office, 1771 N Street, N.W.  
Washington, D.C. 20036, (202) 293-3567





Flying as high as old Glory herself, PSS' new series of American history vignettes is setting new standards in American TV syndication.



*Here are some of the Americans who will help celebrate the 21 DAYS OF AMERICA:*

Gerald Ford	Frank Gifford
Melissa Gilbert	Kirk Douglas
Vikki Carr	George Kennedy
Joe Namath	Dick Cavett
Lloyd Bridges	Bishop Sheen
Donny & Marie Osmond	O.J. Simpson
Cicely Tyson	Lady Bird Johnson
Bruce Jenner	Buzz Aldrin

*And here are some of the stations who will join in that celebration.*

WNEW NEW YORK	KMBC KANSAS CITY	WDBJ ROANOKE
KTTV LOS ANGELES	WGR BUFFALO	WDEF CHATTANOOGA
WGN CHICAGO	WFMB SAN DIEGO	KREM SPOKANE
WPVI PHILADELPHIA	KTAR PHOENIX	WANE FT. WAYNE
KPIX SAN FRANCISCO	WBTV CHARLOTTE	KOLD TUCSON
WBZ BOSTON	WHAS LOUISVILLE	WCAX BURLINGTON
WJLA WASHINGTON	WAST ALBANY	WISC MADISON
WUAB CLEVELAND	KMOL SAN ANTONIO	WEAU LA CROSSE
KHOU HOUSTON	WCHS CHARLESTON/HUNT.	KORK LAS VEGAS
WPLG MIAMI	WTAR NORFOLK	WSEE ERIE
KPLR ST. LOUIS	WDAU SCRANTON	WVII BANGOR
WXIA ATLANTA	WFMY GREENSBORO/WS	KOLO RENO
KING SEATTLE	WWBT RICHMOND	WLUC MARQUETTE
WISH INDIANAPOLIS	WEAR PENSACOLA	KYEL EL CENTRO
KGW PORTLAND, OREGON	WLUK GREEN BAY	KTVO OTTUMWA



*is 21 separate units, each running 60 seconds, including 10 seconds for sponsor identification. Each featured celebrity is framed by specially created artwork and the narration is accompanied by appropriate music.*

*Your market may still be available. Call us today.*



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## *Professional Profiles: George Williams*

*George Williams is a programmer of many radio stations . . . and of many years. Unlike many programmers, he has grown in responsibility and office with the same firm for almost a decade. The reason: A melding of managerial instincts developed through numerous past experiences, the application of the scientific marketing skills of today, and the wisdom of restraint.*

*What is most notable about George Williams and the corporation which benefits from his guidance is a belief in the value of people. The people at such sub-*

*sidary stations as KOY, Phoenix; KULF, Houston; WRBQ, Tampa; WRVA-WRVO, Richmond; WSGN, Birmingham; and WKIX, Raleigh are thought of not as disposable components but as truly valuable assets, capable of growth and development, insight and energy that can move both the station and the individual to new heights.*

*George Williams is the National Program Director of Southern Broadcasting Company . . . and a valued client.*

## **The Research Group**

*Perceptual Research for Broadcast Management | San Luis Obispo, California*

# The Week in Brief

**HELPING MINORITIES MAKE IT** □ The FCC unanimously goes for two proposals—tax certificates and distress sales—designed to increase the numbers of outs who are in broadcasting. **PAGE 27.**

**RAFSHOON ASCENDANT** □ The Atlanta ad agency man who handled the Carter presidential campaign signs on with the administration as assistant to the President for communications. He'll handle many of the PR functions, including network liaison, formerly done by Powell, who admits to an inadequate job. **PAGE 27.**

**ALL SET FOR THE TIME BEING** □ NBC-TV makes it three as it announces its new fall line-up. It adds eight new adult-oriented series, maintains the miniseries as a staple. **PAGE 28.**

**BATTLEGROUNDS** □ The counterattack is on against efforts in Congress to block the FTC's children's TV advertising proceeding. **PAGE 30.**

**RSVP** □ Sears and PTA won't say who's coming to their Chicago meeting next week on TV sex and violence. Meanwhile, some suggest other motives for Sears's withdrawal of advertising from several ABC-TV shows. **PAGE 30.**

**OUT OF THE NORTH** □ A Canadian-owned subscription TV firm hopes for an STV foothold here with the proposed acquisition of a 20% interest in KMUV-TV Sacramento, Calif. **PAGE 32.**

**TRADE OK'D** □ The FCC approves the WTOP-TV/WWJ-TV swap, a deal fostered in part because of pressures on crossownership. **PAGE 32.**

**HOW THE BIG THREE STACK UP** □ BROADCASTING's annual report tracks the network competition in 211 markets and finds that while ABC holds on to its lead in prime time, it's by a smaller margin. That network still has troubles with its nightly news and daytime schedule. **PAGE 37.**

**TELEVISION AND NEW TECHNOLOGIES** □ In a speech to the Federal Communications Bar Association, NBC Chairman Julian Goodman says that TV has nothing to fear from new communications developments if the government keeps its hands off. **PAGE 45.**

**NTIA INVENTORY** □ The new government telecommunications agency will not be taking it easy this summer. Its agenda calls for work on a number of common carrier projects in addition to a plan to aid minority holdings in broadcasting and studying how to add more telecommunications service to rural areas. **PAGE 46.**

**BASKING IN THE SUN** □ ABC affiliates will converge on Los Angeles this week in record numbers for their annual gathering. Spirits should be high as the network, coming off a banner year, previews what's ahead for the fall. **PAGE 49.**

**ANOTHER STEP CLOSER** □ The three-year funding bill for public broadcasting is passed by the House Commerce Committee. It largely resembles the Senate version except for a provision requiring CPB to spend "a substantial amount" on programing by independent producers and production firms. **PAGE 52.**

**CAN TWO MEDIA CO-EXIST?** □ A four-day Washington Journalism Center conference looks at a number of ways to pick up newspaper circulation and at the problems created for print by its electronic competitor. **PAGE 54.**

**TOOTING THE HORN FOR 'THE BASTARD'** □ Operation Prime Time is pulling out all stops in promoting its latest miniseries based on the popular John Jakes novel. So far 91 stations have signed up for the four-hour production and they're sparing no expense in letting the world know it. **PAGE 60.**

**HAPPY DAYS FOR ABC** □ At its stockholder meeting, ABC executives recap its record revenues and ratings for 1977 and predict "exceptional" results in '78. **PAGE 67.**

**REPORTERS REBUFFED** □ The Supreme Court refuses to review a New Mexico ruling that would force reporters for KOB(AM) Albuquerque to reveal their sources in closed session. The high court also turned down a request to consider a similar case involving an Iowa newspaper. **PAGE 70.**

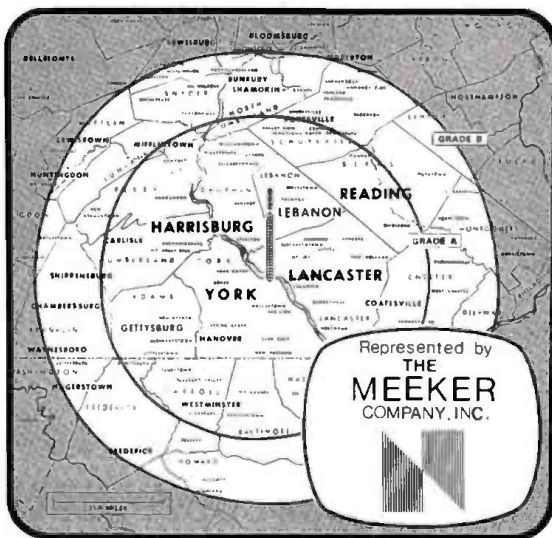
**NEWEST MEMBER OF THE TEAM** □ Anthony Thomopoulos is stepping into a big job—ABC Entertainment president, following Fred Silverman—but he and ABC are confident that he's up to it. **PAGE 97.**

Broadcast Advertising .. 64	Closed Circuit .....	7	For the Record .....	81	Profile .....	97	
Broadcast Journalism .. 70	Datebook .....	16	Media .....	45	Programing .....	60	
Business Briefly .....	10	Editorials .....	98	Monday Memo .....	24	Special Report .....	37
Cablecasting .....	74	Fates & Fortunes .....	76	Open Mike .....	22	Stock Index .....	95
Changing Hands .....	48	Finance .....	67	Playlist .....	68	Top of the Week .....	27





## WGAL-TV covers MEXICO



And covers it well. This village with the unique name of Mexico is located in Juniata County and is typical of hundreds of Pennsylvania towns and cities in the prosperous 9-county DMA where WGAL-TV enjoys unusually responsive and consistent acceptance. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1977 County Coverage Report

# WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence R.I. - New Bedford-Fall River, Mass.

## Winnowing

Amid indications White House is paring to manageable length list of prospects to fill FCC seat for term beginning July 1, name of another candidate known to be under consideration surfaced last week — Eunice Howe, of Boston. Mrs. Howe, member of Massachusetts Public Utilities Commission for six years and now serving term to which she was appointed by Democratic Governor Michael Dukakis, is said to have Democratic as well as Republican support.

Beyond restating its position that incumbent Commissioner Margita White has not been ruled out of consideration for reappointment, White House is being typically tight-lipped regarding names. But there were hints that short list has been prepared for consideration by staff before recommendations are submitted to President Carter, and that interviews with half-dozen candidates have been held.

## Walters

With all three television networks' fall schedules now out (see page 28), agency executives are completing predictions of audience shares, but some say they're in no hurry to start buying. One compared general attitude to that of troop of Boy Scouts standing by mountain lake at dawn, none wanting to be first in water. When someone dives in, however, it may start rush. Another said that word that networks will ask only modest price increases indicates they're expecting softer market than last year's. "If it is softer," he said, "we'll do what we can to keep it softer."

## Aid to minorities

National Association of Broadcasters minority ownership task force is quietly at work on plan to bring about its goal of doubling minority ownership of broadcast stations in three years. Cornerstone will be establishment of trust fund with charitable status to which broadcasters could make tax-deductible contributions. Money would be used to guarantee loans or invest in new minority broadcast enterprises. Task force hasn't decided yet who would administer fund. Nor does it have clear idea yet how much money would be involved. NAB will delay announcement of plan until it learns, among other things, how much networks would be willing to pledge.

Task force is also putting together program of four or five "regional support teams," each to include broadcasters, bankers and engineers, to help prospective minority owners locate sources of funding,

file proper legal forms and set up operations. There'll also be regional seminars on minority ownership, first one scheduled for Atlanta in July.

## Biggest on the beat

ABC News, which will shift primary anchor desk to Washington when Roone Arledge inaugurates new *Evening News* format in July (BROADCASTING, April 24), has even higher sights on making nation's capital key news pivot point. It has signed letter of intent to occupy new 10-level custom-designed building it believes will be largest ever dedicated solely to broadcast journalism. Site is 1717 DeSales Street N.W. Occupancy is targeted for Jan. 1, 1980.

One-block-long DeSales Street is at hub of Washington broadcast activity. Among others there: news bureaus of Cox Broadcasting, WGN Continental and Bonneville International; Radio Television News Directors Association; Association of Maximum Service Telecasters; National Radio Broadcasters Association; National Broadcasters Club, and headquarters of BROADCASTING magazine.

## Waiting for lefty?

Will administration be leisurely about filling upcoming vacancy on FCC with appointee who might assure majority for FCC Chairman Charles D. Ferris on politically significant issues? Word is around that White House is in no rush to name successor to Republican Margita White who can stay on after June 30 end of her term until successor (presumably non-Democrat woman) qualifies.

But insiders say important cases may be delayed pending appointment that could give chairman better shot at four votes. One such case could be license renewal of *New York Daily News*-owned WPIX(TV) New York. There's now four-vote majority favoring renewal: Mrs. White, fellow Republicans Robert E. Lee and Abbott Washburn and Democrat James Quello. Writing separate dissents are chairman and Democrats Joseph Fogarty and Tyrone Brown. Dissenters have asked for more time to write and possibly consolidate their views. And time becomes important factor.

## NABET loses

It hasn't been announced, but National Association of Broadcast Employees and Technicians (NABET) lost by vote of 17 to 4 effort to organize editorial and clerical employes of WJCA(AM) New York in balloting on May 11. Technical employes at WJCA are represented by International Brotherhood of Electrical Workers and programing and talent by AFTRA.

## Politics

Line-ups in races for National Association of Broadcasters radio board leadership have changed with announcement most board members will receive today that Bill Sims of Wycom Corp., Laramie, Wyo., has decided not to run for radio chairman. Mr. Sims says he will be busy this year with new station he is acquiring in New Mexico and further wants in his last year on board to serve on NAB convention committee, co-headed by vice chairmen of radio and TV boards. So he wants to run for radio vice chairman against Carl Venters of WPTF(AM)-WQDR(FM) Raleigh, N.C., thus thinning chairman's race to two candidates: Herbert Hobler of Nassau Broadcasting, Princeton, N.J., and Walter May of WPKE(AM)-WDHR(FM) Pikeville, Ky. Elections will take place at board's June meeting.

## Ford's Friendly funding

Ford Foundation, for first time, is contributing to underwriting of seminar on broadcast media and the law at annual convocation of Federal Communications Bar Association at The Homestead, Hot Springs, Va., Sept. 14-17. Arrangements are in hands of Fred W. Friendly, professor of broadcast journalism at Columbia U., and TV adviser to Ford Foundation who has supervised similar events for Ford for print media. Separate three-hour panels will be led by two Harvard law professors.

Presiding at Homestead meeting will be R. Russell Eagan, partner in Kirkland & Ellis, Washington Division, who becomes FCBA president next July, succeeding Edgar Holz, Hogan & Hartson. Chairman of program committee is Richard M. Schmidt Jr., Cohn & Marks.

## Sweet and sour

Massachusetts Broadcasters Association has learned there's nothing to match wrath of senator scorned. Breakfast meeting sponsored by that group with state's legislators in Washington suddenly heated up when Senator Edward Kennedy (D) launched into tirade against broadcast industry for killing his proposal last year to limit broadcast advertising of products with saccharin, which Food and Drug Administration had determined caused cancer in laboratory rats. Broadcasters present said senator took defeat personally. "I've never seem him like that," said one.

Politically, that's not good news for broadcasters. Senator Kennedy is chairman of powerful Antitrust Subcommittee. Senator was said to have cooled off later in day, chatting amicably at evening reception.



## **BANK ON MERV!**

Twenty-one affiliates in Top 50 markets invest their early fringe time in "The Merv Griffin Show."

Because they like the return that Merv delivers: an average 11 rating points and a 26% share for a big chunk of their non-network afternoon hours.

The superior profit potential in Merv's figures is clearly seen in a comparison with other fringe-time favorites.



## Merv Griffin Vs. Other Early Fringe-Time Shows on Affiliates in the Top 50 Markets

	Rating	Share	Stations
<b>Merv Griffin</b>	<b>11</b>	<b>26</b>	<b>21</b>
Brady Bunch	10	26	23
Odd Couple	10	23	11
Mike Douglas	9	22	19
My Three Sons	9	22	19
Mary Tyler Moore	9	20	22
Dinah!	8	23	18
Afternoon Movies	8	22	22
Emergency	8	20	23

### Merv and the Other Long-Format Shows

Compared with other long-format shows of one hour or more (Dinah!, Emergency, Mike Douglas, Afternoon Movies), "The Merv Griffin Show" gives stations 2 to 3 extra rating points to sell. And an attractive advantage of 3 to 6 share points.

### Merv and the Short-Format Sitcoms

Compared with top half-hour sitcoms, "The Merv Griffin Show" tops them all (Brady Bunch, Odd Couple, My Three Sons, Mary Tyler Moore) with 11 rating points.

An additional advantage is that Merv Griffin delivers his 11 rating points for up to 90 minutes. While the top sitcoms deliver their 9 or 10 points for only 30 minutes.

### A Clear Choice

If you're looking for a better fringe-time money maker, the choice is clear. It's Merv.

(Or, if you're just looking for a better deal in any daypart, we'll show you with data from Merv Griffin's 90-plus markets that the choice is just as clear.)

Profit minded stations are learning to bank on

# "The Merv Griffin Show"



485 Lexington Avenue, New York, N.Y. 10017  
(212) 682-9100

# Business Briefly

## TV only

**Crown Zellerbach** □ Consumer products division launches six-month TV campaign for its various products in late June. D'Arcy-MacManus & Masius, San Francisco, will select spots in major western markets during day, early fringe and prime access time. Target: women, 25-54.

**Rosarita** □ Mexican food products group highlights its refried beans in two three-to-four-week TV flights starting in early and mid-June. Dailey & Associates, Los Angeles, will place spots in six markets including Houston, Seattle and Denver. Target: women, 18-49.

**Sanyo** □ Electronics company starts 13-week TV promotion for its various products in early June. Tom Rubin & Associates, Sherman Oaks, Calif., will select spots in 23 markets during fringe

and prime time. Target: men, 25-54.

**Marriott** □ Corporation starts three-month TV flight for its Great America theme park late this month. Ogilvy & Mather, San Francisco, will handle spots in three California markets—San Francisco, Sacramento and Salinas-Monterey. Target: women and men, 18-49; teen-agers and children, 2-11.

**Judy's** □ Fast food restaurant chain slates three-month TV campaign starting in June. Les Hart Agency, Nashville, will purchase spots in four southern markets during day, fringe and prime time. Target: adults, 18-49.

**Pepsico** □ Diet and Pepsi-light soft drinks receive three-month TV push beginning in early June. BBDO, New York, will select spots in eight markets during day, fringe and prime time. Target: women, 18-49.

**Gulf Oil** □ Company focuses on its tires, batteries and auto accessories in eight-

## Rep appointments

- KAPE(AM) San Antonio, Tex.: Schutz & Co., New York.
- KWKI(FM) Kansas City, Mo.: Jack Masla & Co., New York.
- WADK(AM) Newport, R.I.: Marv Roslin Inc., New York.

week TV campaign beginning in mid-June. Erwin Wasey, Los Angeles, will buy spots in approximately 115 markets during news and sports time. Target: men, 25-54.

**Pearle Visioncenters** □ Opticks division of Will Ross slates six-week TV campaign beginning in early July. Chollick Associates, New York, will seek spots in 47 markets during day and fringe time. Target: women, 25-49.

**Ore-Ida** □ Division of Heinz plans six-week TV flight for Ore-Ida potatoes beginning in mid-June. Foote, Cone & Belding/Honig, Los Angeles, will select spots in about 12 markets during fringe and prime time. Target: women, 18-49.

**Reed Union** □ Company features its Nu-Vinyl and Nu-Finish car products in four-week TV campaign beginning in early June. A. Eicoff & Co., Chicago, will seek spots in about 50 markets during all day parts. Target: men, 18-49.

**Beverage Management Inc.** □ Corporation schedules four-week TV drive for its Lemon Valley soft drink starting in mid-June. Trends & Associates, Columbus, Ohio, will place spots in 11 markets during day, prime and fringe time. Target: adults, 18-49.

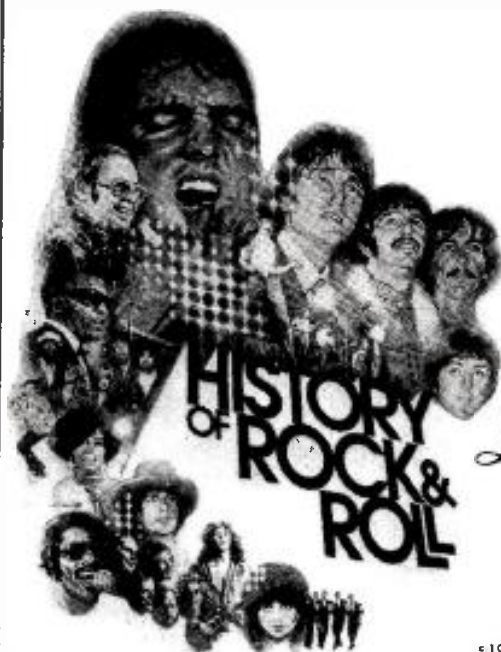
**Noxell** □ Lestoil cleaner gets four-week TV push beginning in mid-June. Foote, Cone & Belding, New York, will buy spots in 50 markets during day and fringe time. Target: women, 18-49.

**John Morrell** □ Subsidiary of United Brands starts four-week TV push for John Morrell meats late this month. Campbell-Mithun, Chicago, will pick spots during day and fringe time. Target: women, 18-49.

**General Mills** □ Consumer foods group features its Easy Strussel product in four-week TV flight starting in mid-June.

"You've done a hell of a nice job.  
It's a super piece of work."

ALAN MITCHELL, Program Director, WIND, CHICAGO



Act now to reserve availability in your market for the most spectacular radio program ever produced. Don't miss out. Call us today, toll free. 800-423-5084 (California and outside the continental United States, please call 213-883-7400.)

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# How to get a head start on prime time.

Get "Please Stand By" for your fall access schedule. It's like starting prime-time programming at 7:30!

Viacom's new first-run sitcom about the hilarious perplexities encountered by a big-city family as they try to run the world's smallest TV station gives your station an access series with top prime-time quality. Plus the family-sitcom program form that habitually dominates the top ranks of Nielsen and ARB ratings.

Call Viacom now.

For the best thing that's ever happened to 7:30.

## "Please Stand By"





# For all the video freedom you can use, get the studio camera with the outstanding picture.

That's the RCA TK-46, latest version of the most popular studio camera ever made. It incorporates a host of features introduced to the industry by RCA—successful in more than 1,500 units—the largest universe of any camera series.

**Camera excellence doesn't just happen. In the TK-46, it comes from years of experience.**

We planned to set a new standard for studio cameras when we introduced the original TK-44—and we succeeded. Its successor, the TK-46, still sets the standard, with features that deliver outstanding pictures. Among them: Chromacomp, the colorimetry adjustment that doesn't change picture luminance; comb filter and coring, for greatly improved signal-to-noise ratio; high efficiency prism optics for clarity and sensitivity; scene contrast compression. And such automatic features as color balance, iris control and optional centering control.

**You deserve the latest camera developments. You get them in the TK-46.**

The TK-46 includes these new features: an advanced preamp that improves signal-to-noise

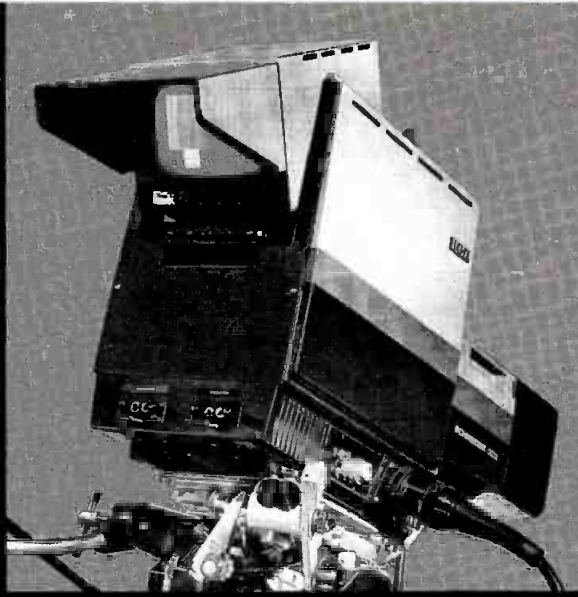
ratio by 3 dB; a 30° tiltable viewfinder with an 8" diagonal screen; simultaneous in/out of band aperture equalization with combing and coring—standard, of course. The control panel has been simplified, and setup controls are virtually accident-proof.

**Video freedom is available now in the TK-46. And in a huge array of broadcast equipment from RCA.**

Video freedom is the outstanding performance of the TK-46. It's the flexibility, features and value of our other cameras. It's everything you need for quality TV operation: antennas, transmitters, mobile vans, VTRs, telecine systems, and more.

It's all available now. Contact your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

The RCA logo, consisting of the letters "RCA" in a bold, stylized, sans-serif font.



**TK-46. Part of the new video freedom.**

Needham, Harper & Steers, Chicago, will seek spots in about 19 markets during daytime. Target: women, 25-54.

**U.S. Marines** □ Regular recruitment division schedules four-week TV push beginning in mid-June. J. Walter Thompson, Washington, will handle spots in 76 markets during fringe and sports time. Target: men, 15-24.

**Wm. Underwood** □ B & M baked beans get four-week TV drive starting in late June. Kenyon & Eckhardt, Boston, will place spots in 10 markets during day and fringe time. Target: women, 25-54.

**Alcoa** □ Aluminum Co. of America schedules four-week TV flight for its Can Recycling Olympics beginning late this month. Ketchum, MacLeod & Grove, Pittsburgh, will buy spots in 67 markets during early fringe time. Target: adults, 18-49.

**1st Union National Bank** □ Banking group arranges three-week TV push starting in mid-June. Burton-Campbell, Atlanta, will handle spots in five southern markets during fringe and prime time. Target: adults, 18-49.

**Conair** □ Manufacturer of personal care accessories and appliances slates three-week TV campaign for its Water Fingers shower spray beginning this week. Ted Bates, New York, will buy spots in about 25 markets during fringe time. Target: adults, 25-49.

**Tender Corp.** □ Company features its After-Bite insect remedy in two-to-three-week TV flight beginning in early June. A. Eicoff & Co., Chicago, will pick spots in

47 markets during all day parts. Target: total adults.

**Photomat** □ Photographic services chain slates two-week TV buy beginning late this month. Western International Media, Los Angeles, will arrange spots in approximately 25 markets during fringe and prime time. Target: total adults.

**Beech-Nut Foods** □ Company slates two-week TV flight for its Cera-Meal product beginning late this month. Weightman Advertising, Philadelphia, will seek spots in 15-20 markets during daytime. Target: women, 18-34.

**Procter & Gamble** □ Company sponsors CBS-TV special, *People's Command Performance*, Thursday, June 22 (9-11 p.m. NYT) through Wells, Rich, Greene. Buddy Ebsen will be host.

### Radio only

**Dannon** □ Yogurt gets three-month radio promotion beginning in June. Marsteller, New York, will seek spots in at least 50 markets including Atlanta, Baltimore, Chicago, Miami, Milwaukee and Pittsburgh, Target: adults, 18-49.

**U.S. Navy** □ Black recruitment division places 12-week radio buy starting in mid-July. Burrell Advertising, Chicago, will select spots in 18 markets including New York and Baltimore, in addition to buys on Mutual Black Network. Target: men, 18-24.

**Pharmacraft** □ Division of Pennwalt Corp. highlights its Desenex foot product in eight-week radio promotion starting in early June. Rumrill Hoyt, New York, will

seek spots in about 35 markets including Boston, Phoenix, Minneapolis and New Orleans. Target: men, 18-24.

**Schieffelin** □ Wine importer starts six-week radio buy for its Asti Cinzano late this month. Della Femina, Travisano & Partners, New York, will arrange spots in three markets including Philadelphia. Target: adults, 25-49.

**Meier's** □ Wine company plans four-to-six-week radio drive beginning late this month. Elkman Advertising, Bala Cynwyd, Pa., will handle spots in eight markets including Chicago and Detroit. Target: adults, 18-34.

**Chrysler** □ Automobile manufacturer arranges four-week radio drive for its Dodge trucks starting late this month. BBDO, Troy, Mich., will place spots in 100 markets including Phoenix, Salt Lake City, Dallas and Minneapolis. Target: men, 25-54.

**General Electric** □ Dealer association launches four-week radio and TV promotion in late June for its major appliances. Alford Advertising, Atlanta, will seek spots in four states during all day parts. Target: adults, 18-49.

**Hershey** □ San Giorgio division begins three-week radio campaign for its San Giorgio spaghetti in early June. Creamer Lois/FSR, New York, will schedule spots in 10 markets including Philadelphia. Target: women, 25-49.

**Mrs. Smith's** □ Pie company schedules three-week radio push starting in mid-June. J.M. Korn & Son, Philadelphia, will arrange spots in midwestern markets including Milwaukee. Target: women, 18-49.

**M.H. Greenbaum** □ Imported foods company features its cheese in three-week radio buy starting in early June. J.M. Kesslinger & Associates, Newark, N.J., will schedule spots in Los Angeles and New York. Target: women, 25-49.

**Warp Brothers** □ Plastic window materials manufacturer for home, farm and industry launches three-week radio promotion late this month. Ladd/Wells/Presba, Chicago, will select spots in about 18 markets including Albany, N.Y., Milwaukee, Nashville and Omaha. Target: adults, 25 and over.

### Radio-TV

**Kinder Care** □ Daycare centers start eight-week radio and TV buy beginning in mid-July. Klein Sieb, Atlanta, will place spots in about 20 markets including Dallas, Detroit, Philadelphia and Oklahoma City. Target: women, 18-34.

## BAR reports television-network sales as of April 30

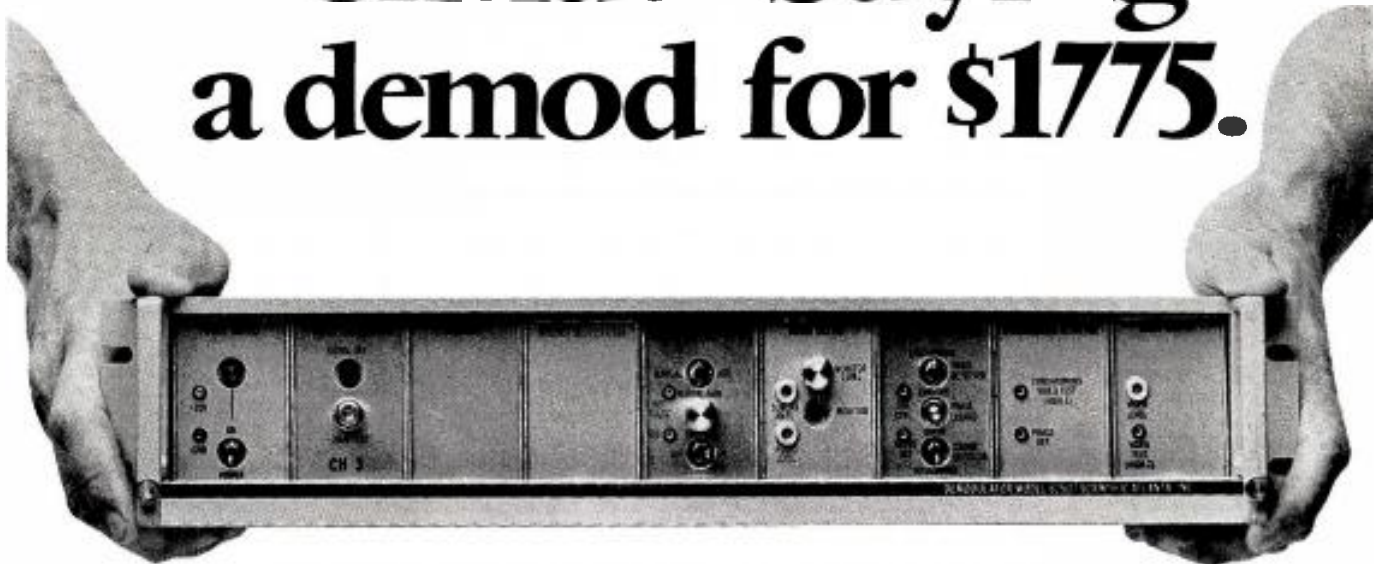
ABC \$464,882,300 (36.2%) □ CBS \$429,748,800 (33.5%) □ NBC \$388,914,600 (30.3%)

Day parts	Total minutes week ended April 30	Total dollars week ended April 30	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.	163	\$ 1,292,900	2,506	\$ 17,541,800	\$ 15,543,000	+12.9
Monday-Friday 10 a.m.-6 p.m.	1,019	16,601,800	17,172	278,684,500	255,205,900	+9.2
Saturday-Sunday Sign-on-6 p.m.	336	9,011,500	5,690	153,395,100	145,717,500	+5.3
Monday-Saturday 6 p.m.-7:30 p.m.	107	4,683,500	1,738	73,894,300	66,940,300	+10.4
Sunday 6 p.m.-7:30 p.m.	17	969,400	370	23,177,300	20,378,600	+13.7
Monday-Sunday 7:30 p.m.-11 p.m.	418	41,820,900	7,059	659,627,300	602,241,100	+9.5
Monday-Sunday 11 p.m.-Sign-off	229	5,728,200	3,643	77,252,400	76,758,600	+0.1
<b>Total</b>	<b>2,289</b>	<b>\$80,108,200</b>	<b>38,184</b>	<b>\$1,283,572,700</b>	<b>\$1,182,784,900</b>	<b>+8.5</b>

Source: Broadcast Advertisers Reports



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chronous detector. Intercarrier sound detection, also direct mode with synchronous detection option. Local or remote control of chopper on/off, envelope/synchronous detection, intercarrier/direct sound detection. Automatic switch-back to envelope mode if phaselock is lost in synchronous mode. AC operation with optional +DC standby powering. Optional powering from -DC.

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Europe: 1-7 Sunbury Cross Centre, Staines Road West, Sunbury on Thames, Middlesex TW16 7BB, England,  
Telephone Sunbury on Thames 89751, Telex 896015

# Datebook

■ New or revised listing

## This week

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

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

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

**May 22-24**—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**—Electrol78 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**—*New York Market Radio Broadcasters Association* second annual NYMRAD Festival Day America hotel, New York.

**May 25**—*Radio Advertising Bureau* Idearama for 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 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.

## Also in May

**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 3**—*Georgia UPI Broadcasters Association* meeting. Dunfee'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.

**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* 23d 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 Marriott hotel, Chicago, Sept. 11-14; 1980 conference

**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. Sheraton Orlando, Orlando, Fla.

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

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

**June 8-10**—*Florida Cable Television Association*

## Major meetings

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.

**Oct. 29-Nov. 3**—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

**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.

**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.

# ABC WINS THE DAY!

**ABC'S DOMINANCE IS NOW  
OVERWHELMING IN REACHING  
WOMEN 18 TO 49 ON  
DAYTIME TELEVISION!**

<b>WOMEN 18 TO 49</b>		
	<b>TOTAL</b>	<b>ABC ADVANTAGE</b>
<b>ABC</b>	<b>3,380,000</b>	<b>—</b>
<b>Network X</b>	<b>2,530,000</b>	<b>+34%</b>
<b>Network Y</b>	<b>1,800,000</b>	<b>+88%</b>

Why has ABC captured the lion's share of younger women viewers... your most critical audience and sales target? We give them the kinds of programs that get them watching and keep them watching. In the women 18 to 49 age group, ABC now has the five top programs: "All My Children"... "Ryan's Hope"... "Family Feud"... "One Life To Live"... "General Hospital." It all adds up to this. The number one network in prime time is now the preeminent network in daytime with the audience that counts most.

**ABC TELEVISION NETWORK** 

Source: NTI/NAC TV Ratings Reports, average audience household and persons estimates. Total performance by daypart: Daytime, Women 18-49 estimates, based on 8 weeks ending February 19, 1978 and 4 weeks ending April 23, 1978: Prime Time, all programs, Women 18-49 estimates, based on all NAC weeks September 12, 1977 - April 23, 1978. Data subject to qualifications which are available on request.



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Nortronics <sup>®</sup> Duracore™ Heads	<b>YES</b>	<b>YES</b>	No
Auto/Manual Fast Forward Option	<b>YES</b>	<b>YES</b>	No
Low-Voltage Current Regulated Solenoid	<b>YES</b>	No	No
Models for 1/3 and 1/2 Rack Widths	<b>YES</b>	No	No
Independent Azimuth Adjustment	<b>YES</b>	No	No
Cartridge Brand Interchangeability	<b>YES</b>	No	No
Headphone Jack for Maintenance	<b>YES</b>	No	No
Wider Record Input Range	-24 to +20	-20 to 0	*
Solid State Switching Logic	<b>YES</b>	No	No
Microphone Input Option	<b>YES</b>	No	No

\* Not specified



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**Model 3300 Standard**—for A, B and C cartridges. Available in mono and stereo, record/playback and playback only.

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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 9-10**—*Vermont Association of Broadcasters* meeting. Basin Harbor Club, Vergennes, Vt.

**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. Representative Lionel Van Deerlin (D-Calif.) will speak. 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 television 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 12-14**—*California Community Television Association* annual meeting. Red Lion Motor Inn and Senator hotel, Sacramento, Calif.

**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. Salishan Lodge, Gleneden 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. Foxboro 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. Kahneeta 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

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(801) 487-2241

## Southern Region

Mr. Allen Dillon, Vice President  
11422 Harry Hines Blvd., Suite 123  
Dallas, Texas 75229  
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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 21-23**—Maryland-District of Columbia-Delaware Broadcasters Association meeting. Sheraton Fountainebleau Inn and Spa, Ocean City, Md.

**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**—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 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. Opryland hotel, Nashville.

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

**June 23-24**—National meeting of Radio Television News Directors Association of Canada. Bayshore Inn, Vancouver, B.C. Contact: Elmer Harris, 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 sales people. 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 Uni-

versity 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.

**July 30-Aug. 5**—Communications Center 1978, seminars and workshops sponsored by American Baptist Churches, USA; Baptist Convention of Ontario and Quebec, and Christian Church (Disciples of Christ). Keynoters will include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Erindale College of the University of Toronto, Mississauga, Ont.

## 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 Association fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

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

**Aug. 25-27**—National conference on public access cable television, sponsored by Community Video Center of San Diego. El Cortez hotel, San Diego. Information: Brian Owens, 520 E Street, Suite 901. San Diego, 92101; (714) 239-3393.

**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 Association 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.





ANOTHER HOT AND HEAVY SESSION OF THE SEATTLE PUBLIC LIBRARY BOARD.

## Seattle: city of busybodies.

If the citizens of Seattle ever get around to commissioning a heroic sculpture to symbolize the essence of the city's soul, it should undoubtedly be a bunch of people at a committee meeting. For we are clearly a city of busybodies. Not to mention do-gooders. There are committees of every kind. Voluntary, official, advisory, ex officio and ad hoc. For the arts, education, the environment, the economy, the future and the status quo. And by-George, if we don't actually belong to any committees, many of us go to the meetings anyhow and give them a piece of our minds. Participatory democracy is practically a disease around here, but out of all the fuss and bluster, argument and impassioned pleading has come, in recent years, a remarkable body of results. For while many urban experts hold a foreboding vision of the American city's future, Seattle, somehow, seems to have gotten the hang of things.

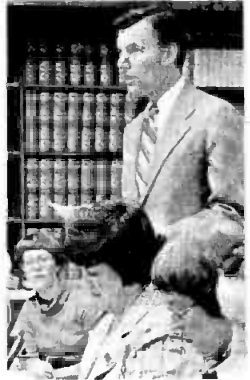
Items:

- Truly clean water in Puget Sound and our bordering lakes thanks to a regional sewer system.
- An area-wide public-transit system that is growing in both quality of service and patronage. (We also have free fares in the immediate downtown area.)
- A crime rate that is dropping—not by much—but dropping.
- New parks—over the freeway, along the waterfront, downtown and out in the neighborhoods.

- A new domed stadium, a new city aquarium and a superbly redesigned city zoo.
- Rehabilitation of our farmer's market, waterfront piers and Pioneer Square historic district.

None of this has come without much argument, disputation, endless committee meetings and no little litigation. But it has come. And there is much more on the docket.

Most significant of all, the great majority of Seattleites cherish the dream of making our town the first large city in America to completely desegregate its schools voluntarily without court order. Right now it looks very promising. We know. We have friends on the committee.



A **bleeding heart** is one who cares for others.

A **busybody** is a civic activist.

A **mossback** is one who cherishes what's best and finest from the past.

**And they're all on the committee!**

**Democracy cannot function without an informed citizenry. And that's where we've been coming in—loud and clear—for fifty years. At KOMO-TV and KOMO Radio, we take our news and public affairs responsibilities very seriously. While we're proud of the job we've done, we're dedicated to doing an even better one in the years to come.**

PHOTOS BY FRED ANDREWS



# KOMO

Fisher's Blend Station, Inc.

KOMO-TV, Channel 4, ABC

KOMO Radio, 1000 on the dial. ABC Information Network.

Representatives: The Katz Agency, Inc., with offices in 17 major advertising centers including Seattle and Portland.

Celebrating 50 years of quality broadcasting in Seattle and Western Washington.

**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 Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

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

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

## Open Mike®

### The light side of user fees

**EDITOR:** If in its infinite wisdom, the House Communications Subcommittee seeks to tax users of the spectrum, perhaps it might consider the following:

The upper reaches of the spectrum, namely light, have a bandwidth of approximately  $3.2 \times 10^{14}$  Hz. If this is apportioned over the millions of people in this country using lights it means that each person would be taxed on slightly over one mhz of spectrum. This is about the same amount of spectrum as is used by 4,500 AM radio stations.

The federal government's role is to manage the allocation of natural resources. Certain resources such as minerals and forests can be depleted. Taxes on these resources can be a form of control based on output and structured to control quantity.

But such resources as air, water and frequency spectrum must not be taxed. Each is in constant use and is "recycled." Government's job is to see that these resources are used prudently, allocated evenly and not "polluted."—*Michael T. Fisher, director, equipment planning, broadcast operations and engineering, ABC, New York.*

### The small market life

**EDITOR:** When spring arrives there is always a new group of neophytes for every trade and profession. For broadcasting, many of the graduates are looking forward to joining a big station or a network at a beginning-level position. But it doesn't happen to all newcomers; some go to small markets. This message is for the new arrivals who may want to bypass the small market and wait for the opening at the big station and the network.

[When I started in the business 30 years ago], it was hard to understand why some "old timers" were working in small markets [but] it didn't take long to discover why. Small-market broadcasters do everything; there is not time to become burned out. Seldom is there a firm definition of duties where a person only sells,

only does news reporting, only works on the air or any of the other individualized tasks related to broadcasting. Everyone participates in the total station operation.

The best part of the small market isn't necessarily joining in the total station operation but in being a worthwhile part of the regional community. Station people who work in this setting know what it is to be involved in "what's happening." We have the opportunity to meet and know national figures—winning and losing presidential, senatorial and congressional candidates and other prominent public figures. In a small market it is possible and likely that you will meet people like this not only to interview, but also to enjoy a casual conversation. You will see them relax just like your next-door neighbor. (How many major market broadcasters have had a personal interview with a senior U.S. senator in the men's room?)

After 30 years there is no brief summary of advice that can be passed on to the people just starting in broadcasting. But there is this one thought: Major markets will give you prestige if you earn it, but small markets will give you a modicum of prestige plus a full, rich life.—*Gordon E. Lack, KBIM(AM) Roswell, N.M.*

### Different times

**EDITOR:** While your May 8 report on McGavren-Guild's format survey was interesting, as classical music broadcasters we found it all the more so when read in conjunction with your story [on the Concert Music Broadcaster Association convention] the previous week, "Classical stations report big gains in ad revenues." It would suggest that this is one of those curious times when less is more.

Perhaps McGavren-Guild's figures would have looked somewhat different if they had included adult evening and weekend figures, where classical music is traditionally the strongest. Not to do so may give as misleading a picture as if you were to exclude teen-agers from the figures for rock stations.—*Richard Neil Currie, president, Parkway Productions, Washington.*

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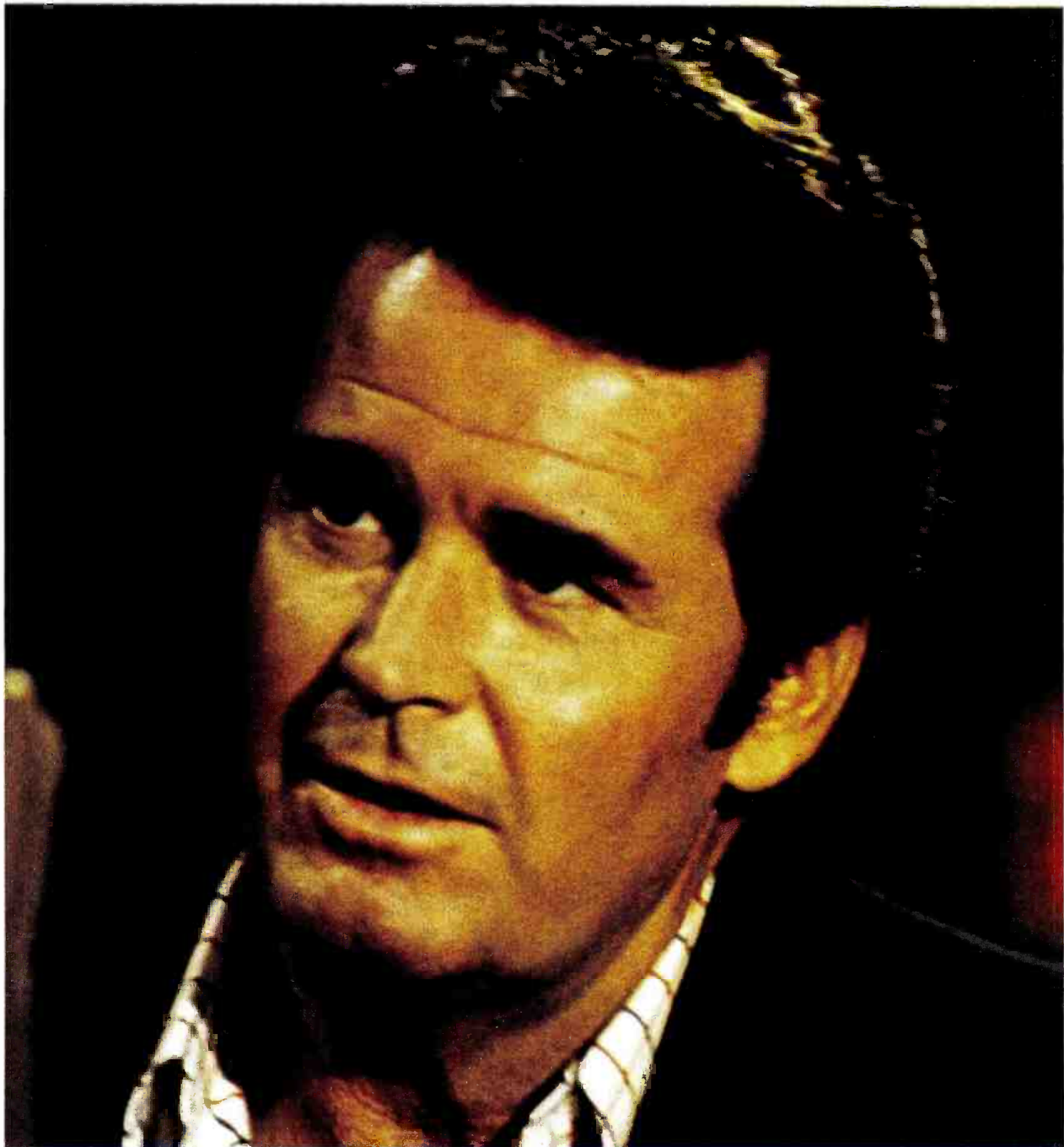
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Bill Merritt, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.



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

# Get a piece of the Rockford.



Available Fall, 1979 **MCA TV**



# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Deborah K. Johnson, vice president-associate research director, and Kay Satow, research supervisor, Needham, Harper & Steers, Chicago

## Getting down to specifics about sex on television

It came as no great surprise when recent consumer research conducted by our agency found that a large majority of the 4,000 married men and women surveyed feel there is too much sex on TV programs: 78% of the women and 64% of the men agreed that "there is too much sex on prime time TV." Closer to our hearts as an ad agency, we also found they object to sex in TV commercials: 79% of the women and 68% of the men agreed that "TV commercials place too much emphasis on sex." What did come as a surprise, however, were the program preferences of these concerned viewers.

They liked shows we expected them to like—*Little House on the Prairie*, *The Waltons*, *Walt Disney* and other wholesome family fare—and they hated shows like *Soap*. But, we also found that the women sampled watch and enjoy soap operas. Wait a minute. Soap operas are filled with sexual material. Why do these women love soaps but hate *Soap*?

To answer these and other questions we decided to stop looking at numbers and to start talking to some real live consumers. Group discussions were conducted with younger women (18-24), middle-aged women (30-40) and older women (55+). Groups were also split occupationally: Half were blue collar, half white collar.

We began by asking the groups what TV programs they liked to watch. Sure enough, just as the quantitative study, soap operas were rated right up there with more wholesome fare. Why the anomaly? Respondents were quick to point out there was no anomaly in their minds. They don't object to all sex on TV; they object to the wrong kinds of sex on TV.

Sex, they say, is OK under certain conditions. It's all right when sex is implicit, not explicit. They rarely show anything explicit on soaps. Sex is also all right when it's handled in a moral context. In soap operas the heroes and villains are broadly drawn and easily recognized, the sinners are punished eventually, the good guys rewarded. These women also say sex is all right when you're prepared for it. And you're rarely more prepared than when watching a soap—the action can take weeks to develop. Soap operas also have the virtue of being shown at suitable hours when children are away at school.

*Soap*, on the other hand, is seen as being just the opposite. It doesn't show sex in a moral context. Sex is treated lightly and deviant sexual behavior is condoned. And because it's immoral sex, respondents are far more likely to feel that any sexual nuance or innuendo is, by default, explicit.



Deborah K. Johnson (r) has been a vice president and associate research director of Needham, Harper & Steers, Chicago, since last December. She joined NH&S in 1974 following a year in the research department of Leo Burnett Co., Chicago. Kay Satow joined NH&S as a research associate in 1976. She was appointed research supervisor last year.

But what about sex in commercials? While sexual material in commercials may seem mild in comparison, the women we spoke to find commercials even more sexually offensive than programs. They point out that offensive programs can be avoided, but offensive commercials appear without warning.

Commercials most frequently mentioned as offensive included those for Bic razor, Bic lighter, Muriel cigars, Noxema shave cream, Ultra Brite toothpaste, Pearl Drops tooth polish, Shower Massage, Aviance perfume, Underalls pantyhose and Tickle antiperspirant. Also mentioned frequently were a variety of commercials for "intimate" feminine products. After a general discussion about sex in commercials, we showed the women four of these commercials: Bic razor, Underalls, Muriel cigars and Aviance. This is what the women object to:

■ Sexual innuendo. The Bic razor commercial is a good example: It is a young man's wedding day. His sly uncle tells him to use Bic and "get stroked" in the morning. At the wedding his bride announces he got stroked that morning and now will get stroked every morning. Young women characterize the commercial as crude locker room humor and find such innuendo offensive and embarrassing. Older women (55+) saw nothing offensive in the commercial, and thought, in fact, it was cute. When the moderator pointed out that younger women had found it offensive, the older women look puzzled, frown their brows, and say, "Ohhh... they couldn't mean..." We call this phenomenon "the Edith Bunker syndrome." The older women concluded the younger women all had dirty minds.

■ Male fantasy. Consider the commer-

cial for Muriel cigars: A man is working late at the office. He pulls out a cigar. A super-sexy woman appears to light it. As he blows smoke in her face, she slinks about singing that he should let Muriel turn him on. Young liberated women found this the most offensive commercial shown; not only does this ad place women in demeaning roles, it's personally threatening. Older women liked the commercial. Why? In part, their consciousnesses haven't been raised; it doesn't dawn on them they should be offended. Even if the thought does cross their mind they say, "Listen, at my age anything that will get my husband excited ain't half bad."

■ Immorality. There is one thing that women of all ages agree on: Immorality offends them. The Bic and Muriel ads violated the women's moral code: Physical intimacy should only occur between consenting married adults.

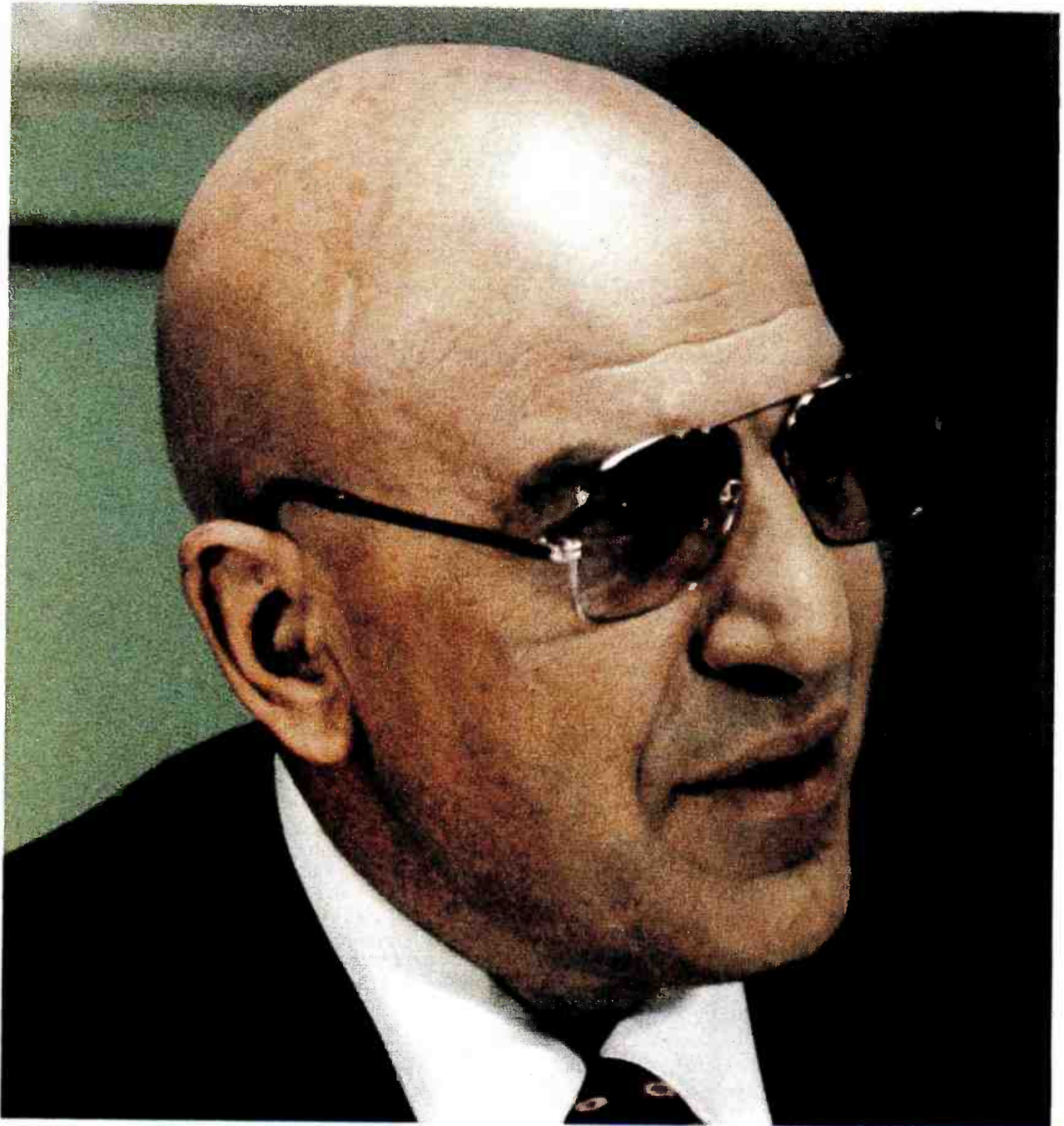
■ Irrelevant sex. Sexual material is less likely to offend when it relates to the product's primary benefit. This means sex is more applicable to some product categories than others. In the case of perfume the primary purpose is to attract the opposite sex; thus a certain degree of tasteful intimacy is viewed as acceptable.

■ Intimate products. Women get embarrassed seeing intimate products advertised and told us they disliked focusing on female anatomy. We expected them to hate the Underalls commercial we showed which featured rear views of two girls walking away from camera. But most didn't object. They said the commercial focused on rear ends but had to; showing no panty line was the product's primary benefit. They did tell us they disliked another version of the campaign—the one with the "Underalls make me look like I'm wearing nothing" line. Wearing nothing is not the product's primary benefit. They don't want to look as though they're wearing nothing. And they don't like women who do.

What do we think all this means? Sex is acceptable for certain products, for products designed to increase allure. For non-liberated women, sex is OK for traditional male products. Sex is always acceptable when used in morally acceptable situations. And it's OK when tied to the product's primary benefit.

But we should always remember that women consider TV to be an intrusive medium. These women contend that TV not only mirrors social norms—it can actually change them. They say they invite TV into their homes but they do not want it to embarrass them or foster immorality. If TV does these things, they may come to treat it as an unwanted guest.

# The bald and the beautiful.



Available Fall, 1979 **MCATV**

# “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

### FCC takes dramatic steps to foster minority owners

**Commission votes unanimously to allow tax certificates and 'distress sales' of stations whose licenses are set for hearing, turns down 45-day Hooks proposal**

To FCC Chairman Charles D. Ferris, the commission was at the beginning, not the end, of a policy initiative. To Commissioner Tyrone Brown, the commission was taking "faltering" but important steps. To most in the crowded commission meeting room, many of them black, the meeting seemed to be one at which history was being made.

The commission, in a series of 7-to-0 votes, established policy aimed at promoting minority ownership of broadcast stations and began implementing it with the adoption of policy pronouncements that might have seemed radical a year ago but last week won approval without a murmur of dissent.

The commission, on a case-by-case basis, will:

- Issue tax certificates in sales that involve parties with significant minority interest "where there is a substantial likelihood that diversity of programming would be increased as a result." Tax certificates permit sellers to defer payment of capital gains taxes.

- Permit broadcasters whose licenses have been designated for revocation or renewal hearing to sell their properties at a "distress sale" price to applicants with significant minority ownership interest, provided the purchasers meet the commission's other qualifications.

To provide incentive to sell for broadcasters facing loss of their license, however, the commission said it would not require that the distress price be limited to value of equipment. But the commission would expect the price to be considerably below the market value of the licensed station.

The originators of the proposals indicate the breadth and depth of the support being given the effort to promote minority ownership of broadcast facilities in a coun-



### Rafshoon formally returns to Carter camp

Gerald Rafshoon, the Atlanta advertising man behind Jimmy Carter's presidential campaign advertising, is rejoining the Carter team. His mission: to help explain the President's program to the public. There's an acute need for that mission, admitted White House press secretary Jody Powell in announcing the appointment: "We simply have not done a good job."

When Mr. Rafshoon arrives on the job July 1, he will have the title of assistant to the President for communications and a \$56,000 per annum salary. He'll operate as a senior adviser in some of the areas now occupied by Mr. Powell. Supervision of the White House TV operations and contact with the networks will be among his duties, for instance; so will the White House speech-writing, presidential-advance and photo offices. Mr. Powell said, however, that Mr. Rafshoon's chief responsibility will be long-range planning to explain the President's programs to the public. And Mr. Rafshoon rejected characterizations of the post as being one primarily of public relations. "It's an information and communications job," he said, one that will involve "broader concepts" than those with which Mr. Powell deals in daily press briefings.

The appointment would also appear to constitute a loss of responsibility for Barry Jagoda, President Carter's assistant for media and public affairs. Mr. Jagoda, a former CBS and NBC television producer, has been the only White House aide with knowledge of the TV business. And while technically he would simply be reporting to Mr. Rafshoon rather than Mr. Powell, Mr. Jagoda will have in his new boss someone not only familiar with broadcasting but interested, as Mr. Rafshoon said, "in working with the networks and... with people at all levels of broadcasting."

Mr. Rafshoon has never been out of touch with the Carter team with which he worked in the campaign and which moved into the White House. Following the inauguration, he opened an office of his advertising agency a few blocks west of the White House.

try where minorities constitute 20% of the population, but account for ownership of less than 1% of the nation's 8,500 commercial radio and television stations.

The tax certificate idea was advanced by the National Association of Broadcasters; the "distress sale" proposal by the Congressional Black Caucus. The Carter administration supported both. Indeed, they were part of an over-all program the National Telecommunications and Information Administration put forward in Febru-

ary (BROADCASTING, Feb. 6).

And Henry Geller, assistant secretary of commerce-designate who is to head the new NTIA, said he was "delighted" with the commission's actions. There are other things to be done, he said, but these two "were ripe" for action.

The commission itself has not been passive. At the instigation of then-Chairman Richard E. Wiley and former Commissioner Benjamin L. Hooks, the commission last year sponsored a conference



at which representatives of government, the media and minority groups discussed obstacles to minority ownership of stations and ways in which they might be overcome.

The commission last week said that the conference helped focus attention on the problem and generate ideas. It also led to the production of a 35-page report by the

## Third shoe drops for fall season

**NRC emerges with most new shows.**

### SUNDAY

	ABC	CBS	NBC
7:00			
7:30	The Hardy Boys (Universal)	60 Minutes (CBS News)	Wonderful World of Disney (Walt Disney)

### TOP OF THE WEEK

day). Apparently a combination of *Three's Company* and *Love Boat*, *Coastocoast* is about an airline between New York and Los Angeles. Two stewardesses and a flight officer work and play together, and "it's a two-coast comedy with a wild supporting cast both in the air and on the ground."

■ *W.E.B.* (10-11 p.m. Thursday). "A fictional behind-the-scenes look at the operation of a television network and the life of one female executive who struggles for success in a competitive, tension-filled industry." The central character, besides being "attractive," dresses well enough to draw viewers who will want to see what she'll wear next, Mr. Klein hopes. A spin-off from the movie "Network," this show's executive producer is Lin Bolen, a former head of daytime programming for NBC.

■ *Grandpa Goes to Washington* (8-9 p.m. Friday). Jack Albertson of *Chico and the Man* plays Joe Kelley, a spirited college professor forced into retirement. He runs for the U.S. Senate as a straight-talking maverick and wins. Dick Rosetti is the executive producer, Bob Stambler is the producer.

## Battleground on Hill over FTC's ad-ban proposals

**Counterattack is mounted against effort to block appropriations for commission's proceeding on children's television advertising**

The Federal Trade Commission's proposed children's advertising trade rule is a process that normally would take years to come to a head, but broadcasters and broadcast advertisers opposing the proceedings are already confronting their opponents in Congress this week in what may be just a preliminary skirmish or possibly a major battle over the proposal.

For the last few weeks the House Appropriations Committee has been lobbied by diverse groups to overturn a subcommittee recommendation to cut off the FTC advertising proceeding. The Appropriations Subcommittee on State, Justice, Commerce and the Judiciary voted three weeks ago to prohibit the FTC from allocating funds for trade regulations limiting food advertising (BROADCASTING, May 8), an action that would effectively halt not only the children's advertising proposal, but also, presumably, the nutritional advertising proposal issued in 1974 and the protein-supplements ad proposal issued in

fire from, among others, leading members of the House Commerce Committee, from a task force of congressional wives and from the Consumer Federation of America.

The Commerce Committee members, Chairman Harley Staggers (D-W.Va.) and all six subcommittee chairmen have registered their "strong protest" to the appropriations subcommittee's amendment, but on procedural grounds, not on the merits of the FTC's proposal. Chairman Staggers wrote to Representative John Slack (D-W.Va.), the appropriations subcommittee chairman, to argue against the subcommittee's attempt to deal with "complex and important subjects" through the appropriations process. They should be handled instead by the Commerce Committee "with its expertise in these matters," Mr. Staggers said, "through the normal and deliberative legislative process."

That sentiment was shared by the six subcommittee chairmen in a separate letter to Appropriations Committee Chairman George Mahon (D-Tex.). One of the signers, Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), said last week that acceptance of the Slack subcommittee amendment would set a bad precedent.

But if the content of the FTC advertising proposal was not the complaint of the Commerce Committee members, it was very much the issue with other groups, such as the Consumer Federation of America. CFA, in a letter co-signed by 26 other groups and individuals, told Mr. Mahon last week that the issues associated with highly sugared products and their advertising to children are of deep concern to parents, health professionals, educators and consumers and should not be placed outside the FTC's reach.

CFA blamed the appropriations subcommittee action on pressure from a coalition of broadcasters and advertisers formed by the National Association of Broadcasters to fight the FTC proposal (BROADCASTING, March 13). "Such political interference in the independent regulatory process prior to the fact-finding phase sets a dangerous and reprehensible precedent," the letter said. An NAB spokesman said last week, however, that although NAB supports the amendment, its origination could more accurately be traced to lobbying by food manufacturers.

CFA late last week scheduled a rally for today on the steps of the Capitol.

Another group lobbying for reversal of the amendment last week was a group of eight congressional wives, who said in a letter hand-delivered to the members of the appropriations subcommittee that the

## Sears, PTA head for Chicago and advertiser meeting on sex, violence

**Some suggest, meanwhile, that retailer has other motives for withdrawal of TV advertisements**

Sears, Roebuck and the national Parent Teachers Association had a "handful" of acceptances late last week to the 20 invitations sent to leading TV advertisers for a May 31 Chicago summit meeting on TV sex and violence (BROADCASTING, May 15).

Sears, which has refused to name the invitees, remained silent as to who responded. General Motors, however, said it planned to "send an observer"; Ford Motor Co., according to a spokesman, was "considering sending a representative." Among other companies known to be invited: Bristol-Myers, Coca-Cola, Eastman Kodak, General Foods, Kraft Foods, Lever Bros., McDonald's, and TV's biggest spender, Procter & Gamble.

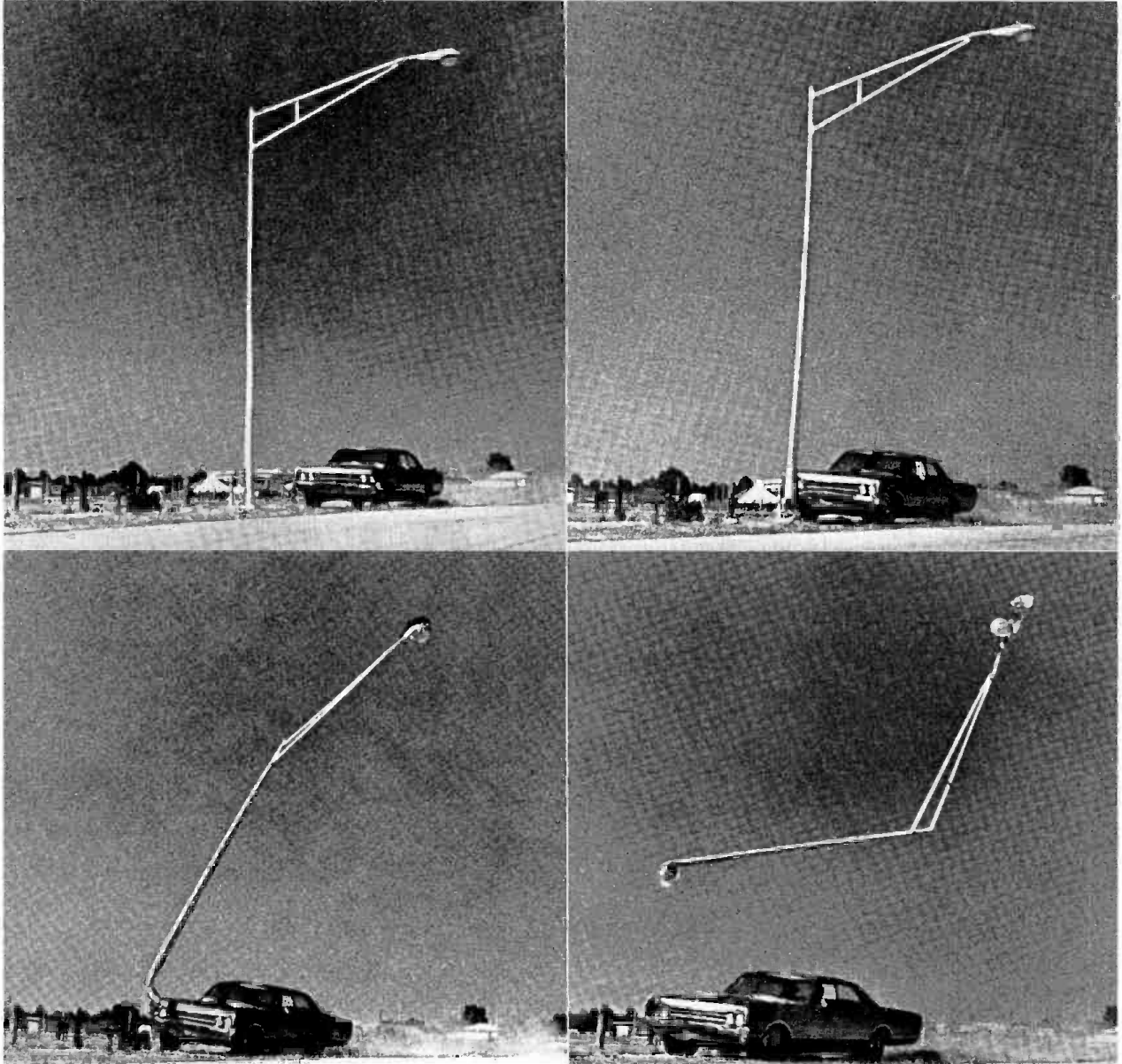
The call for the meeting—which Sears was instrumental in organizing but which the national PTA will run—came with the news that Sears was withdrawing its commercials from two more shows, ABC-TV's *Charlie's Angels* and *Three's Company*. (Several months ago, concern about violence led Sears to drop *Barnaby Jones* and the *Six Million Dollar Man* from its list, as were *Kojak*, *Baretta*, *Starsky & Hutch* and *Hawaii Five-O* in early 1977.)

Without doubting the sincerity of Sears's motives, one company watcher admitted that the advertising withdrawals "come at an excellent time"—a time when Sears is changing its marketing strategy and cutting back in its print and broadcast spending. (In 1977, Sears is said to have spent \$63 million on network, up from \$57 million in 1976, and \$19 million in spot, down from \$20 million in 1976.)

The word was that during the fourth quarter last year, Sears's advertising campaign proved too successful, with too many sales at the time when commercials were promoting product discounts and not enough sales when they were regularly priced. Despite record sales during that quarter, the profit margins are understood to have reflected that dilemma.

There had been considerable speculation among other sources that Sears may have been motivated to some extent by what another source called "budget problems." This viewpoint also seemed to be reflected by ABC Inc. Chairman Leonard H. Goldenson, who, when asked about

Photos courtesy of Aluminum Company of America.



## Here's something good that breaks.

One of the most encouraging areas in the field of highway construction has been the recent emphasis on safety.

From shoulder widening to skid grooving to better median barriers to the aluminum breakaway lighting poles shown above, highway engineers are building with safety in mind.

The before and after statistics, in fact, are so encouraging that the additional costs appear almost negligible. To cite just one example: On interstate highways, 527 standard signs and lighting poles were replaced with aluminum breakaway poles. Where there was a total of 41 injuries before, now it was down to 23. Where 2 people had been killed, none were killed.

Federal funds are available to every state. What's necessary is a local interest. Isn't it better to

spend money on highway improvements to make highways safer than on increases in medical costs or funeral expenses?

For the story from the Department of Transportation, just write The Travelers Office of Consumer Information, One Tower Square, Hartford, Connecticut 06115. Or dial, toll-free, weekdays from 9 to 5 Eastern Time, 800-243-0191. In Connecticut, call collect, 277-6565.



**THE TRAVELERS**  
Raising our voice, not just our rates.

The Travelers Insurance Company, The Travelers Indemnity Company, and Affiliated Companies, Hartford, Conn. 06115

## Canadian investors out to establish pay TV network in United States

**Acquisition of 20% interest in KMUV-TV Sacramento is opening wedge in plan to acquire and/or affiliate with other STV outlets**

A Canadian-owned subscription television firm has acquired a 20% interest in the proposed licensee of KMUV-TV Sacramento, Calif., with an eye toward converting that station and others in the U.S. to STV operations. Universal Subscription Television Inc. is now in the final stages of developing what amounts to a mini-network of STV stations around the country.

In an assignment of license application filed at the FCC last month it was revealed that a substantial portion of the buying group, Sacramento Television Inc., will be held by Universal, a 95%-owned subsidiary of CanWest Capital Corp., a Winnipeg, Man., investment firm with broadcast associations there. The remaining 5% of Universal is owned by Rinaldo Brutoco, a San Francisco attorney and president of the company who also owns a 20% interest in WQTV(TV) Boston, an STV station that is expected to go on the air late this year.

The purchase price of KMUV-TV, which is now in bankruptcy, is \$2,750,000. The sale is conditioned on FCC approval of a concurrently filed STV application.

In the filing, Universal told the FCC that it is "actively engaged in the process of finalizing investments and/or subscription television affiliations" with WSNL-TV Patchogue, N.Y., which is owned, in part, by CanWest; WGPR-TV Detroit; WQTV, and KTMA-TV Minneapolis-St. Paul, the proposed assignee of which, Metropolitan Broadcasting Corp., is 20% owned by Universal. It was also disclosed that Seymour Epstein, a Toronto engineering consultant and a director of Universal, controls a substantial interest in the buyer of WTTV(TV) Bloomington, Ind. (Indianapolis), an independent VHF (see "Changing Hands," page 48). There is, however, no corporate relationship between Mr. Epstein's interests, Can Tel Inc., and Universal or CanWest and no plan to convert WTTV to STV.

Eighty percent of the stock in Sacramento Television is held by Carl B. Hilliard Jr., a San Diego attorney with an additional 20% share of WQTV and principal interests in six MDS licensees.

Under the terms of the agreement between Mr. Hilliard and Universal, as they are outlined in the application, Universal agreed to lend Sacramento Television \$1.3 million to purchase the station. Mr. Hilliard then advanced \$50,000 toward the purchase, and Universal put up \$12,500 for stock.

Universal's financial interest was

guaranteed by CanWest, which has also committed itself to purchase \$5 million of preferred stock to be issued by Universal.

Israel H. Asper is chairman of CanWest, which is also held, in part, by a number of other Canadian financial institutions, including the Toronto Dominion Bank.

An affidavit submitted in an amendment to the KMUV-TV assignment application said that the Canadian interests will not "take any action which would constitute control" of the station although Universal has entered into agreements with Mr. Hilliard whereby it has the right to acquire additional stock "either through conversion or exercise of options."

According to Mr. Brutoco's statement, Universal will make "no attempt . . . to exercise its conversion or option rights with respect to the capital stock of Sacramento Television Inc." unless the FCC decides that Universal is qualified to be a licensee.

Section 310 of the Communications Act forbids foreign ownership of more than 20% of a broadcast licensee and more than 25% by a subsidiary company if its parent is foreign-owned. According to an FCC lawyer, however, there are now no commission rules prescribing limits of foreign involvement in STV franchise holders. Canada permits no STV there.

Mr. Brutoco said that Universal is committed to the STV concept and that it is "quite clear" that it would like to expand into other markets. He added that he was "not sure if that qualifies us as a network." At present, he said, the company is more interested in finding "the markets we'd like to be in."

And on the Canadian-ownership aspect, Mr. Brutoco, who is a U.S. citizen, insisted that Universal has and will continue to "scrupulously adhere" to U.S. rules, laws and policy. He said that Universal considers itself "a responsible corporate citizen" that has taken an "entrepreneurial risk" in STV. If the service proves to be economically sound, Mr. Brutoco said, "everyone stands to profit."

Gerald W. Schwartz, president of CanWest and vice chairman of Universal, said the U.S. STV subsidiary under Mr. Brutoco operates with considerable independence from the Canadian parent company. He said, too, that CanWest was interested in expanding its STV interests "to the extent that the rules allow." He said that CanWest had developed "useful and exportable" expertise in the Canadian broadcasting industry and that it was looking to expand into U.S. over-the-air pay TV because this country is "more developed in its thinking" than Canada.

CanWest is a diversified investment firm with no direct corporate involvement in broadcasting. Some of its officers and directors are also listed as shareholders of CKND-TV Winnipeg and of CKGN-TV Paris, Ont. (Toronto), the base station of the six-outlet Global Television Network. Paul Morton, a CanWest director, is reported to be the principal shareholder of CKND-TV, and Mr. Epstein has an interest in CKGN-TV. Both are Global officers.

## Post-Newsweek and Evening News get approval for swap

**FCC OK's deal in which WTOP-TV and \$2 million are traded for WWJ-TV and in which two media crossownerships are broken up**

The pressure for diversification of media ownership produced a major payoff last week in the FCC's 5-to-0 approval of the swap of the Evening News Association's WWJ-TV Detroit for Post-Newsweek Stations' WTOP-TV Washington and \$2 million.

The swap, the first of several that have been proposed, breaks up local newspaper-television crossownerships in both cities—the *Post* and WTOP-TV and the *News* and WWJ-TV.

The move is also designed to achieve security for the station owners. Although commission policy is to encourage local media diversity through separate ownership of newspapers and television stations in the same market, it would not have required the break-up. But, a decision of the U.S. Court of Appeals on which the Supreme Court is expected to rule before its term ends next month would require the commission to initiate a rulemaking aimed at breaking up crossownerships of co-located newspapers and broadcast stations. Even if the Supreme Court's decision overturns the lower court's opinion, some crossowners fear their renewal applications will prove tempting targets for groups interested in filing competing applications.

The swap permits Post-Newsweek to move up a market notch, from eighth to seventh. That is the reason for the \$2 million payment. But also the upgrading made the transaction subject to the commission's policy prohibiting the acquisition of more than three stations or more than two VHF's in the top 50 markets unless the applicant makes a compelling public interest showing. Post-Newsweek also owns WPLG(TV) Miami; WFSB-TV Hartford, Conn., and WJXT(TV) Jacksonville, Fla.

Post-Newsweek noted that the exchange would amount to a voluntary implementation in Washington and Detroit of the commission's policy to promote the break-up of newspaper-broadcast crossownership. The exchange also breaks up the common ownership of radio and television in Detroit, where the Evening News is the licensee of WWJ-AM-FM. The company also owns KTVY(TV) Oklahoma City and KOLD-TV Tucson, Ariz.

The swap marks the end of Post-Newsweek broadcast operations in Washington. Several years ago, it donated WTOP-FM to Howard University; two weeks ago, the commission approved the sale of WTOP(AM) to the Outlet Co. for \$6,675,000 (BROADCASTING, May 15).





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# In Brief

**FCC voted 7 to 0** last week to require TV set manufacturers to **lower UHF noise to 14 db**. After Oct. 1, 1979, commission will not certify sets without that capacity; after Oct. 1, 1981, sets cannot be manufactured unless they meet that specification. Conditioned on outcome of other UHF-related inquiries and proceedings (taboos, labeling requirements and measurement standards) FCC will consider within next year, commission also put manufacturers on notice that it expects 12 db levels by Oct. 1, 1982, and that it intends eventually to go to 10 db. Commissioners Fogarty, Quello and Washburn concurred in decision but made apparent their dissatisfaction that commission did not mandate 10 db level.

**ABC faces imposition of \$7,000 fine** by FCC as result of what commission says was **inaccurate logging by ABC's WDAI-FM Chicago** of commercial announcements for "Super Bowl of Rock" promotion in May 1977. Charges involve irregularities in implementation of reciprocal trade arrangement station had with concert's promoter, Flip-Side Concerts Inc. Irregularities were uncovered by law firm, Jenner & Block, which ABC had hired to investigate after learning of possible involvement of station personnel in alleged wrongdoing.

**WRBL-TV Columbus, Ga.**, has been sold by Columbus Broadcasting Co. to **Cabri Development Corp.** for approximately **\$7 million**. Seller is owned by J. W. Woodruff Jr., owner of WRBL-FM Columbus, and WGPC-AM-FM Albany, Ga. Buyer is owned by Malcom Glazer and Neil Berry, owners of WRWT-TV Terre Haute, Ind. WRBL-TV is CBS affiliate on channel 3. Broker: Chapman Associates, Atlanta.

**FCC was hard-nosed** in closed session last week. It reportedly **affirmed denial** of renewal of Faulkner Radio Inc.'s **WLBB(AM) Carrollton, Ga.**, and **ordered hearings** that could result in loss of three licenses held by Ray H. Rosenblum. One hearing was set for renewal of **WMOA-AM-FM Marietta, Ohio**, on charges stations exceeded proposed commercial limits and made misrepresentations to commission as to commercial time actually broadcast. Second was ordered on revocation of **WACB(AM) Kittanning, Pa.**, on allegations of numerous technical rule violations and charge that station made misrepresentations to FCC.

**ABC-TV** reportedly has purchased TV rights to **"Jaws"** for airing next fall and to **"Close Encounters of the Third Kind"** for 1981.

**Slight drop** in three commercial networks' share of national prime time TV audience for March and April—about 1% less than in same two-month period year before—**showed signs of bouncing back** in first two weeks of May, when networks increased share by 3.5% over last year.

FCC majority overrode recommendation of staff last week and approved **unconditional grant of construction permit for channel 33 Norfolk, Va.**, to group that includes four individuals who own WOKT(AM)-WORT(FM) there. Crossownership rules permit **creation of new radio-UHF combinations** on case-by-case basis. With Commissioner Abbott Washburn leading way, five of seven commissioners decided Television Corp. of Virginia merited unconditional permit. Commissioner Washburn noted that radio station owners were to be relied on by others in running television stations and that one 10% owner is black. He also said it was doubtful any other group would attempt to activate channel. Staff had expressed concern that unconditional grant would make it difficult to deny virtually any other application for UHF filed by owners of co-located radio, and urged condition requiring owners of AM-FM to sell off interests in either radio or TV in five years. Only Chairman Charles D. Ferris and Commissioner Joseph Fogarty were persuaded.

ABC confirmed Friday that release of newsman **Harry Reasoner** was conditioned on his not being used by CBS News to fill in for **Walter Cronkite**. ABC said "there were some quid pro quos"; CBS News declined comment. Transfer will be costly; Mr. Reasoner reportedly will take out **from half-million dollars to \$150,000 yearly**.

Group W Productions' **Mike Douglas Show**, based in Philadelphia since 1965, **moves to Hollywood** in September because of "greater

availability of stars." Studios will be in CBS Television City. **Mike Douglas Show**, now carried on 120 TV stations, was launched in Cleveland in 1961.

Television Bureau of Advertising reports more than **\$200,000 pledged** in past two weeks toward \$300,000 goal for its study of feasibility of developing **new local-TV audience measurement service** (BROADCASTING, Aug. 8, 1977, et seq.). Feasibility of having it broadcaster-owned is among questions to be examined. Booz, Allen & Hamilton will conduct study, expected to take about six months. Norman E. Walt, president of McGraw-Hill Broadcasting and chairman of feasibility committee, urged those who haven't made pledges to do so, "so that the study may get under way."

**NBC's group of eight radio stations** is first signer for Audit & Surveys' new **A&S/TRAC-7 audience-measurement service** (BROADCASTING, March 20). Signing, NBC authorities said, does not affect continuing subscription to Arbitron's measurement service. A&S officials said NBC group was first to which TRAC-7 contract was offered. Meetings with other major groups are scheduled this week.

Broadcasters involved have reached **agreement with Committee for Open Media** to resolve dispute blocking **renewal of Gill Industries' KNTV(TV) San Jose, Calif.**, and **sale of station to Landmark Communications** for \$25 million. Agreement, under which COM will withdraw its petition to deny KNTV renewal, calls for Gill to pay \$192,000 to Community Media Center, nonprofit organization that operates cable television access studio in San Jose. One issue in petition to deny was allegation that Gill Cable, Gill Industries' subsidiary which operates cable system in San Jose and which donated equipment to media center, had removed equipment and records which were not Gill Cable's "exclusive property." Agreement states that Gill Cable is not admitting wrongdoing by it or its representatives. Gill Industries also agrees to pay \$25,000 in COM legal expenses.

NBC star **Bob Hope's 75th birthday** gets VIP treatment in Washington this week. President Carter will host White House reception Wednesday (May 24) and USO is mounting benefit performance ("**Thanks for the Memories**") at Kennedy Center Thursday that will be taped and run as NBC-TV special next Monday (May 29). That's actual birthday. Gala's co-producer is **Gerald Rafshoon**, newly named assistant to President Carter for Communications (see page 27).

Number of U. S. officials are heading west this week for Tokyo and Aspen Conference on Communications and Information Policy May 23-26. **Glen Robinson**, chairman of U.S. delegation to World Administrative Radio Conference, will head conference. Also attending are FCC Chairman **Charles D. Ferris**, Commissioner **Tyrone Brown** and **Henry Geller**, assistant secretary of commerce-designate for National Telecommunications and Information Administration.



CBS Chairman **William S. Paley** (l) was awarded honorary Doctor of Humane Letters degree at May 13 commencement ceremonies at Ithaca (N.Y.) College. Presentation was made by J.J. Whalen, college president. ■ FCC Commissioner **Robert E. Lee** was to receive honorary Doctor of Laws degree from University of Notre Dame yesterday (May 21). It's his second; first was from St. John's University in 1972. ■ **Tom Gherardi**, general counsel for Corporation for Public Broadcasting, submitted resignation to CPB board, meeting last week in Lincoln, Neb. He'll go into private practice in July. ■ **Sharon Coffee**, consultant on public broadcasting to Office of Telecommunications Policy and successor agency, National Telecommunications and Information Administration, will serve as NTIA director of congressional and public affairs. She is now in post on acting basis. ■ **John (Jack) Laurence**, correspondent, CBS News, London, moves to ABC News, London.



# WIIC-TV: million dollar coverage

When a Pittsburgh woman became Pennsylvania's newest Lottery millionaire, WIIC-TV was in the state

capitol sharing the moment with 11 Alive news watchers. WIIC-TV provides the kind of local coverage that's a sure thing for tri-state viewers. Odds are, when a problem occurs, people turn to our Action Line for a solution. And our commentaries are recognized as the best in Pittsburgh television, according to a recent newspaper poll. We were first with a full hour of news in Pittsburgh, and our documentary, "On Borrowed Time," recently won the American Cancer

Society's national award for media excellence. Across town or across the state, it all adds up to Million Dollar Coverage every night at 6:00 and 11:00 on Instant News.

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San Francisco-  
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Miami

KFI, KOST-FM  
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WWSH-FM  
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# We made a bum out of Evan White to help Millions of our Aged.



He went to live among our old people and what he found was degrading and disgusting. Helpless, sick, hungry aged living in areas we wouldn't drive through, let alone live in. Old people being beaten and robbed or taken advantage of. Evan worked on this story for over two years. Against heavy criticism, we presented his story in a 2½ hour documentary report titled OLD AGE: DO NOT GO GENTLE. This program had the largest mail response ever, for a

local program. Close to a half million people responded showing their support for the aged.

As a result, national legislation was drafted to help old people live a dignified, worry free life.

On behalf of the millions of aged throughout the nation, we want to thank both Evan White for his courage and effort and the hundreds of thousands of viewers who responded with their support.



**KGO-TV abc**  
San Francisco

An ABC Owned Television Station

# Special Report

## The Network Competition: 1978

**ABC-TV's grip slips a bit; network maintains leadership in prime in 211 markets but by diminished margin; it's still struggling in nightly news and Monday-Friday daytime**

ABC-TV affiliates still tend to dominate their markets in prime time but are fighting an uphill battle in daytime and network news time. Moreover, their grasp in prime time seems a little less firm than a year ago, and CBS-TV and NBC-TV affiliates maintain control of markets in the two other key dayparts.

That's the bottom line of BROADCASTING, second annual report on the three-network competition, market by market, as based on homes-reached standings in February-March, after new season schedules and midyear changes have had a chance—more or less—to shake down.

This year's findings and conclusions, like last year's inaugural study (BROADCASTING, May 9, 1977), are based on compilations by ABC-TV researchers from Arbitron Television's February-March sweep measurements of all 211-208 a year ago—Arbitron areas of dominance influence (ADI's).

These show that, including first-place ties, in prime time ABC affiliates were on top in 104 markets, CBS-TV affiliates were first in 67 and NBC-TV affiliates were ahead in 46.

In daytime, on the same basis, CBS affiliates came out on top in 101 markets, NBC affiliates in 67 and ABC affiliates in 50.

In network news periods, again counting ties, CBS affiliates were ahead in 107 markets, NBC affiliates in 75, ABC affiliates in 30.

The market-by-market figures for these three day parts are shown in the accompanying tables. On a strict numerical count these indicate that ABC affiliates are ahead in fewer markets than they were a year ago, when there were three fewer ADI's.

Thus in prime time, ABC affiliates have dropped from first place (including ties) in 113 markets in February-March 1977 to 104 in this year's sweep. In network news time their leadership last slipped from 31 markets to 30, and in daytime from 53 markets to 50 markets.

CBS affiliates meanwhile have gone in leadership from 57 markets to 67 markets in prime time, from 106 to 107 in news time and are holding even at 101 first-place market positions in daytime, while NBC affiliates have moved in number one positions from 43 markets to 46 markets in prime time, have slipped from 79 to 75 in network news time and advanced from 63 to 67 in daytime.

In markets that count most to advertisers, however, ABC affiliates remain strong: In February-March 1978, they were tops in prime-time in 14 of the top 15 markets, just as they were a year ago.

In daytime, ABC affiliates led in 10 of the top 15 while CBS

affiliates were ahead in four and an NBC affiliate in one. In network news, CBS affiliates led in nine of the top 15, NBC affiliates in five, ABC in one.

In the 116 markets in which all three networks have primary affiliates, according to ABC researchers, ABC stations reached 15,747,000 homes per average half hour in prime time, a 38.2% share of the three-network audience but down from 16,318,000 homes a year earlier (when only 133 markets had affiliates of all three networks). CBS affiliates reached 13,437,000, a 32.6% share and up from 12,611,000 a year ago. NBC stations reached 12,067,000 for a 29.1% share and a rise from 11,383,000 the year before.

In the same three-network markets in daytime, ABC and NBC stations increased their home delivery in February-March this year—ABC to 5,318,000 homes for a 32.7% share, NBC to 5,126,000 for a 31.6% share. CBS affiliates still reached more than either of the others in daytime 5,797,000 or 35.7% but nevertheless declined from the 1977 February-March figure of 5,826,000.

In the same 136 markets in network news time all three networks showed gains in households—CBS to 11,267,000 homes, or 38.7%; NBC to 10,218,000 or 35.1% and ABC to 7,624,000 or 26.2%.

In two dayparts not covered in the tables, NBC led in early morning with an increase to 4,007,000 homes, or 49%, while ABC climbed to 2,803,000 or 34.2% and CBS slipped to 1,379,000 or 16.8%; and in late night NBC led with an increase to 5,407,000 or 48.9%, ABC remained in second on an increase to 3,144,000 or 28.5%, and CBS increased but nevertheless stayed in third place with 2,496,000 or 22.6%.

The tables, based on information compiled by ABC researchers from Arbitron February-March sweep data, show how primary affiliates of the three major networks stacked up in homes delivered in three major day parts—prime time, network news and Monday-Friday daytime. The numbers in the "H" (households) column represent thousands of homes delivered per average half hour (add 000). The percentages (%) represent change from the February-March 1977 sweep. News time represents the network evening news programs. Daytime is 12-4:30 p.m. Prime time is 7:30-11 p.m. NYT Monday-Saturday and 7-11 p.m. Sunday with all local programming excluded. Bold-face figures indicate the top network in each market; IFR: Insufficient data for reporting; NC: Not carried or delayed; blank space: no affiliate in market; dash (-): household figure unchanged from 1977.

MARKET	PRIME TIME						EVENING NEWS						DAYTIME					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
1. New York	<b>1582</b>	+3	1197	+17	1053	+9	536	+9	<b>702</b>	+14	539	-15	<b>804</b>	+21	396	+5	575	+26
2. Los Angeles	<b>827</b>	-10	505	-1	589	-4	313	+7	194	-15	<b>377</b>	-1	<b>287</b>	+17	110	-41	236	-2
3. Chicago	<b>705</b>	-1	494	+10	446	+9	255	+2	<b>335</b>	+38	224	-4	<b>285</b>	+11	165	-5	124	NC
4. Philadelphia	<b>636</b>	-3	427	+5	396	+22	<b>394</b>	+13	266	-1	302	+2	<b>258</b>	+7	167	-13	138	+20
5. Boston	<b>388</b>	-7	289	-4	272	+5	152	-7	183	-16	<b>300</b>	+5	107	-13	112	+12	<b>121</b>	+16
6. San Francisco	<b>337</b>	-4	267	+5	247	+1	170	-18	<b>227</b>	-5	124	-1	<b>79</b>	-22	75	-20	71	+9
7. Detroit	<b>429</b>	-2	318	+4	309	+9	175	+6	192	-16	<b>231</b>	-5	<b>160</b>	+16	116	-7	96	-16
8. Washington	<b>258</b>	-9	243	+6	215	+4	99	-13	<b>201</b>	+3	177	+20	<b>94</b>	+3	92	-12	69	-5
9. Cleveland	<b>357</b>	-1	246	-1	230	+2	198	+2	<b>219</b>	+10	135	-17	<b>120</b>	-7	62	-22	80	-15
10. Pittsburgh	<b>332</b>	-3	270	+4	159	-2	186	-1	<b>247</b>	+8	70	+1	57	-34	<b>153</b>	+20	85	+12

# The Network Competition: 1978

continued

MARKET	PRIME TIME						EVENING NEWS						DAYTIME					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
11. Dallas-Fort Worth	286	+3	233	+21	190	+8	114	+36	167	+46	141	+42	113	+19	109	+27	49	-12
12. St. Louis	215	-2	200	-2	175	+11	48	-12	145	+5	158	+14	58	+26	91	+17	68	-1
13. Houston	229	-4	184	+9	180	+2	115	+35	96	-9	161	-2	79	+1	93	+19	63	+11
14. Minneapolis-St. Paul	193	-2	177	+6	160	+6	52	+24	110	+11	108	-15	67	+20	56	-3	42	+11
15. Miami	176	-5	226	+10	159	+7	81	-17	233	-2	163	-1	49	+2	93	-2	58	+14
16. Atlanta	167	-13	180	+3	182	+9	92	-2	131	-4	175	+3	60	+15	67	-6	78	-16
17. Tampa-St. Petersburg, Fla.	113	-12	193	-2	156	+2	49	-27	241	-3	195	-2	30	-17	82	-6	66	+10
18. Seattle-Tacoma	218	+3	114	+9	155	+7	143	+2	94	-2	119	-16	68	+1	29	-19	42	+20
19. Baltimore	207	-2	169	-	186	-2	101	-3	97	-27	153	+8	37	-20	81	+4	65	+3
20. Indianapolis	178	+2	149	+11	135	+5	70	+9	119	+12	136	+1	42	+24	85	+16	56	-5
21. Denver	159	-2	120	+17	121	+14	46	-29	121	+23	51	-22	33	+3	30	-17	42	-5
22. Hartford-NewHaven,Conn.	199	+13	200	+10	72	+17	127	-4	217	+1	31	-9	74	+6	83	+3	27	+13
23. Sacramento-Stockton, Calif.	159	+4	104	-1	126	+8	58	+12	95	+1	137	+1	59	+21	35	-2	37	-9
24. Portland, Ore.	137	+7	113	-7	102	+11	78	-4	104	-7	82	-27	31	-21	34	-21	43	+19
25. Cincinnati	158	+2	144	-8	116	+5	44	-19	154	+18	100	-7	58	+24	55	-	49	-21
26. Milwaukee	144	-8	116	-2	123	+5	44	-23	66	+27	97	-8	65	-3	57	-	29	-22
27. Kansas City, Mo.	162	-4	133	+6	119	+9	75	+7	96	-8	98	+1	48	-2	58	-6	27	-10
28. Buffalo, N.Y.	163	+14	107	-14	97	-5	94	-22	105	-8	70	+1	72	+22	53	-14	38	-2
29. Providence, R.I.	141	+26	79	-32	120	+2	71	+109	48	-57	158	+31	41	+28	27	-40	71	+31
30. San Diego	121	+25	97	-10	70	-23	77	+185	79	-18	32	-7	23	+5	34	-8	30	-19
31. Nashville	119	+6	136	+6	125	+15	79	-13	122	-2	136	-1	49	+23	84	+27	68	+13
32. Columbus, Ohio	151	+7	135	+3	96	-3	70	+1	147	+28	85	+5	46	-8	78	+20	35	+6
33. Charlotte, N.C.	59	-17	136	+11	95	+16	4	-60	166	-9	92	+5	19	-14	77	-9	29	+26
34. Phoenix	130	+7	105	+13	83	-	37	+3	115	+7	62	-5	36	+3	35	-24	30	+3
35. Memphis	112	-2	130	+15	94	+12	35	-17	74	-5	101	+9	39	+18	82	+15	32	-6
36. New Orleans	128	+1	134	+20	94	+8	48	-8	114	+12	70	+4	17	-47	82	+32	46	-2
37. Greenville-Asheville, N.C.																		
38. Spartanburg, S.C.	124	+5	100	+12	105	+11	69	-4	82	-9	113	-14	36	+3	57	+12	70	+13
39. Grand Rapids-Kalamazoo-Battle Creek, Mich.	117	-2	92	+9	85	+2	77	+7	78	+13	83	+8	38	+3	45	-8	40	+14
40. Oklahoma City	108	-4	92	+5	105	+11	81	+17	59	-12	78	-20	40	+8	42	-5	36	-16
41. Orlando-Daytona Beach, Fla.	107	-11	94	-1	92	+5	65	+20	105	-13	103	-2	31	-14	42	-9	39	+8
42. Albany-Schenectady-Troy, N.Y.	109	+5	86	-15	95	+11	71	+73	62	-50	109	+6	28	-3	34	-19	45	+10
43. Wilkes Barre-Scranton, Pa.	131	+10	78	+9	87	+8	98	+44	55	-5	92	+11	52	+13	39	+8	42	+5
44. Charleston-Huntington, W. Va.	91	-12	90	+5	127	+17	25	-11	64	-4	196	+13	32	-8	36	-14	90	-2
45. Salt Lake City	114	-2	84	+22	70	+3	32	-37	56	-5	40	-2	31	-29	35	+3	24	+27
46. Louisville, Ky.	85	-8	105	+5	94	+13	34	+17	96	-3	125	+10	29	+26	32	-13	72	+15
47. Norfolk-Portsmouth-Newport News-Hampton, Va.	106	-6	97	+5	72	+4	58	-17	119	+8	31	-24	37	-	59	+10	16	-23
48. San Antonio, Tex.	108	-11	93	+15	73	-	35	-20	93	+21	39	-15	46	+15	35	-8	27	+8
49. Birmingham, Ala.	144	-15	45	+22	89	+15	153	+9	14	-52	59	-8	74	-6	18	-10	16	-11
50. Dayton, Ohio	91	+2	118	+6	81	+1	NC	NC	128	-6	53	-5	20	-26	68	-3	38	+19
51. Harrisburg-York-Lancaster-Lebanon, Pa.	78	-3	85	+15	104	+20	25	-17	58	+12	125	+9	28	+28	31	-	51	-2
52. Raleigh-Durham, N.C.	99	-1	100	+5	19	+46	103	+1	119	+2	213	+75	45	+32	59	-2	3	+50
53. Flint-Saginaw-Bay City, Mich.	122	-	43	+17	88	+9	65	-4	23	+21	109	+8	50	-2	13	-27	51	+19
54. Greensboro-Winston Salem, High Point, N.C.	117	-2	87	-4	73	+9	59	-8	124	+6	79	-	32	+10	45	-17	38	+23
55. Toledo, Ohio	83	-6	93	+1	73	-	18	-14	109	+15	68	-8	27	-3	49	-12	23	-28
56. Little Rock, Ark.	107	+2	76	+14	80	+7	80	-8	36	-18	88	+9	35	+9	33	+14	48	+26
57. Wichita-Hutchinson, Kan.	81	-1	79	+2	72	+13	59	+26	36	-3	28	-19	26	+4	37	+6	30	+11
58. Tulsa, Okla.	116	+6	76	+14	61	+18	78	+3	65	+25	24	-14	39	+5	46	+21	19	+27
59. Richmond, Va.	69	-7	86	+8	69	+23	39	-9	96	+3	72	-3	25	+4	57	+19	19	+12
60. Shreveport La.-Texarkana, Tex.	101	+9	50	-41	74	+28	77	+43	60	-36	55	+38	47	+34	29	-45	26	-
61. Knoxville, Tenn.	33	+4	88	+28	93	+21	9	-29	77	-2	152	+5	6	+20	47	+34	60	+15
62. Syracuse, N.Y.	81	-2	88	+6	80	-9	20	-29	92	-2	84	+5	19	-10	37	-3	43	+2
63. Des Moines, Iowa	74	-1	76	+10	60	+20	31	-14	72	+18	48	-6	21	+40	33	+10	26	+30
64. Mobile, Ala.-Pensacola, Fla.	83	-	78	+7	58	+2	44	-19	76	-8	64	+8	34	+21	39	-9	23	-4
65. Jacksonville, Fla.	48	-6	97	+18	66	+12	15	-12	141	+8	45	+12	13	+18	52	+4	38	+41
66. Omaha	102	+4	72	+1	65	+3	51	+21	62	+2	38	-21	38	+19	38	+23	13	-28
67. Rochester, N.Y.	77	-9	67	+2	52	+13	58	-12	91	+5	30	+11	28	+8	28	-15	11	-39
68. Green Bay, Wis.	93	+9	65	+4	62	+7	40	-13	55	+4	49	-	26	+30	33	+22	33	-
69. Roanoke, Va.	51	-	83	+9	61	+13	31	+7	128	+17	42	-4	16	+7	43	+8	32	+10
70. Davenport, Iowa-Rock Island-Moline, Ill.	74	-	54	-3	61	+22	27	-4	45	-4	64	+19	20	-13	22	-12	25	+4
71. Fresno, Calif.	55	-1	45	-2	47	-4	13	-28	63	+2	61	-5	10	-33	19	-	29	+8
72. Springfield-Decatur, Champaign, Ill.	63	-5	60	+5	60	+20	43	+2	54	+4	50	+4	23	+5	34	-6	21	+24
73. Spokane, Wash.	67	+2	50	+9	47	-4	37	-	52	+8	74	+7	16	-6	22	+5	21	-9
74. Cedar Rapids, Iowa	83	+12	57	+19	51	+16	40	+48	46	+7	40	+14	25	-	32	+28	17	+13
75. Portland-Poland Spring, Me.	64	-7	46	+10	47	-8	36	-35	71	-4	52	-17	20	-17	22	-	28	-10



# Moore, Moore & more.



When Twin Citians want news they can depend on, more of them depend on CBS affiliate WCCO Television, Channel 4. Their in-depth coverage of late-breaking news is unmatched by any other news source in the market.

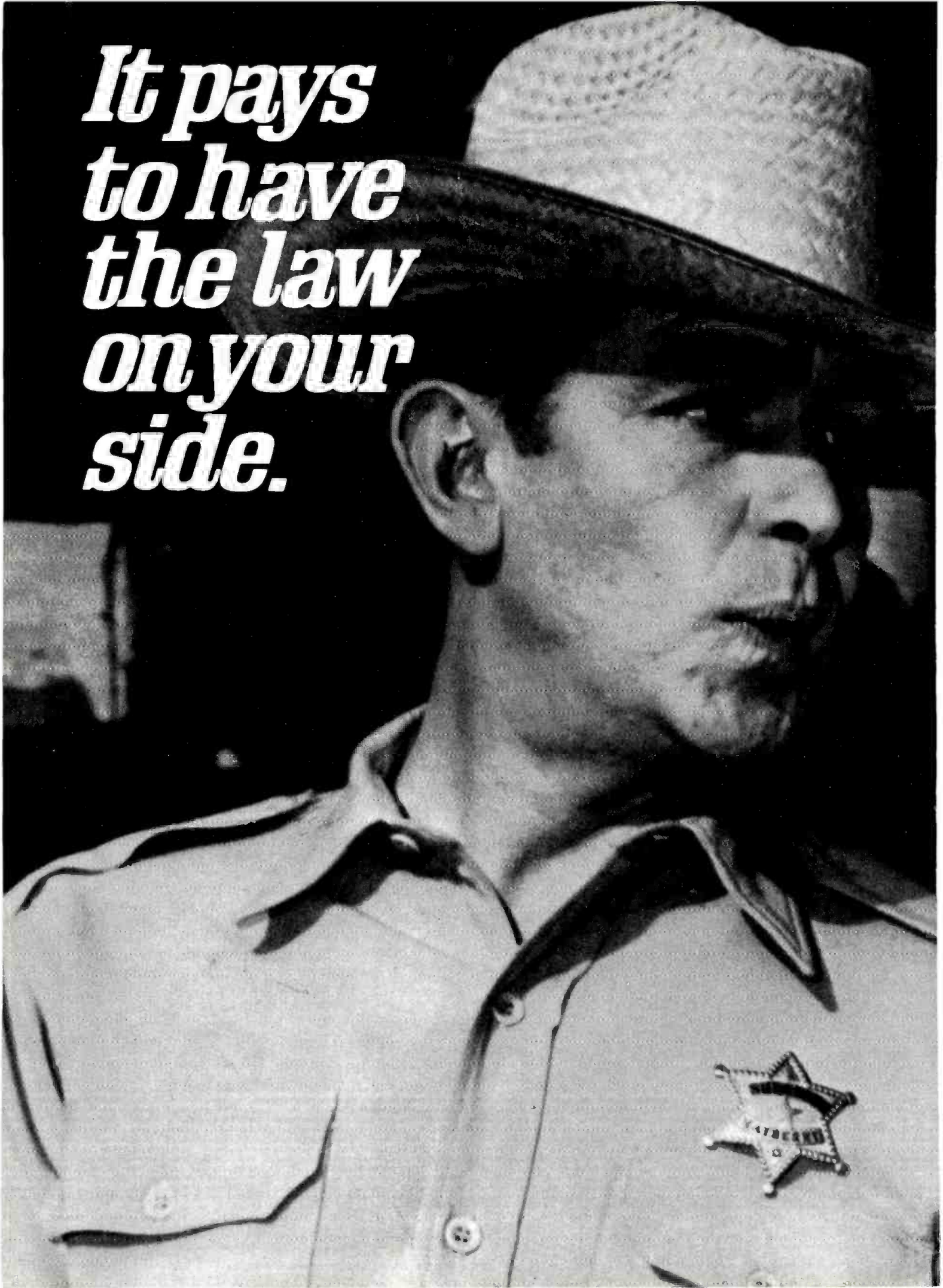
Dave Moore and co-anchorman Doug Moore head the area's most respected news team. Meteorologist Mike Fairbourne and weatherman Bud Kraehling make the unpredictable predictable. Ralph Jon Fritz and Hal Scott score big in a market that's big on sports. Larry Schmitt is on top of consumer affairs. And Al Austin gets inside the news with stimulating coverage of controversial local issues.

Aggressive promotion, innovative programming, new faces, new sounds and a new upbeat pace are all part of why, Moore than ever, it's the best news in town.



WCCO-TV  
MINNEAPOLIS/ST. PAUL

*It pays  
to have  
the law  
on your  
side.*



*Year after year, with no letup, this sheriff brings in your most wanted viewers.*

*Andy Griffith captures...*

*52% more 18-49 women than lead-in programs in 68 markets!*

*45% more 18-49 women than year-ago programs in 50 markets!*

*57% more teens than lead-in programs in 48 markets!*

*47% more teens than year-ago programs in 38 markets!*

*77% more children than lead-in programs in 50 markets!*

*72% more children than year-ago programs in 43 markets!*

*You know the rewards for this kind of audience. Especially in fringe-time. So why wait?*

*Call Viacom and ask for a little help from the law.*

# ***"The Andy Griffith Show"***





# The Network Competition: 1978

continued

MARKET	PRIME TIME						EVENING NEWS						DAYTIME					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
75. Johnstown-Altoona, Pa.	15	-17	65	-2	89	+11	1	-	83	+6	96	+10	1	-67	37	-12	53	-2
76. South Bend-Elkhart, Ind.	64	-2	52	+4	48	+4	25	-7	47	-37	42	-16	22	+16	24	-14	19	+6
77. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	41	-12	77	+10	69	+19	18	-14	100	+12	78	-	14	-12	50	+9	34	+31
78. Youngstown, Ohio	65	-11	57	+8	45	-	26	-19	57	+16	36	-5	21	+24	31	-16	22	-15
79. Albuquerque, N.M.	75	-6	46	+12	48	+9	51	-12	37	+37	37	-5	26	+13	19	-5	26	+13
80. West Palm Beach, Fla.	41	-14	-	-	45	+10	30	-	-	-	72	-5	12	-20	-	-	19	-24
81. Jackson, Miss.	33	-13	53	+6	60	+9	13	-7	45	-15	72	+26	5	-37	28	-7	37	+3
82. Chattanooga	65	-1	50	+5	54	+18	49	-2	60	-10	42	+24	31	+19	25	+14	23	+5
83. Bristol, Va.-Kingsport-Johnson City, Tenn.	33	+4	59	+26	56	+2	10	-	61	+17	64	-4	7	-12	33	+18	40	-
84. Springfield, Mo.	26	-16	55	+15	68	+12	7	+53	31	-26	98	+11	4	-	20	+25	35	-10
85. Lincoln-Hastings-Kearny, Neb.	41	-2	62	+7	16	+14	19	-5	65	+5	11	-	13	-7	28	+8	7	-
86. Springfield, Mass.	71	-3	-	-	41	-16	36	-3	-	-	60	+5	31	+24	-	-	18	+13
87. Greenville-New Bern-Washington-N.C.	34	+21	49	+7	56	+17	12	+9	58	+12	60	+3	8	+33	31	+16	28	+40
88. Lexington, Ky.	48	+3	51	+22	43	+10	19	-14	73	+33	40	+3	17	+21	18	+13	32	-6
89. Fort Wayne, Ind.	56	-10	41	-7	33	-13	25	-24	41	-7	17	-45	18	+6	20	-17	12	-14
90. Peoria, Ill.	57	-1	40	+15	44	+26	49	+14	21	-5	34	+10	18	-	20	+18	12	-14
91. Evansville, Ind.	67	-8	37	+6	33	+27	34	-11	43	+16	31	+7	32	+7	19	+27	13	+30
92. Huntsville-Decatur-Florence, Ala.	56	+44	53	+9	31	-6	29	+71	73	+7	17	-60	16	+14	30	+15	19	-5
93. Tucson, Ariz.	46	-4	35	+3	37	-9	28	-18	33	-15	35	-10	16	-16	9	-36	12	-33
94. Lansing, Mich.	-	-	56	-2	38	+12	-	-	67	-3	22	-	-	-	33	-	9	-25
95. Sioux Falls, S.D.	23	+15	57	-10	45	+25	12	-	57	-26	28	+47	6	-	33	-8	15	-6
96. Fargo, N.D.	32	-3	40	+8	41	+5	17	-6	27	-	49	+88	6	-	16	-	25	+19
97. Columbia, S.C.	29	-15	26	+24	60	+5	6	-45	16	+3	80	-18	5	-17	8	+14	42	-16
98. Austin, Tex.	38	-9	50	+5	23	+15	17	-19	43	-20	10	-11	8	-33	20	-20	4	-33
99. Baton Rouge	64	+94	49	-2	29	-44	44	+389	42	+17	15	-67	7	+17	25	-11	25	-37
100. Colorado Springs-Pueblo	53	-1	37	+24	30	-3	41	+25	30	-9	25	+14	23	+53	9	-36	11	+57
101. Burlington, Vt.-Plattsburgh, N.Y.	17	-10	52	+13	26	+9	8	+33	64	-9	35	-3	5	+67	25	-17	13	+63
102. El Paso, Tex.	40	-11	34	+14	35	+17	22	-4	28	+17	22	-8	12	-45	12	+9	13	-28
103. Waco-Temple, Tex.	61	-	-	-	33	-	-	-	29	-37	35	+30	18	-	-	-	17	-5
104. Rockford, Ill.	52	+11	31	+4	31	+24	32	+19	20	+11	21	-5	19	+36	15	-42	7	-63
105. Madison, Wis.	42	+8	47	-	31	+15	25	+14	46	-2	29	+16	13	+19	21	+32	6	-14
106. Salinas-Monterey, Calif.	63	-10	20	-20	27	-31	40	-13	7	-63	31	-35	21	+11	4	-43	7	-53
107. Augusta, Ga.	59	+2	46	+5	11	+57	60	+2	33	+32	-	-	17	-26	15	-	11	-
108. Amarillo, Tex.	49	-9	31	+20	25	-7	37	-10	14	-7	14	-12	18	-14	14	-	9	-
109. Sioux City, S.D.	52	+4	13	+19	30	+20	32	-18	32	-50	34	+162	11	-27	5	+25	17	+21
110. Wheeling-W. Va.-Steubenville, Ohio	-	-	45	-16	66	+10	-	-	39	-19	67	+20	-	-	28	-15	41	+5
111. Duluth, Minn.-Superior, Wis.	39	-9	37	-12	25	-3	28	-20	36	-3	15	-	14	-	16	-11	6	-45
112. Terre Haute, Ind.	15	-6	47	+9	38	+12	-	-	59	+18	34	-	-24	2	-32	32	+3	14
113. Monroe, La.-El Dorado, Ark.	36	-2	67	+22	7	+17	21	-	76	+12	1	-	14	+17	49	+17	-	-
114. Charleston, S.C.	41	-4	42	+5	32	-	21	-12	56	+14	30	-9	15	+7	30	+11	15	+15
115. Joplin, Mo.-Pittsburg, Kan.	43	-	20	-4	43	+5	25	+4	19	+12	41	-13	14	+27	11	+22	25	+4
116. Lafayette, La.	48	-23	52	+24	-	-	20	-26	48	+4	-	-	16	+7	38	-3	-	-
117. Columbus, Ga.	62	-10	43	+19	16	+23	24	-14	47	+12	12	+50	25	+4	29	+38	3	-
118. Wichita Falls, Tex.-Lawton, Okla.	36	+13	36	+20	30	+7	22	+22	25	+14	25	+14	25	+14	11	-38	20	+25
119. Montgomery, Ala.	22	-4	19	+12	64	+40	5	-	3	-50	92	+12	5	-17	7	-12	35	+17
120. Santa Barbara, Calif.	25	-19	18	+13	12	-	9	+13	11	-8	18	-	9	+29	4	-	6	-
121. La Crosse-Eau Claire, Wis.	14	-	41	+6	38	+12	8	-	32	+14	31	-6	3	-	21	+17	17	+21
122. Binghamton, N.Y.	17	-	54	+15	19	+6	1	-50	69	+8	6	-	5	+25	33	+14	6	-
123. Beaumont-Port Arthur, Tex.	37	-	47	+15	31	-13	19	+171	38	-28	21	-5	11	-	35	+25	15	-6
124. Rochester, Minn.-Mason City, Iowa-Austin, Minn.	41	-8	23	-	24	-	20	-17	23	-	13	-28	14	+8	14	+27	7	-
125. Erie, Pa.	35	-	27	+4	40	+3	22	+10	19	-14	46	-13	10	-	9	-18	18	-14
126. Wausau-Rhineland, Wis.	35	-8	34	-3	13	-7	20	-23	44	-14	10	+25	12	-	19	-10	4	-
127. Traverse City-Cadillac, Mich.	11	-42	41	+3	29	-	6	-14	57	-2	22	+10	2	-50	21	-5	11	-27
128. Corpus Christi, Tex.	36	-8	28	+17	24	+4	15	-32	21	+17	20	-5	11	-	18	+13	11	-8
129. Eugene, Ore.	31	+4	-	-	38	+9	16	+7	-	-	27	-16	8	+14	-	-	19	+6
130. Lubbock, Tex.	23	-8	29	+16	35	+10	14	-	25	+9	24	+26	4	-20	14	-18	18	+20
131. Yakima, Wash.	29	-	28	+12	21	-	-	8	+33	22	-	9	-10	8	+33	13	-13	7
132. Wilmington, N.C.	34	-15	-	-	59	+21	14	-30	-	-	85	-2	15	+15	-	-	37	+37
133. Columbia-Jefferson City, Mo.	19	-14	32	-6	30	+20	5	+67	30	+15	32	+19	4	-33	18	+20	10	+25
134. Bluefield-Beckley-Oak Hill, W. Va.	32	-8	-	-	30	+16	13	-7	-	-	48	-2	17	+31	-	-	23	-4
135. Topeka, Kan.	-	-	39	-	22	+10	-	-	43	+10	12	+3	-	-	14	-46	6	+100
136. Las Vegas	23	-21	24	+9	29	+26	11	-	30	+20	17	-23	6	+20	10	-17	9	-36
137. Savannah, Ga.	21	-30	36	+20	31	+20	13	-15	35	+25	32	-9	6	-	26	+18	17	+21

# THE CAMERAS ARE ROLLIN' THE TAPES ARE SPINNIN'... THE HEE HAW HONEYS ARE PICKIN' AND GRINNIN'.



**THE HEE HAW HONEYS television series is now in production in Nashville.**

New, fresh, contemporary, "The Hee Haw Honeys" is a weekly half-hour musical-comedy series specially designed for family audiences everywhere. Blending down-home hilarity, plenty of pickin' and grinnin' and singin'... and a super-talented cast in a side-splitting inside look at the country music capitol of the world.

It all happens when a zany, off-the-wall family of Country and Western performers open the "Hee Haw Honeys Club" just off Nashville's "Music Row", where the music swings and the laughs are non-stop.

**The Hee Haw Honeys** originates from "Hee Haw," the most successful syndicated show in television history. That, coupled with outstanding pilot results, creates a strong foundation for this exciting new series.

**The Hee Haw Honeys** features favorite stars from "Hee Haw": Lulu Roman,

Kenny Price, Gailard Sartain and Misty Rowe; and a new face, beautiful and talented Kathy Lee Johnson.

**The Hee Haw Honeys** headlines a major country music guest star every week.

**The Hee Haw Honeys'** national sponsors are three of America's major advertisers: Bristol-Myers, Block Drug and Warner-Lambert.

**The Hee Haw Honeys** is produced by Yongestreet Productions, who gave you "Sonny and Cher," "Hollywood Palace," "Shields and Yarnell" and 10 years of "Hee Haw."

The series is now available for barter syndication from Lexington Broadcast Services. Stations all across the nation have already committed to "The Hee Haw Honeys". Join them now and get ready for next season's new family hit!



Become a part of the LBS Network.

Lexington Broadcast Services Company, Inc.  
800 Third Avenue, New York, N.Y. 10022 (212) 838-1185

# The Network Competition: 1978

*continued*

MARKET	PRIME TIME						EVENING NEWS						DAYTIME					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
138. Quincy-Hannibal, Mo.			37	+6	33	+14			36	+6	24	+14			18	-5	10	-9
139. Albany, Ga.					56	+4					62	-6					33	-8
140. Boise, Idaho	25	-3	20	-	27	+18	14	+27	17	-6	22	-4	6	+50	11	+10	12	+9
141. Macon, Ga.			43	+14	22	+38			60	+2	4	33			38	+41	4	+33
142. Columbus-Tupelo, Miss.	27	-			42	+8	23	-			57	+42	7	-			19	+36
143. McAllen-Brownsville, Tex.	37	+9	26	-			19	-5	24	-4			9	+13	17	+6		
144. Fort Myers, Fla.	12	-20	31	+7	19	+12	2	-33	36	-10	28	+12	2	-32	15	-12	7	+40
145. Minot-Bismarck, N.D.			30	-	40	+15			11	-15	22	-			12	-8	19	-10
146. Bangor, Me.	19	-5	29	+16	22	+23	7	-	45	+2	26	+13	7	-	17	-19	11	+38
147. Odessa-Midland-Monahans, Tex.	25	-7	28	+12	22	+16	3	-50	25	+14	15	-17	7	+17	13	+18	9	+13
148. Chico-Redding, Calif.	28	-6	18	-10			18	+6	16	-27			7	-36	8	-11		
149. Utica, N.Y.	21	-19			31	+11	6	-14			47	+4	6	-14			22	-
150. Missoula-Butte, Mont.	30	+8			22	+5	17	-32			15	-17	8	+14			6	-14
151. Bakersfield, Calif.	32	-5	12	-	21	+5	5	-44	3	-25	27	-4	8	-20	4	-	13	+8
152. Reno	28	+8	16	+14	16	-6	17	+6	20	-5	12	-8	11	+38	5	-17	6	-14
153. Tallahassee, Fla.	14	+28	50	+14			2	-	69	+8			2	-	24	-8		
154. Abilene-Sweetwater, Tex.	22	-15			34	+3	13	-			26	-13	5	-29			20	+11
155. Medford, Ore.			35	+13	22	-			19	-17	22	+5			13	+44	7	-12
156. Dothan, Ala.	9	-10	35	+9			1	-	47	-8			3	-25	24	+14		
157. Tyler, Tex.	47	+3					32	-3					15	+25				
158. Florence, S.C.			39	+6					50	+22					29	-6		
159. Elmira, N.Y.	26				15		9	+29			19	-	7	+17			11	+83
160. Fort Smith, Ark.			14	+40	36	+13			7	+17	42	+5			8	+14	11	+10
161. Clarksburg-Weston, W. Va.	25	-7	29	+21			29	+21	26	+4			6	-	19	+27		
162. Alexandria, Minn.					46	-4					33	-6					28	+8
163. Watertown-Carthage, N.Y.			28	+8					38	-5					17	+21		
164. Idaho Falls-Pocatello, Idaho	14	+8	15	+16	17	+14	5	-	10	-	10	-33	6	+100	7	-	5	-
165. Laurel-Hattiesburg, Miss.					30	+20					48	+17					21	+5
166. Salisbury, Md.			27	+18					36	+20					15	+25		
167. Billings, Mont.	18	-5	19	+12			10	-23	14	-			6	-25	4	-33		
168. Rapid City, S.D.	13	-13			25	+9	7	+75			20	-17	2	-			11	-8
169. Alexandria, La.					34	+26					29	+16					25	+34
170. Anchorage	14	-18	10	+43	14	+75	8	-	10	+150	11	-	3	-25	4	+33	3	-
171. Meridian, Miss.			31	+15	3	-			32	+3	2	-			23	+35	1	-
172. Jonesboro, Ark.	34	-5			29	+26	27	+12			28	-7	14	-18			20	+43
173. Lake Charles, La.																		
174. Ardmore-Ada, Okla.	15	-	25	+25	14	-	11	-	24	-14			6	-14	14	+17		
175. Great Falls, Mont.	18	-10					13	-	14	-	9	-	5	-17			8	+14
176. Cheyenne, Wyo.			22	+5					9	+50					9	-		
177. Marquette, Mich.			26	+13					34	-					13	+8		
178. Gainesville, Fla.	17	-					16	+6					5	-				
179. Panama City, Fla.	24	0			20	+5	16	-6			14	+27	8	+60			8	-
180. El Centro, Calif. Yuma, Ariz.			3	-25	11	+10			2	-	7	-			1	-50	3	-
181. Biloxi, Miss.	39	-9					15	+36					14	-				
182. Roswell, N.M.			10	-9					9	-					4	-33		
183. St. Joseph, Mo.	27	+13					15	-17					13	+44				
184. Eureka, Calif.	12	-	11	+22			8	-11	15	+15			4	-	3	-		
185. Casper-Riverton, Wyo.					19	+12					20	+11					6	-14
186. Palm Springs, Calif.	8	+14			8	+14	4	-			7	-	2	+100			4	+100
187. Twin Falls, Idaho			14	-							11	-						3
188. Mankato, Minn.			18	-5					16	-11					14	+8		
189. Greenwood-Greenville, Miss.	33	-6					18	+12					17	+42				
190. Jackson, Tenn.	37	-					21	+40					17	+55				
191. Tuscaloosa, Ala.			8	+14					6	-					8	+50		
192. Grand Junction, Colo.			17	+13					13	-					7	+40		
193. Lima, Ohio					17	-					21	-9					8	-
194. Lafayette, Ind.			12	-14					13	+8					7	-		
195. Anniston, Ala.			12	+20					7	-					6	-		
196. Harrisonburg, Pa.	23	-4					22	-	NC	-			12	+20				
197. Bellingham, Wash.			16	+78											3	-25		
198. Bowling Green, Ky.	30						20	+35					11	-				
199. Parkersburg, W. Va.					7	-36					16	-					7	-12
200. Ottumwa, Iowa	26	-7					24	+14					10	+25				
201. Presque Isle, Me.			10	+12					13	+18					7	-		
202. San Angelo, Tex.			8	-11					8	-11					5	-29		
203. Zanesville, Ohio					12	+20					15	+17					7	+40
204. Laredo, Tex.			4	-	3	-25			1	-50	2	-			1	-	3	-
205. Selma, Ala.			6	-					3	-40					2	-50		
206. Farmington, N.M.					4	+34					2	-33					2	-
207. Flagstaff, Ariz.					8	+100					7	+40					3	-25
208. North Platte, Neb.					8	+15					7	+40					6	+20
209. Helena, Mont.					4	-					3	-25					1	-
210. Alpena, Mich.			6	+50					7	+75					2	+100		
211. Miles City-Glendive, Mont.			1	-	1	-			1	-	IFR	-			IFR	-	1	-



## Goodman asks for equal treatment in deregulation

**NBC's chairman tells FCBA that broadcasting can and will survive competition with new technologies if it is not hampered by government**

NBC Chairman Julian Goodman traveled to Washington last week to express confidence in the future of television and describe it as having nothing to fear from the emergence of new telecommunications technologies—provided television is not hampered in competition by restrictive rules and regulations.

The speech, to a luncheon meeting of the Federal Communications Bar Association, was more than a puff piece for the medium he represents, or another industry plea for less regulation. It was an answer to the speech FCC Chairman Charles D. Ferris delivered to the National Association of Broadcasters convention last month—a speech which said the commission would encourage “new technology and services, rather than help any vested interest to hold them back” (BROADCASTING, April 17).

Mr. Goodman did not identify Chairman Ferris as one of those “voices in Washington” who have called for “an open door policy to technological advance.” But he replied specifically to some of the sharply honed phrases in that speech. “Most broadcasters are not Chicken Littles who think the antennas are about to fall,” Mr. Goodman said at one point. “Commercial broadcasting,” he said at another, “represents more than the survival of the tired, the timid and the imitative.”

Mr. Goodman's point was that broadcasters should not be passed over in any move to deregulate. Commercial television will face its competition, “when and if it comes,” he said, and it is “not holding back progress.” The business, he added, “is resilient enough and resourceful enough to compete successfully—if we ourselves are not hampered in that competition by restrictive rules and regulations. We should be free to compete. Our financial base should not be restricted.”

He did not elaborate, but he seemed to be referring to actions taken or that have been suggested to curb network activity—for instance, the FCC rule barring networks from program syndication and the suggestions that have been made from time to time that networks be forced to divest themselves of their station properties.

“Government cannot have it both ways—regulation for broadcasting and free competition for everything else,” he said. “If government is going to shift its legislative and regulatory approach to broadcasting away from detailed regulation in an

attempt at structuring open markets, it should also free broadcasting from some of the operating restrictions to which it is now subject.”

To Mr. Goodman, the confidence in the medium of those who are in television is reflected in the huge sums of money that are committed years in advance in the “high-risk venture” of program planning. NBC, he said, is committed to \$1.1 billion in future programming—and that is in addition to the costs of maintaining an annual program schedule.

NBC's corporate planners who peer into the future, Mr. Goodman indicated, feel the gamble is a good one. He said television's share of total advertising should

continue to increase at least into the mid-1980's and that “a small gain in overall television viewing” is expected. He also said “healthy progress is seen for some of the other newer technologies.”

And in that connection, he shared with his audience NBC planners' forecasts and findings regarding some of those technologies:

■ Cable television. It is now serving 18% of television households; it should reach a 30% penetration level by 1985, with growth resulting primarily from a build-up of existing systems rather than new construction.

He also said cable doesn't represent a major threat to the networks. Rather, he

**There are 49  
demographics in  
the current  
Arbitron.  
We're in First  
Place in 48.**

If your advertising depends on ADI rating points among children 6 to 11, we might be your second choice. Otherwise, however your buy is made, there's no better choice than WFTV in Orlando.



REPRESENTED BY  
BLAIR TELEVISION

**WFTV 9**  
ORLANDO

INFORMATION CONTAINED HEREIN IS BASED ON THE ARBITRON REPORT FOR ORLANDO-DAYTONA BEACH, FEBRUARY 1978, DAY-PART SUMMARY SECTION, SUNDAY THROUGH SATURDAY, SIGN-ON TO SIGN-OFF, AND IS SUBJECT TO QUALIFICATIONS CONTAINED THEREIN.

said, "big cable", which he said is becoming concentrated among a handful of system owners, is a problem for small-market television stations.

■ Pay cable. NBC estimates its audience of 5.6 million subscribers will be tripled by 1985. But even that "relatively low level of penetration," he said, would generate enough funds for the exclusive purchase of blockbuster film packages and championship sports events. "But purely on a public interest basis," he said, "we do not see several million people receiving and paying for what 204 million people now receive free of charge."

■ Two-way pay cable. "The Columbus, Ohio, experiment, valiant if costly, is still an experiment, and nobody knows whether it's a practical business—but the only way to learn what the future may hold is to pay the price of admission."

■ Communications satellites. These are now part of the program distribution system of the Public Broadcasting Service and a growing number of broadcasting and cable systems, he said. NBC and the other networks have used satellites on a selective basis, but while feeding programming to affiliates by satellite is easy, receiving satellite programming from the field is difficult for the network because the transmitting equipment is not yet compact or mobile enough.

But, he said, technology is expected to be developed that will solve such problems by the 1980's. "And for us, of course—satisfied as we are with AT&T's dependable interconnection system now—the day that satellite technology brings us lower costs of transmission cannot come a day too soon."

■ Home video-tape recorders and video disks. "We expect these technologies to grow into a healthy business." But he thinks they will expand rather than reduce television viewing.



Goodman

■ Videocassettes and disks. These are aimed at the customer who wants something other than what is available on television. "We do not think that a wider availability of this material will significantly detract from television's mass audience."

■ Fiber optics. This technology will

provide "an enormous new capacity for all forms of communication, including television."

But those and other new forms of communication service that are developing are a "supplement" and not a threat to television, according to Mr. Goodman. "There is no reason why we cannot grow and prosper alongside of each other. The new forms will not replace free television or seriously hinder its progress."

For in Mr. Goodman's view, "There is no other service existing or planned that can do the over-all job of informing and entertaining the nation as well as the present system of broadcasting."

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## NTIA missions: abetting minority holdings, adding more services for rural areas

**Those are among the top  
broadcast features on agenda  
of the new Commerce agency**

The new National Telecommunication and Information Administration ahead of it, according to a working agenda that became available last week. And while the paper, which a spokesperson stressed was "unofficial" and in "a state of change," is particularly heavy in common carrier and government-telecommunications areas, it does not neglect broadcasting.

Two broadcast-related programs involve issues in which NTIA's interest is already well known—minority ownership of broadcast properties and development of telecommunications services in rural areas.

The minority-ownership program includes three points, two of them aimed at overcoming what NTIA regards as the principal barrier to minority ownership of broadcast properties—economics.

The plan calls for developing a "comprehensive loan package" of ways for funding minority-group members' purchases of broadcast properties, and includes efforts to sort out and solve problems connected with Small Business Administration and other federal loan programs that are available, at least to a limited degree, for such financing assistance. NTIA officials also hope to tap the private sector for "substantial" loan funds contributions. That effort would be in addition to the capital-raising campaign to be conducted by the National Association of Broadcasters in connection with its project to increase the number of minority owners among broadcasters.

Another step involves the development of an information handbook and briefing for federal loan officers on minority broadcasting loans.

A third step calls for a review of the methods used to survey listeners of small-

market and minority-radio. Over the years minority groups and others, including the elderly, have claimed to be undercounted in audience surveys. The agenda refers to the formulation of "options for change", but an NTIA official, who was not hopeful about the effectiveness of the job NTIA would be able to do, said NTIA might simply alter the broadcasting industry to whatever problems were found.

The rural telecommunications project reflects concern for funds also. One element calls for drafting legislation amending the Rural Electrification Act to expand funding for rural telecommunications services. However, the precise approach to be taken has not yet been resolved. There is concern within NTIA that its program not be limited to cable television.

The program also calls for an examination of, and proposal for changes in, current FCC-imposed limitations on translator services. The purpose would be to "allow for substantial expansion of rural services," including advertising and program origination. NTIA's proposals will be submitted to the FCC by Oct. 1.

The program also calls for:  
Forming an interagency telecommunications coordinating committee and a rural telecommunications subcommittee.

Initiating efforts to determine the locations and scope of rural telecommunications demonstration programs.

Preparing a position on crossownership of rural telecommunications facilities—of telephone company and broadcast station ownership of co-located cable television systems. That is to be filed with the commission by Sept. 15.

The NTIA agenda also includes a number of other disparate items of interest to broadcasters and cable operators.

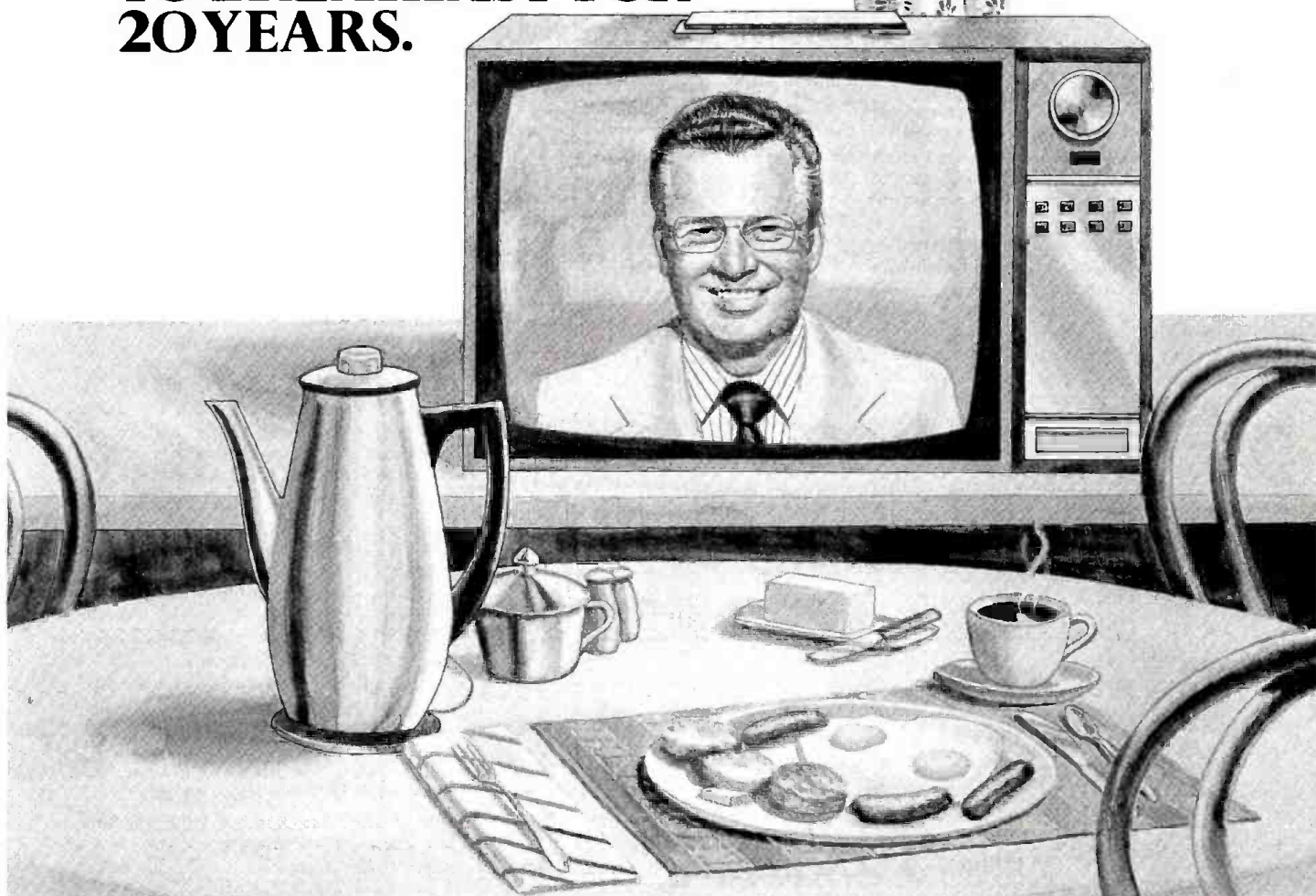
For instance, NTIA is preparing comments for filing in the commission inquiry into the fairness doctrine. The inquiry results in part from a court appeal Henry Geller, who is awaiting senate confirmation of his nomination as assistant secretary of commerce to head NTIA, took as a private citizen from the commission action adopting its report on the fairness doctrine.

It is also preparing a petition, to be filed with the commission on June 15, to delicense or make licensing optional for, receive-only earth stations, a pleading defining NTIA's position on clear channel stations "for possible FCC filing" in late summer, and guidelines for federal agency funding of public broadcasting programs.

Several other items deal with broadcasting and land mobile spectrum use. Two concern studies looking to an expansion of FM and television service. The first involves an evaluation of the possibility of expanding the number of FM assignments through the consideration of signal-limiting terrain factors and the use of directional antennas. The second involves the development of methods to describe television spectrum use on a national basis "using more realistic statistical estimations of technical, environmental and operational factors." An NTIA official said



# GREENSBORO HAS BEEN HAVING LEE KINARD TO BREAKFAST FOR 20 YEARS.



"Rise and shine" means 4 a.m. for Lee Kinard, Producer-Host of the popular local "Good Morning Show" for WFMY, the Harte-Hanks television station in Greensboro, North Carolina. It's been his weekly schedule for the past 20 years. As a result, Lee, along with bacon and eggs, has become a permanent habit at breakfast tables all over this North Piedmont area.

While getting the viewer out of bed, breakfasted and on his way to work, Lee dispenses his own unique style of local, national and world-wide news, weather, sports scores, commuting conditions, features and commercials. Not the easiest of jobs, but one at which Lee excels, as proven repeatedly in ARB ratings. Almost from its inception, the "Good Morning Show" has outstripped its network competition. The latest 1977 Arbitron reported Channel 2's "Good Morning Show" returning a 7-ADI rating and 28,000 homes; "Good Morning America" a 3-rating and 12,000 homes; and "Today" a 5-rating and 21,000 homes.

WFMY President and General Manager Charles Whitehurst bases his confidence in the "Good Morning Show" on its warmth and the practical way it serves people in the Greensboro-High Point-Winston-Salem area. "We believe the information and features provided by the program effectively represent the responsibility of the station to the public. We are committed to making that service as excellent as possible."

Only in this way can the "Good Morning Show" remain an appetizing part of Greensboro's breakfast for the next 20 years.

Opening new channels of understanding.

**HARTE-HANKS COMMUNICATIONS, INC.**



TELEVISION GROUP

KENS-TV, San Antonio, Texas; WLTV-TV, Jacksonville, Florida;  
WFMY-TV, Greensboro, North Carolina.



the project does not involve VHF drops, but primarily the employment of low-power UHF stations and translators in rural areas.

NTIA will also analyze the role of a new technology—"spread spectrum", which is designed to permit more efficient use of land mobile channels—and to determine the radio spectrum required for an expanded citizen band service "as the basis for the choice of a new frequency band" for the service. The latter activity, which will form the basis of a report to the commission, is expected to involve consideration of a proposal to shift CB to a band where the possibility of its causing interference with television would be reduced but at a loss in distance the signal now travels.

In terms of spectrum matters generally, NTIA is developing, in coordination with the State Department and the FCC, the government's position for the World Administrative Radio Conference to be held next year. Basic positions are to be drafted by Sept. 1. And NTIA has set July 1 as the date for completing design of a long-term evaluation of alternatives for dealing with radio frequency spectrum scarcity, including an analysis of the economics of the spectrum. Among other things, the evaluation would deal with questions such as the definition of "scarcity" and whether the government is wasting spectrum space because it does not have to pay for it.

## Changing Hands

### Announced

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

■ **WPHL-TV Philadelphia:** Sold by AVC Corp. to Colony Broadcasting Inc. for \$10 million plus 10-year consulting and non-competition agreement, contingent upon earnings, that could result in additional \$5 million. Seller is hardware and textile manufacturer with no other broadcast interests. Buyer is wholly owned by Providence (R.I.) Journal Co., publisher of *Providence Journal-Bulletin*, licensee of **WEAN(AM)-WPJB-FM** Providence and owner of cable TV systems in five states. **WPHL-TV** is independent on channel 17 with 2,450 kw visual, 368 kw aural and antenna 1,080 feet above average terrain. Broker: Ted Hepburn Co.

■ **KMUV-TV Sacramento, Calif.:** Sold by debtor-in-possession (Channel 31 Inc.) to Sacramento Television Inc. for \$2,750,000. Seller, which has filed for bankruptcy, is owned by Andrew Bartalini, William Crabtree, Della Grayson (16% each), Samuel Klor (15%), George W. Artz (12%), Louis Heller (10%) and four others. None has other broadcast interests. Buyer is owned by Carl B. Hilliard Jr., San Diego attorney (80%), and Universal Subscription Television Inc. (20%). Mr.

Hilliard is principal in six MDS licensees and 20% owner of **WQTV(TV)** Boston. Five percent interest in Universal is owned by Rinaldo S. Brutoco, who also owns 20% of **WQTV**. Principal owner (95%) of Universal is CanWest Corp., Canadian investment firm with headquarters in Winnipeg, Man. (For ownership of CanWest and its broadcast interests, see "Top of the Week".) Universal is currently engaged in finalizing investments in or subscription television affiliations with **WSNL-TV** Patchogue, N.Y.; **WGPR-TV** Detroit; **WQTV** Boston and **KTMA-TV** Minneapolis. **KMUV-TV** is independent on channel 31 with 279.3 kw visual, 55.85 kw aural and antenna 1,020 feet above average terrain.

■ **WKYV-FM Vicksburg, Miss.:** Red Carpet City Broadcasting, licensee, sold to David R. Price and C. Alfred Dick for \$388,000. Seller is owned by Allan Hollis (50%), William K. Hoisington (25%) and Bobby F. Bishop (25%). Messrs. Hollis and Hoisington also own 33.3% each of **WKYD(AM)-WQHQ(FM)** Andalusia, Ala. Buyer is equal partnership. Mr. Dick owns Business Broker Associates, Chattanooga broadcast brokerage firm. Mr. Price last year sold **WHLP(AM)-WIKL(FM)** Centerville, Tenn. **WKYV-FM** is 58 kw on 106.7 mhz with antenna 510 feet above average terrain.

■ **WARV(AM)** Warwick-Greenwich, R.I.: Sold by Warwick Radio Station Inc. to Blount Communications for \$320,000. Seller is owned by James B. Bocoock Jr. (33.3%), his son James B. III (22.2%), his son's wife Ann J. Bocoock (22.2%) and Vincent L. Yannuzzi (22.2%). None has other broadcast interests. Buyer is owned by William A. Blount (100%), announcer at **WARV** and former cameraman for **WFBC-TV** Greenville, S.C. **WARV** is 1 kw daytimer on 1590 khz.

■ **WQWQ(AM)** Highland Park, Ill.: Sold by Vanguard Communications Inc. to Metroweb Corp. for \$260,000. Seller is owned by James F. Hoffman, who is president and 50% owner of **KDCE(AM)-KBSO(FM)** Espanola, N.M. Buyer is owned by Newsweb Inc. (90%) and G.H. Winston and his wife, Myra (10% jointly). The Winstons own Highland Park accounting firm and have no other broadcast interests. **WQWQ** is 1 kw daytimer on 1430 khz.

■ **WYSE(AM)** Inverness, Fla.: Sold by Fleet & Fleet Inc. to OZ Radio Co. for \$250,000. Seller is owned by John F. Fleet and his wife Nellie, who have no other broadcast interests. Buyer is owned by John L. O'Donnell (50%), general manager of **WPRC-AM-FM** Lincoln, Ill., and Loren Zimmerman (50%), owner of Illinois music stores. **WYSE** is 5 kw daytimer on 1560 khz. Broker: Reggie Martin.

### Approved

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

■ **WTTV(TV)** Bloomington, Ind. (Indianapolis): Sold by Sarkes Tarzian Inc. to Teleco Indiana Inc. for \$26 million. Seller is owned by Sarkes Tarzian and members of his family, who also own **WTTT(AM)-**



AMERICA'S OUTSTANDING MEDIA BROKERS • A COAST TO COAST NETWORK

**KFRM-AM/KICT-FM**  
Salina and Wichita, Kansas

for

**\$4,000,000**

Sold by Mack Sanders, to The Peoria Journal-Star.  
This transaction has been approved and closed.

**BLACKBURN & COMPANY, INC.**

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BEVERLY HILLS 90212  
9465 Wilshire Blvd.  
(213) 274-8151

5/22/78

WGTC(FM) Bloomington, WATI(AM) Indianapolis and WPTH-FM Fort Wayne, Ind. Family also owns *Greencastle* (Ind.) *Banner Graphic*, daily newspaper. Buyer is owned by Northwest Mutual Life Insurance Co. (43.7%); CanTel Inc., Canadian-owned firm chartered as Michigan corporation (23.98%); Louis Berry and family-owned Berry Investment Corp., Detroit (6.4% each), W.B. Doner of Doner Advertising, Detroit (2.3%) and others. Northwest Mutual and some of its directors have minor investment interests in various broadcasting companies. (For interests of CanTel Inc. and its shareholders, see KMUV-TV above and "Top of the Week".) None of other shareholders has other broadcast interests. WTTV is independent on channel 4 with 56.2 kw visual, 31.6 kw aural and antenna 976 feet above average terrain.

■ KXRX(AM) San Jose, Calif.: Sold by Joe E. Levitt to Sterling Recreation Organization for \$1,375,000. Seller has no other broadcast interests. Buyer is principally owned by Fred A. Danz (17.8%), trust of John Danz (20.1%) and estate of Jessie Danz (21.2%). It also owns KSJO(FM) San Jose, Calif.; KASH(AM) Eugene and KSND(FM) Springfield-Eugene, both Oregon, and KBFW(AM) Bellingham-Ferndale, KEDO(AM)-KLYK(FM) Longview, KALE(AM) Richland and KZOK-AM-FM Seattle, all Washington. KXRX is 10 kw daytime, 5 kw nighttime on 1500 khz.

■ KTRM(AM)-KIEL(FM) Beaumont, Tex.: Sold by Central Broadcasting Corp. to Security Broadcasting of Beaumont Inc. for \$1.2 million. Seller is owned by Allan B. McCrea, S. Jackson Hunt, Robert C. Jacobs, Lester G. Spencer, Paul R. Quigg and his nephews, James R. and William M. Quigg. They also own WBIW(AM)-WBIF(FM) Bedford, WBAT(AM) Marion and WKBV(AM)-WRIA(FM) Richmond, all Indiana. Buyer is owned equally by Ed Muniz, Ben Bridgeman and Michael O'Keefe, owners of WNNR(AM) New Orleans, WXOK(AM) Baton Rouge and WXEL(FM) Slidel, La. KTRM is on 990 khz with 1 kw full time. KIEL is on 95.1 mhz with 28 kw and antenna 220 feet above average terrain.

■ KXTC(FM) Glendale, Ariz.: Sold by Arizona Communications to ITC Communications for \$550,000 and \$400,000 covenant not to compete. Seller is principally owned by Richard B. Gilbert and his wife, Alma. Mr. Gilbert is consultant to applicant for new FM at Carpinteria, Calif., but has no other broadcast interests. Buyer is wholly owned subsidiary of International Tapetronics Corp., Bloomington, Ill. based manufacturer of broadcast equipment. It also owns KJJJ(AM) Phoenix and WRFM-AM-FM Titusville, Fla. KXTC is 100 kw on 92.3 mhz with antenna 285 feet above average terrain.

■ KWAV(FM) Monterey, Calif.: Sold by A-B Chemical Corp. to James E. Brown & Associates Inc. for \$550,000. Seller is wholly owned subsidiary of National Distillers & Chemical Corp., New York. Drummond C. Bell is chairman, and Fre-

derick Fahnoe is vice president for broadcasting of publicly held firm that has no other broadcast interests. Buyer is owned by James E. Brown, who formerly owned Cincinnati manufacturing firm. Mr. Brown, who has no other broadcast interests, now lives in Phoenix. KWAV is on 96.9 mhz with 18 kw and antenna 2,570 feet above average terrain.

■ Other station sales approved last week include: WXEE(AM) Welch, W. Va.; WYBG(AM) Massena, N.Y., and WKOT(AM) Kingston, N.Y. (see page 82).

## ABC's up at bat this week with affiliate meeting

**Network executives set to brief expected record crowd in L.A.**

ABC-TV takes its turn this week in the annual round of show-and-tell meetings between the television networks and their affiliates. A record turnout is expected.

Executives from some 220 stations—more than 800 station people in all, including spouses, according to ABC—are scheduled to meet with ABC officials in sessions running from noon today (May 22) through Wednesday evening at the Century Plaza hotel in Los Angeles. ABC

executives are expected to swell the crowd to 1,500 or more.

The annual conference, devoted primarily to program plans for fall, will open with a luncheon at noon today. This afternoon the business sessions start with a news presentation by Roone Arledge, president of ABC News and Sports, and his news associates and Al Ittleson, director of ABC's TV news advisory service.

The new format for *ABC Evening News* (BROADCASTING, April 24) and plans for ABC News's new *20/20* magazine series (BROADCASTING, May 8) are expected to be focal points of much of the session.

Fred Pierce, president of ABC Television, will address the affiliates at the opening of the Tuesday-morning meeting.

Mr. Arledge will return to the lectern Thursday morning, this time as president of ABC Sports, for a report on that field. The session is also slated to hear a report from Marvin Mord, vice president, research services, ABC Television planning.

Other Tuesday-morning reports on the agenda are an overview of entertainment programming by Anthony Thomopoulos, new president of ABC Entertainment, and rundowns by Squire Rushnell, vice president in charge of children's and early-morning programming, and Lewis Erlicht, vice president, programs, East Coast.

The pilot of *Battle Star: Galactica*, one of the relatively few new shows in ABC's

May 2, 1978

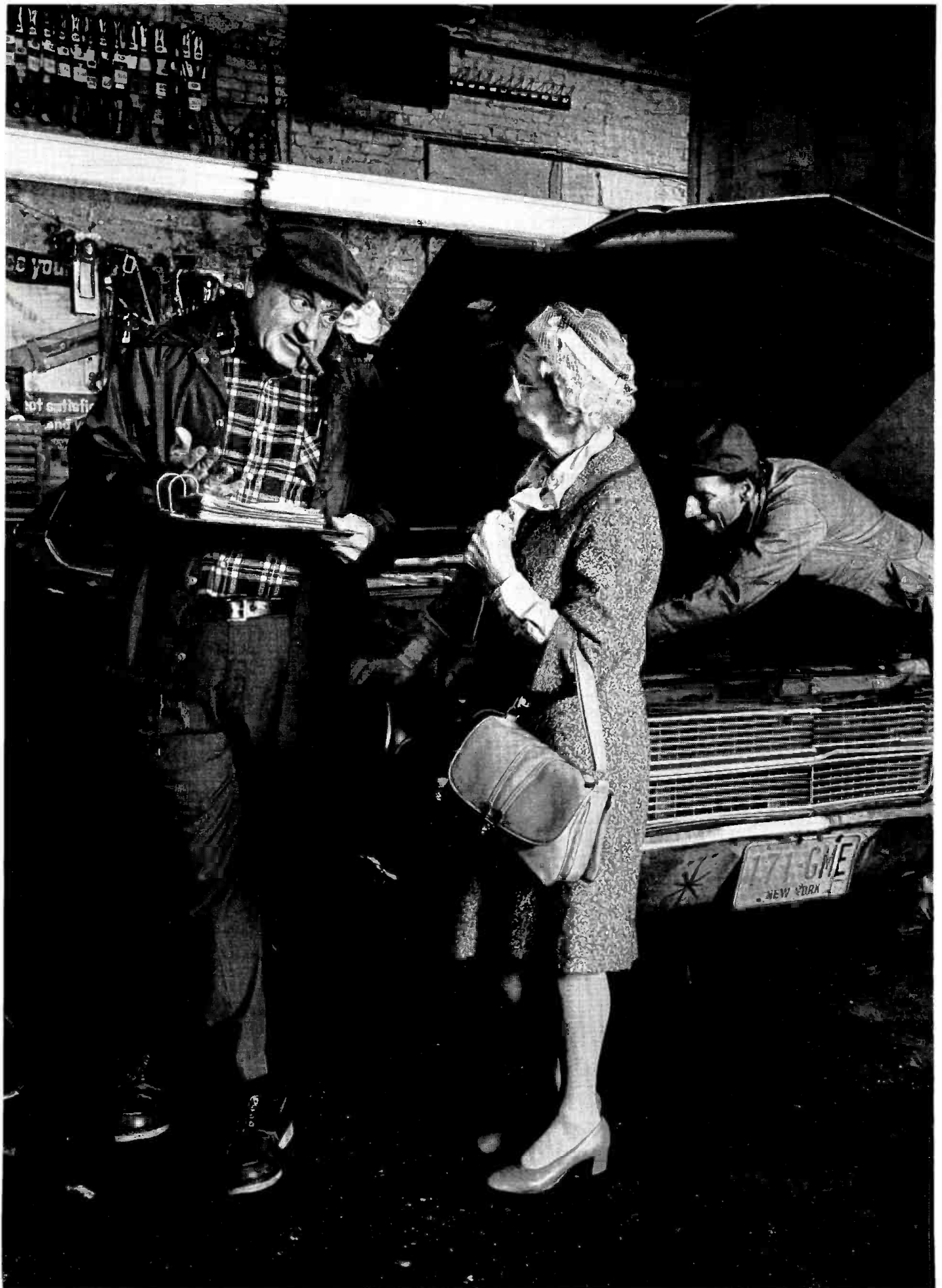
## Multimedia, Inc.

has acquired the assets of radio station

**WEZW (FM)**  
Wauwatosa (Milwaukee)  
Wisconsin

The undersigned initiated this transaction  
and assisted in the negotiations.

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio





# HIGHWAY ROBBERY DOESN'T ALWAYS TAKE PLACE ON A HIGHWAY.

## **Storer Stations are concerned about ripoffs and are doing something about it.**

Ripoff! It's virtually become an American way of life.

A Florida woman driving through Georgia, for example, was told by a gas station attendant that she needed two new shock absorbers. He installed four instead and charged her \$82.40. Back home, her own garage figured she paid *nearly double* what the job was worth.

In Texas, a chain of specialty stores discovered not one, but two theft rings inside the stores. Employee stealing was costing them more than shoplifting.

Each year medical quacks bilk Americans of some \$2 billion. Ripoffs of tax-supported health care programs waste an estimated \$4 billion more each year.

TV repairs. Land frauds. Shoddy merchandise. Deceptive practices by mail order firms and travel agencies. Complaints about these and other abuses have inundated federal and state agencies.

Nearly 2,000 a month are received by the White House alone!

Believing that "forewarned is forearmed," Storer Stations in its programming and editorials regularly alert their communities to the problems.

A typical example is WAGA-TV in Atlanta. Several times a day for an entire week they recently aired a series of five special reports entitled "Ripoffs in Atlanta?"

The first segment dealt with car repairs. Before the program, WAGA-TV made a slight alteration to a car, then visited numerous local garages to see what repairs were recommended. Result? Most tightened the right part on the spot and billed nothing. However, a few made unrelated repairs and charged for them.

Tuesday's segment focused on TV repairs and sales and gave professional tips on what to look for when seeking a reputable repairman.

Subsequent reports covered rental agency abuses, health spas and their questionable recruitment procedures, and advised how to

deal with bothersome telephone solicitations.

Throughout the series, WAGA-TV offered its viewers pamphlets with advice on how to avoid ripoffs.

The series was so successful, WAGA-TV followed it up two months later with a five-part mini-series called "Buyer Beware!" Topics included car repair and mail order ripoffs, TV repairs, phony telephone surveys that lead to sales pitches, and what to watch for when obtaining consumer credit.

Other Storer Stations across the country have been waging similar campaigns against consumer frauds in their communities.

The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY

**Changing loyalties.** A change in TV network affiliations is coming up in Fort Smith-Fayetteville, Ark. ABC, which has had no primary outlets there, said it would take on KFPW-TV Fort Smith and its satellite, KTVP(TV) Fayetteville, as primaries and that these would lift its total line-up to 200 stations. CBS said it had canceled its KFPW-TV and KTVP affiliations and would replace them with KLMN(TV) Fort Smith when KLMN goes on the air later this year, in the meantime retaining KFPW-TV and KTVP in its line-up. Target air-date for KLMN was said to be Sept. 1. KFPW-TV is on channel 40 and KTVP on channel 29, while KLMN will be on channel 24. KFSM-TV Fort Smith, on channel 5, is a primary NBC outlet. WRET-TV Charlotte, N.C., an independent on channel 36, will become an affiliate of NBC-TV on July 1 ("Closed Circuit," May 1). WRET-TV is on channel 36, and is NBC's replacement for channel 9 Wsoc-TV Charlotte, which is switching to ABC-TV.

fall schedule (BROADCASTING, May 8), is also scheduled for screening at the Tuesday-morning session.

After the Tuesday luncheon, presentations on daytime and on marketing, including sales, were tentatively scheduled last week, although the timing was subject to change.

The new prime-time schedule was expected to be presented Wednesday morning under the direction of Mr. Thomopoulos, Mr. Mord and Ed Vane, vice president and national program director; Steve Gentry, vice president, programs, West Coast, and Brandon Stoddard, vice president, dramatic programs and motion pictures for television.

Elton Rule, president of ABC Inc., is scheduled to address the Wednesday luncheon.

Wednesday afternoon is to be given over to a closed meeting between affiliates and ABC officials, and the convention proper will close with a gala 25th anniversary banquet Wednesday evening.

There'll be an affiliates board meeting Thursday morning, and a wrap-up news conference is scheduled for 11:30 a.m.

The ABC meeting is the second in this year's network series. CBS-TV's was held two weeks ago (BROADCASTING, May 15) and NBC-TV's is scheduled June 18-20 at the New York Hilton hotel.

## Insilco in Broad Street

Insilco Corp., a diversified company listed on the New York Stock Exchange, has acquired a 30% interest in the Broad Street Communications Corp. radio station group for about \$2.5 million. The six stations owned by Broad Street will be known as the Insilco Broadcast Group, a division of Broad Street.

Insilco, based in Meriden, Conn., in-

cludes among its varied interests Times Wire & Cable Co., manufacturer of coaxial cable and fiber optics. It also is in tableware, office accessories, metal parts and do-it-yourself home building and paint. Durand B. Blatz, Insilco president, will become a member of the Broad Street board.

Broad Street owns WELI(AM) New Haven, Conn. (company headquarters); WKSS(AM) Hartford, Conn.; WGSO(AM)-WQUE(FM) New Orleans; KTOK(AM)-KZUE(FM) Oklahoma City and the Oklahoma News Network. Richard L. Geismar is chairman and Fred Walker president.

## House panel follows suit and passes public broadcasting funding bill

**Most parts resemble those in Senate counterpart; exception is provision requiring CPB to spend 'substantial amount' on independent production**

The House Commerce Committee passed the three-year authorization bill for the Corporation for Public Broadcasting and filed the accompanying report just 45 minutes short of Congress's deadline for such money measures last Monday (May 15). The bill conforms in most major respects to the version that passed the Senate Commerce Committee the week before; the few differences are considered reconcilable and the measure is expected to win ultimate passage this year.

Although major provisions were unchallenged, the House committee's mark-up session was not without disagreements. In one narrow vote, the panel struck Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) provision requiring public broadcast stations to spend at least half of the money they receive annually from CPB on programming, and "substantial" portions of that on programming by independent producers. The controversial provision was, said Representative Clarence Brown (R-Ohio), an open door to even stronger congressional control of local broadcast station program decisions. The committee supported Mr. Brown 20-16.

The committee left intact, however, a provision inserted by Mr. Van Deerlin requiring that "a significant portion" of CPB's funds be used for programming and that a "substantial amount" of that go to independent producers and production companies. That provision will presumably be an issue before an eventual House-Senate conference committee on the bill, because it is not now contained in the Senate's version.

After the vote Monday, Mr. Van Deerlin

expressed some disappointment that the directive to local public stations had been removed, but the stations have gotten the message by now, he said: "They're going to be damned attentive to programming." On the whole, the subcommittee chairman added, "the bill has weathered the process very successfully."

Before passing the bill, the House Commerce Committee took other votes: (1) It adopted an amendment by Representative Timothy Wirth (D-Colo.) to remove the requirement that CPB annually report to Congress its long-range programming plan (Mr. Wirth argued, as did Mr. Brown, that the provision puts Congress too close to programming); (2) It rejected an amendment by Representative Henry Waxman (D-Calif.) to delete the requirement that CPB pass half of its federal funds to the stations; (3) It rejected an amendment by Representative John Murphy (D-N.Y.) to delete the requirement that public broadcasting stations establish community advisory boards.

The bill that heads toward the floor of both houses now is a three-year authorization measure—as opposed to the five-year measure originally suggested by the White House—that would authorize \$180 million for CPB in 1981, \$200 million in 1982 and, in 1983, \$220 million in the House's bill, \$200 million in the Senate's. The money would be available to CPB under a matching-grants program requiring CPB to raise \$2 for every federal \$1 in the House's bill, \$2.25 in the Senate's. The current matching formula for funds already authorized through 1980 is \$2.50 to \$1.

Both bills provide that board meetings of public broadcasting institutions, including stations, be open to the public; that the Department of Health, Education and Welfare enforce equal employment opportunity requirements in public broadcasting; that CPB spend no more than 5% of its federal appropriation on administrative expenses; that CPB make annual reports of its activities to Congress, and that there be a tighter system of accounting than now exists at public stations, either developed by (Senate's version) or in consultation with (House's version) the General Accounting Office.

The bills also authorize \$40 million each year from 1981 through 1983 for construction and strengthening of educational telecommunications facilities. The bills encourage the secretary of commerce, who would administer the facilities funds, to spend money on facilities owned by and available to minorities and women. The House version also requires that 25% of the money be spent on radio.

There are several additional provisions in the House bill, not in the Senate's, that will eventually have to be resolved. The House bill, for instance, places a ceiling on the pay of CPB, Public Broadcasting Service and National Public Radio executives so as not to exceed what a cabinet officer makes. The bill also prohibits CPB from using funds to provide receptions or entertainment for government officers or employees.

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# Will television, after all, be the death of the newspapers?

**Washington Journalism Center poses that question to students of the media; Taylor, Raskin, Kline each have their ideas**

Can television co-exist with newspapers? That, among others, was one of the questions a group largely made up of newspaper ombudsmen and news critics discussed last week in Washington at a four-day conference sponsored by the Washington Journalism Center. The conference, called "The Media and the Public," examined some of the problems facing the publishing industry in light of the growing influence of television and what, if anything, newspapers can do to revitalize what some feel may be a declining industry.

Arthur R. Taylor, the former president of CBS Inc., painted an especially dreary picture during a luncheon talk Tuesday (May 16). As the technology of television progresses, he said, broadcasters may have to exercise considerable restraint to keep from pushing their economic advantage to the point of killing local papers. With the advent of cable television's ability to pinpoint audiences, Mr. Taylor noted, it is not inconceivable that advertisers wishing to sell to specific groups would turn away from newspapers' broad advertising coverage to specific targeting offered by cable.

And on the other side of the problem, Mr. Taylor said, the appeal of broadcast television, which can deliver huge audiences with more cost efficiency than newspapers, will, as advertisers tend more to "buying by computer," move media buyers "inevitably" away from the big city dailies.

Mr. Taylor's comments were made during a rather free-flowing overview of television (from the vantage of a 42-year-old "retired elder statesman") during which he touched on topics as varied and as wide-ranging as violence, ratings pressures, concentration of control and broad-

**Pinching (or nipping) the hand.** John B. Oakes, retired editor of the editorial page of the *New York Times*, told an audience of newspeople in and out of government in Washington last Wednesday (May 17) that the press has itself to blame for undermining constitutional protections that heretofore were taken for granted. "Big business," reflected in the trend toward "huge corporate conglomerates," he said, has already had "a subtly adverse effect on both public and judicial perception of the First Amendment's protection of press freedom."

Mr. Oakes cited the First Amendment as clearly designed "to protect a public rather than a vested interest." The formation of media conglomerates, group ownerships and "the establishment of enormous newspaper and broadcasting chains," and their trend toward becoming publicly held stock corporations, he said, "raise troublesome questions of public policy." As recently as 15 or 20 years ago, he said, no newspaper shares were traded. "Today there are at least a dozen," controlling about 20% of national circulation. The more concentrated the press power becomes, Mr. Oakes postulated, "the more likely it is to move the focus of print journalism away from its original goals and purposes into becoming a mere money machine, as has happened in the television industry."

Arrangements had been made with Mr. Oakes to deliver the lecture by the Washington Journalism Center prior to announcement of the \$370 million merger of Combined Communications Corp. with the Gannett Co. (BROADCASTING, May 15)—which, upon consummation, will embrace 79 newspapers and 20 TV, AM and FM stations, plus other media assets. While Mr. Oakes did not depart from the substance of his lecture, he did note at the outset that Gannett, while a conglomerate, gave its editors autonomy in their markets.

On the platform with Mr. Oakes, was Paul Miller, chairman of Gannett, who delivered introductory remarks. The lecture and subsequent reception-buffet were underwritten by the Frank E. Gannett Foundation—the first in a series under WJC auspices.

cast journalism.

On the last subject, Mr. Taylor suggested that it may be time for a "rapprochement between the print press and the broadcast press," that the "grubby" competition between print and broadcast should yield to "mutual restraint" in their battle to outdo each other.

Other speakers at the conference addressed additional problems and issues of the press.

■ A.H. Raskin, associate director of the National News Council, said that the press oversight group was now looking into group ownership, primarily of newspapers, however, and concentration of media control. Without a doubt, Mr. Raskin said, the great majority of news outlets have improved under group ownership, but the growing trend of media consolidations is worth watching. He cited the Combined Communications Corp.-Gannett Co. announcement of a \$370-million merger agreement two weeks ago (BROADCASTING, May 15) as an example of the tendency toward corporate domination of all media. He said the issue was "very much up in front" of the council's Freedom of the Press Committee.

■ F. Gerald Kline, associate professor of journalism at the University of Michigan, spoke on "Keeping Television Viewers as Readers" and suggested, at least, that the reading public and the viewing public do not necessarily have to be different ones. Dr. Kline said that there is a tendency to oversimplify the situation "that television and newspapers compete." His research has indicated, he said, "newspapers and television complement one another."

Dr. Kline warned, however, that the recent tendency among many newspapers to present more soft, "TV style" news at the expense of hard reportage and strong features "assures further gains for television."

The professor suggested, too, that even afternoon papers, long considered the most vulnerable to competition from television, may fare well if they adapt themselves to the changing demographics of the public. He said women, for example, are watching less daytime television as more of them are entering the work force. Newspapers, he noted, can provide much of the news of interest to women that they are no longer able to watch on television.

■ Speaking to a Wednesday breakfast session on "Citizen Monitoring of the Media," Ralph Nader, the consumer advocate, suggested that a budding citizen movement aimed at enhancing the public accountability of newspapers may well be able to learn from the older broadcast-related citizen groups and their techniques. Mr. Nader told one story, for example, of a newspaper editorial writer who admitted in conversation that the editorial viewpoint of his paper was the editorial position of the corporate parent. That, Mr. Nader said, "raises interesting possibilities for a stock-held company." He suggested, too, that local television and newspapers should start reviewing and criticizing the local



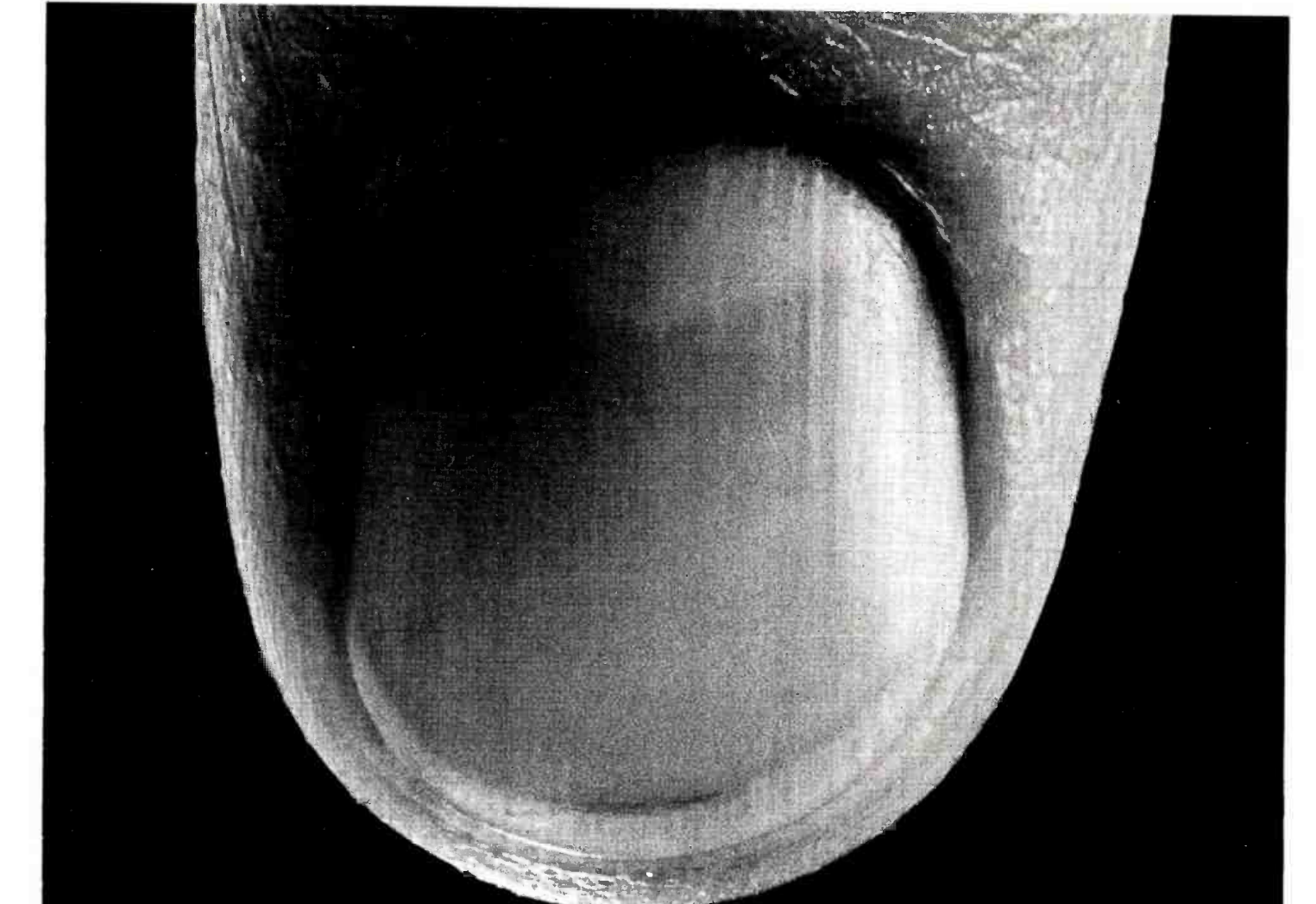
Raskin



Kline



Nader



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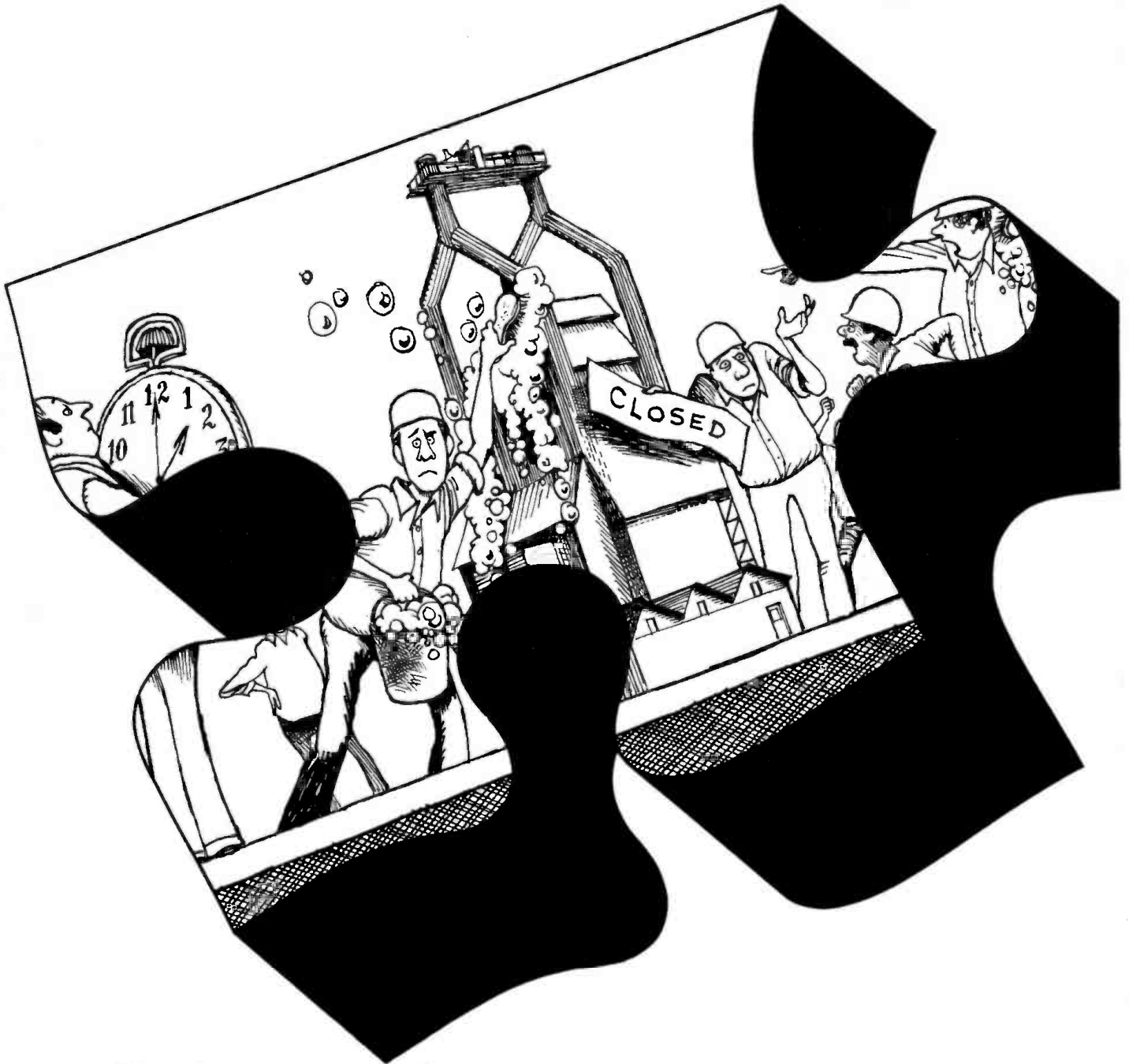
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environmental goals.**



**Environmental common sense:  
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# mandates can without forsaking

The job of controlling air and water pollution in the steel industry is a tough one. And the costs are inordinately high.

So far, Bethlehem has spent about \$550 million for hardware to clean up pollutants from the air and water we use. In addition, it costs us about \$75 million a year to operate and maintain these control facilities, including the cost of valuable energy.

We're proud of what we have accomplished. Today we have in place or in progress facilities and plans designed to effectively control the major sources of pollution at our operations.

But federal and state governments want us to do more.

**The road gets rockier—and costlier**

In order to comply with existing regulations, it is estimated that Bethlehem must spend about \$500 million *more* for environmental control. Grand total: more than \$1 billion. Our operating and maintenance costs will also increase as more control facilities are installed and as energy costs rise. *We have no clear estimate of what the ultimate tab will be. Nor does anyone else.*

Based on the scientific data available, we question the stringency of many of the mandates we currently face. In some cases, proven technology does not exist to do the job. It takes time and money to develop control mechanisms that will be effective. In other cases, it is simply not feasible to do what needs to be done to meet the required deadlines.

## **Jobs are at stake**

Bethlehem is now spending 25% of its capital funds for environmental controls. During the

next five years, we expect this will increase to about 30%. Such capital investments do *not* produce income, but *do* increase the cost of making steel.

Expenditures like these erode the dollars we need to improve production facilities and provide job opportunities.

## **We are not crying "wolf"**

Last year Bethlehem shut down certain facilities at our Johnstown and Lackawanna plants and laid off thousands of employees. That action was painful but necessary. Continued efforts to restore the profitability of these operations could not be justified—not when we included the huge expenditures for pollution controls that would have been required to continue operation of those facilities.

## **Action needed now**

We support our nation's goals for clean air and water. And we endorse the recommendation of President Carter's Inter-Agency Task Force on Steel that calls for a review of EPA

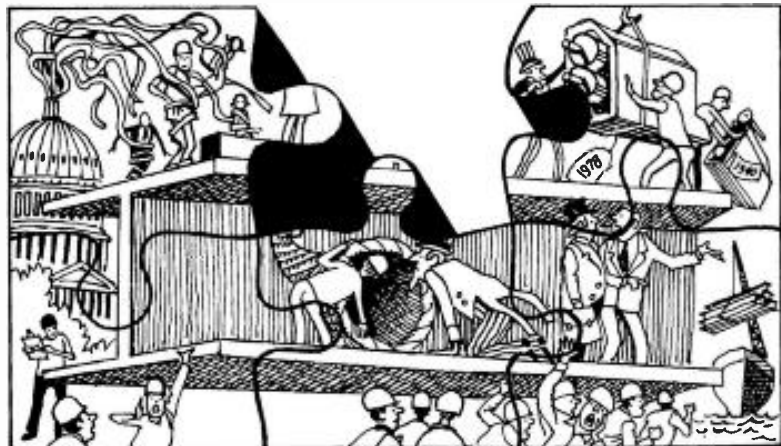
standards and regulations to provide more flexibility and to reduce barriers to steel industry modernization.

We also support the following: (1) rational enforcement of environmental laws and regulations; (2) greater flexibility in compliance timetables; (3) accurate determination of significant sources of pollution, their effect on public health, and the most cost-effective control techniques; (4) amortization of expenditures for pollution control facilities, including buildings, over any period selected by the taxpayer, including immediate write-off in the year the funds are expended.

**Make your views known where they count**

We believe a more reasonable balance between jobs and environmental cleanup is urgently needed. If you agree, tell that to your representatives in Washington and your state capital.

*Bethlehem Steel Corporation,  
Bethlehem, PA 18016.*



**Bethlehem**   
In search of solutions.

paper in the same way that stations are the subject of TV and radio columns.

Mr. Nader cited the CCC-Gannett merger as another example of an accelerating "stampede" to increase the holdings of newspaper chains "before the Justice Department awakens from its slumber." Along those lines, Mr. Nader said he was "all for" some sort of limit on the number of newspapers that a group may own—in the same way that broadcast ownership is limited. He said, however, that he had no specific notion on how many papers should be owned— "something under 100 and something above one."

An appearance by Reed Irvine, chairman of Accuracy in Media, had been planned for Wednesday's luncheon, but Mr. Irvine was unable to attend. In his stead, Bernard Yoh, director of communications of the news-watchdog organization, made an appearance. Some of the other speakers during the four-day conference included Frank Mankiewicz, president of National Public Radio, Stephen Hess of the Brookings Institution, Charles Seib, ombudsman of the *Washington Post*, John B. Oakes of the *New York Times* and Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors.

## Proxmire bill on fairness, equal time to get a hearing

**Senate Commerce will devote a day to it; committee also sets hearing on Goldwater's Interference legislation**

The Senate Commerce Committee has scheduled a one-day hearing June 7 on Senator William Proxmire's (D-Wis.) bill to abolish equal time and the fairness doctrine.

Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), who will preside at the session, is a staunch supporter of both rules, contained in Section 315 of the Communications Act; in fact, he credits the equal time law with his winning the South Carolina governorship in 1959, when, he said, most of the print news organs in the state were shutting him off from the electorate. A one-day hearing is not likely to sway him to Mr. Proxmire's side, but he scheduled it, his staff reports, because Mr. Proxmire requested it and the subcommittee "has the opportunity to accommodate him." Mr. Proxmire will testify, to be followed probably by FCC Chairman Charles Ferris and Henry Geller, assistant secretary-designate of commerce to head the National Telecommunications and Information Administration. Potential broadcast witnesses and others have not been announced yet.

The committee will hold another hearing on June 14 on Senator Barry Goldwater's (R-Ariz.) bill to reduce noise interference to radio and TV from ham and citizen band radio transmissions.

**A picture worth a thousand words.** References by FCC Chairman Charles Ferris in speeches to both the National Association of Broadcasters and National Cable Television Association urging the development of technological advances, including teletext data retrieval on TV (such as the BBC's Ceefax system in England), have pointed up some recent developments. KSL-TV Salt Lake City has been working on a Ceefax-based system for more than a year and last month was granted special temporary authority by the FCC (the only TV station given such permission) to test the system over the air. The on-air transmissions are scheduled to start this week or next. KSL's service uses encoding equipment built by the station and decoding gear developed by Texas Instruments.

As a result of the growing interest in teletext, an All Industry Committee on the Future Use of Television Broadcast Ancillary Signals has been formed. Staffed with representatives of the three commercial networks, their affiliates, independent stations, public broadcasting, NAB, the Association of Maximum Service Telecasters and the Electronic Industries Association, the group held its first meeting in Washington last week to take care of organizational business and elected William Putnam of Springfield Television, Springfield, Mass., chairman. The next meeting will probably be in June.



**And elsewhere.** Micro TV Inc. of Philadelphia has scheduled a public demonstration June 26-28 of its Info-Text teletext service, available over Micro's MDS facility there. The encoding equipment (1) includes a computer that holds the various "pages" of data available. Info-Text, the U.S. licensee of the BBC's Ceefax system, transmits various types of data, including color, on vertical blanking intervals. According to Micro, Info-Text is the only system of its kind operating in the U.S.

## Media Briefs

**Helpful hints.** National Association of Broadcasters has published 46-page "Buyer's Guide" to purchasing broadcast station, giving tips on evaluating station's worth, financing purchase, obtaining FCC approval. Booklet, written especially with prospective minority buyers in mind, has section on finding government and private sources of funding and managerial and technical assistance. Copies are \$3 each, but NAB members get first copy free.

**Turnabout is fair play.** Colorado Broadcasters Association, opposing legislation to create performer royalties that broadcasters and other record users would have to pay, has drafted own bill for tongue-in-cheek introduction in Congress. Called "Broadcaster Royalty Act of 1978," proposal would require record companies to pay broadcasters five cents for every record play, increased to 10 cents per play for musical advertising that mentions cigarettes, saccharin, "the seven dirty words," sex and violence, and any ads to be heard by children under 12 or to promote gas and electricity. Bill would also require record companies to pay "reasonable

percentage of their gross recorded music revenues" to musicians, above AFTRA rates.

**Growing print properties.** Capital Cities Communications Inc., New York, group station and newspaper owner, has signed contract acquiring 100% of common stock of Wilkes-Barre (Pa.) Publishing Co. for undisclosed sum. With purchase, Capacities adds *Times-Leader*, *The Evening News* and *Wilkes-Barre Record* to its list of newspapers. *Record* has circulation of approximately 70,000 throughout north-east Pennsylvania. Closing of transaction is subject to approval of Capacities board.

**Rahall runs again.** Representative Nick Joe Rahall II (D-W.Va.), won party's nomination to second term in Congress in primary election winning 55% of vote against Ken Hechler, who held that seat for 17 years before retiring in 1976 to run (unsuccessfully) for West Virginia governor. Mr. Rahall is a director and shareholder in Rahall Communications, licensee of six radio stations and one TV.

**Do it yourself.** Two inspection checklists—one for radio, one for TV stations, are now available from FCC Field Operations Bureau. Lists include items likely to be covered during actual station inspection

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giving broadcasters chance to find and correct violations before inspectors come to call. Write: FOB, 1919 M Street, Washington, 20554 or local field office.

**NAB sees danger.** National Association of Broadcasters is opposing proposal that FCC and Equal Employment Opportunity Commission share information concerning broadcasters' employment policies and practices, including affirmative action, annual employment reports, complaints and conciliation or compliance activities. NAB believes EEOC-referred complaints will spur greater FCC involvement in broadcast hirings and unfairly favor complainant in conciliation process. NAB also maintains that release of information obtained by EEOC during investigations and conciliatory discussions is prohibited by 1964 Civil Rights Act.

**Getting together again.** Second annual reunion of Army & Air Communications Service will be held in Orlando, Fla., Oct. 13-15. AACS was activity of Army Air Forces in World War II. Contact Wally Bailey, 4688 Posada Drive, Orlando 32809 for reunion details.

## FCBA again refuses to open door to FCC lawyers

The question of whether FCC lawyers should be admitted to the Federal Communications Bar Association has been considered and rejected a number of times by the organization. And last week, after an intensive effort on the part of the FCBA executive committee to inform members of both sides of the issue, the FCBA announced the latest effort to admit the commission lawyers has been defeated again, even though a majority of those voting were for the change. The vote was 121 in favor and 102 against, but the FCBA constitution requires a two-thirds vote for adoption of such a measure. Those who supported the proposal argue that, as a professional organization, FCBA should be open to all qualified practitioners. Those opposed say that admitting commission lawyers would tend to conflict with what should be an adversary relationship between private and government lawyers.

## Programming

# Network barrage of sweep specials misses the mark

**Viewers stick mainly to series as ABC and NBC tie for the week**

The prime-time program line-ups of the three commercial television networks glittered with big-name specials and movies during the second week of the May sweep period, but viewers generally ignored them in favor of regularly scheduled series.

In ratings for the week of May 8-14, ABC-TV and NBC-TV tied with averages of 17.4 each, while CBS-TV came in with its lowest average since September, a 15.2

The miniseries, *Wheels*, was the reason for NBC's stronger than usual showing. For all five episodes, May 7-9, 14-15, *Wheels* averaged a 24.9 rating and a 40 share, stringing together episode-by-episode share of 36, 43, 38, 40 and 42, in that order.

Strictly defined, *Wheels* was not a special, since it played in the network's 9-11 p.m. movies and events slots without pre-empting regularly scheduled programs. Each the three episodes airing during the week of May 8-14 was on the top 10 most-watched programs list. The only special to score higher than 23d on that list was ABC's nighttime version of the daytime and syndicated game show, *Family Feud*, which finished as the sixth most-watched program of the week with a 24.1 rating and a 39 share. The highest-rated movie of that week, theatrical or made-for-TV, was ABC's "Leave Yesterday Behind" (made-for-TV), which came in 20th with an 18.0/29. The remaining top 20 programs were all regular series, 10 of them belonging to ABC and six to CBS.

All of the movies that aired that week averaged only a 26 share (though many of them were reruns), and not one of them won its time period, CBS, for example, repeated two John Wayne films, the three-hour "Alamo" on Tuesday and "Brannigan" on Sunday. They scored 21 and

28 shares, respectively. ABC's "Future World" with Peter Fonda on Friday had a 26 share, NBC's "Columbo" had a 27 on Saturday and CBS's "Breakheart Pass" with Charles Bronson had a 27, also on Saturday.

Other than *Family Feud*, the week's highest-rated special was ABC's *Alan King's Final Warning* on Saturday, which managed only a 17.8/33 despite a 40-share lead-in from *Love Boat*. The only other special to pull a 30 share, was CBS's *The Body Human: The Vital Connection* on Thursday. Lowest-rated among the specials was NBC's *Komedy Tonight*, which pulled a 17 share. Above that in ascending order were ABC's *The Stars Salute Israel at 30* a 21 share and *Rich Little* hour (26), CBS's *America's Junior Miss Pageant* (26), NBC's *Dean Martin Roast* (27) and ABC's *Mac Davis* hour (29).

Pilots and short-run series also fared poorly, averaging only a 23 share. Leading that pack was NBC's *Operation Runaway* which had a 27 share on Thursday and has since been picked up as a fall series entry.

## Waving the flags for 'The Bastard'

**Stations go all out to promote syndicated miniseries with backing from MCA/Universal**

If the four-hour MCA TV/Universal production in two parts of *The Bastard* turns out a ratings plum for the 91 Operation Prime Time stations offering it, no doubt the promotion effort will be given some of the credit. And even if the syndicated effort (premiering tonight, May 22, on most stations) doesn't repeat the success of the OPT inaugural, *Testimony of Two Men* last May, local station promoters aren't likely to be accused of not trying.

KCOP(TV) Los Angeles is pouring most of its promotion dollars for the series into radio spots. As it did last year with *Testimony*, a radio budget of about \$250,000 (mostly cash) above and beyond the regular radio pattern has been allocated. Four 60-second spots were customized, with veteran announcer Sy Harris brought in from New York to relay the message. When print ads are included, said Gary Davis, KCOP promotion manager, the budget goes higher than \$325,000. (KCOP generally is referred to as the top ratings-maker for *Testimony*, for the first episode, it pulled an 18 rating and 25 share.)

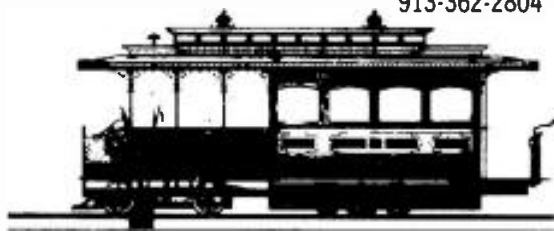
WPIX(TV) New York is said to have invested between \$100,000 and \$125,000 in dollars and media trades, a little bit more than it shelled out for *Testimony*. Spots were set up on 14 radio stations in New York. On its own airwaves, WPIX began running its 60's, 30's and 10's for *The Bastard* three weeks ago within the rerun of *Testimony* that began May 1. According to Stu Shulman, promotion director there,

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| ★ Natalie Cole          | ★ Elton John    | ★ John Travolta |
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| • JACKSON BROWNE           | • THE ISLEY BROTHERS               | • LOU RAWLS              |
| • ALICE COOPER             | • MICK JAGGER & THE ROLLING STONES | • LINDA RONSTADT         |
| • JIM CROCE                | • KISS                             | • SLY & THE FAMILY STONE |
| • ROGER DALTRY             | • LED ZEPPELIN                     | • THE SPINNERS           |
| • THE DOOBIE BROTHERS      | • LOGGINS & MESSINA                | • CAT STEVENS            |
| • THE EAGLES               | • CHUCK MANGIONE                   | • DONNA SUMMER           |
| • EARTH, WIND & FIRE       | • BOB MARLEY & THE WAILERS         | • TAVARES                |
| • ELECTRIC LIGHT ORCHESTRA | • DAVE MASON                       | • VAN MORRISON           |
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| • PETER DINKLAGE           | • RANDY NEWMAN                     |                          |

*And Many, Many More!*

A Don Kirshner Production • Distributed by: Syndicast Services Inc.

the station has been averaging 10 spots a day, a number that rises to 15 when voice-overs during the credits of various programs are counted in.

Ivan Ladizinsky, manager of promotion and publicity at KTVU(TV) San Francisco-Oakland, has been operating primarily with 30-second spots, 14 different ones on his own station, as well as with 10's and 10-second station identification/*Bastard* combinations. On radio, spots generally fall into the regular buys on eight stations.

However, for three days, today (when *The Bastard* premieres there), this Thursday (when part one is repeated) and next Monday (when part two has its first San Francisco airing), the six spots a day on the radio stations will be exclusively for the special. Counting those three days, as well as the other print promotions, Mr. Ladizinsky puts the cash tab at \$35,000-\$40,000, not including the value of trades. In addition, he mentions that by a week before *The Bastard* was to air, about a dozen covers of TV magazines and Sunday supplements in the area had featured the show.

MCA TV/Universal, which acknowledges that *The Bastard* will be a money-losing proposition for the company (but apparently an attempt at establishing itself even stronger as a programming resource for independents and affiliates willing to pre-empt the network) has set itself up as a publicity/promotion coordinator.

In an effort greater than for *Testimony*, MCA has set up the likes of combo promotion tours with *Bastard* star Andrew Stevens and author John Jakes; book ties with Harcourt Brace Jovanovich, tune-in print ads, releases and music cue sheets. MCA TV/Universal wouldn't reveal the costs of its promotion/publicity efforts.

Each hour of the production, however, is said to have been in the \$900,000 neighborhood, with expenses running high to present the Revolutionary War-era period piece. For *The Bastard* and the upcoming four hours each of OPT II's *Evening in Byzantium* and *The Immigrants*, MCA TV/Universal earlier said it expected to average out at about \$750,000 an hour.

On the broadcast front, MCA TV/Universal provided the 91 OPT stations—

66 network affiliates (BROADCASTING, May 15—with assorted TV and radio promos, a featurette (four minutes, 20 seconds), theme music for TV, and other material. Spots were also tailored for those stations (it has turned out to be 10) that found the word "bastard" too sensitive for airplay and will be calling the show "The Kent Family Chronicles.

The sensitivity to the title wasn't limited to the smaller markets. Even in New York, where it is being called *The Bastard*, WPX's Mr. Shulman claims that a couple of radio stations wouldn't touch the spot because of the name.

## Mizlou outmuscled by CBS for Peach Bowl

Network doubles ante and organizers ask out of contract

CBS Sports stepped on the toes of the Mizlou Broadcasting Network by taking over Mizlou's contract for the Peach Bowl football game, but everybody agrees it was all in the best interests of charity.

CBS just signed a three-year deal with the organizers of the game with the stipulation that it be played on Christmas Day. (CBS recently lost its rights to the Fiesta Bowl, also played on Christmas Day, to NBC Sports). The Peach Bowl is sponsored by the Georgia Lions Lighthouse Foundation to benefit the visually handicapped.

Mizlou, which sets up ad hoc networks for about 100 events a year, most of them sports, has packaged the game for the last two years, and had one more year to run on its contract. Last year, 138 stations covering 87% of the nation's TV homes carried the game, according to Vic Piano, co-owner of Mizlou.

When CBS offered in April to pick up the bowl, the organizers asked Mizlou for a release from their contract. According to George Crumbley, executive director of the event, the CBS deal offered "considerably more" than twice the income delivered by Mizlou, which he pegged at about \$75,000 per year.

Mr. Piano said he agreed to the release

even though he had already signed up some advertisers, because he didn't want to "penalize" the charity. But he still was unhappy with what he sees as CBS's "tampering" with his contract. "They boxed me out," he said. "Obviously I can't match what a network offers. What these guys do is let me bust a gut building this thing up and the minute it's a viable entity, they take it away from me."

Mr. Crumbley disagrees with Mr. Piano's interpretation of what occurred. The Peach Bowl has "aggressively" pursued a network TV contract since its inception 11 years ago, Mr. Crumbley said, regularly approaching the networks following every game. For that reason, the organizers included in their contract an "escape" clause specifying that they could withdraw from the Mizlou deal if a network made an offer. The deadline date for exercising that option had passed when the CBS deal came through, Mr. Crumbley said, and he praised Mr. Piano for his willingness to approve the release. However, Mr. Piano said that in the future his contracts will demand that the networks come to him, not the organizers, to negotiate a release. "Once bitten, twice shy," he said.

## Frank leaves CBS for IMG



Barry Frank, who figured in CBS's tennis-match problems with the FCC, has resigned as senior vice president of CBS Sports to rejoin the International Management Group, New York, a major sports management company. He will be

a senior corporate vice president, effective June 1.

From 1970 until 1976 Mr. Frank was with Trans World International, a division of IMG, where he was responsible for development of various sports television series.

It was while he was at IMG that he produced for telecast on CBS-TV the first of four controversial tennis matches that were improperly billed as winner-take-all events and that also ran afoul of the FCC's sponsorship-identification rules (BROADCASTING, May 8). Final FCC action is still pending.

Mr. Frank has maintained he had not acted improperly in the packaging of the matches, which were covered on CBS-TV in 1975 and 1976. He joined CBS in 1976.

### Program Briefs

**Planet warfare.** Sandy Frank Film Syndication, New York, has released to stations for fall start new half-hour animated

## Bonneville International

has purchased the assets of radio station

## WRR-AM

from the City of Dallas for \$1,900,000

The undersigned acted as agent for the City of Dallas in this transaction

**R. C. CRISLER & CO., INC.**

Cincinnati, Ohio





science-fiction series, *Battle of the Planets*. It's been sold already to four Metromedia stations—WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington and KRIV-TV Houston. Series is co-production of Sandy Frank Productions, and Hollywood-based team of James Brewer, former Walt Disney animation producer-writer, and Alan Dinehart, former Hanna-Barbera executive.

**Back-ups.** ABC-TV is lining up replacement series for next fall's program casualties. Commitment has been made for half-hour comedy from Paramount/Robert Stigwood Organization called *Stayin' Alive* (title of hit song from movie "Saturday Night Fever" by Stigwood's Bee Gees). Also in works is Viacom project from Jerry Thorpe and Bill Blinn, called *Sticking Together*, about five orphans living on beach in Hawaii. Few episodes also are being ordered of *Julie Farr, M.D.* (formerly *Having Babies*) and *Lucan*, wild-boy show tested on-air periodically this year.

**Networks served for lunch.** National Association of Broadcasters has scheduled question-and-answer session with five network radio presidents for luncheon at first annual radio programming conference in Chicago, Aug. 20-23. Participants will be Sam Cook Digges, CBS Radio; Eugene Jackson, National Black Network; C. Edward Little, Mutual Broadcasting System; Harold L. Neal Jr., ABC Radio, and Jack

Thayer, NBC Radio. Singer-songwriter Barry Manilow is to perform at dinner same day, Aug. 22.

**HUT watch.** Homes using television figures compiled by A.C. Nielsen for March and April show no significant difference from HUT levels of same months in 1977. In March, prime time HUT's were identical to previous March, while daytime HUT's were up 2%. In April, prime time was up 1% and daytime was down 2%.

**NBC Radio affiliates.** Latest to join NBC Radio are KTXR(FM) Springfield, Mo.; KFIX-AM-FM Kansas City, Mo., and WGAD(AM) Gadsden, Ala., with KWOC(AM) Popular Bluff, Mo., will join on June 12.

**All that glitters is not sold.** Consumer education in money matters that started as series of paid commercials has evolved into public service series on WISN-TV Milwaukee. Blunt, Ellis & Loew, investment firm there, started campaign (through McDonald Davis & Associates) in 1975 in which BE&L executive Thomas L. Nolan provided information about company's product lines. Commercials proved so popular ("Monday Memo," June 26, 1977) that WISN-TV tried same format with Mr. Nolan for 35-part news feature, *Moneywatch*, which ran last fall. It concluded with 90-minute call-in program that drew such response that *Moneywatch* has been reintroduced this spring as weekly news/feature segment.

## The importance of doing your homework

**AMA conference looks at what's new in ad research, including physiological testing and 'response latency' studies**

Latest developments in advertising research, including the emerging role of physiological measurements, were examined last week at a conference of the New York chapter of the American Marketing Association.

Only one nonresearch type, Marvin Honig, executive vice president and executive creative director of Doyle Dane Bernbach, New York, was on the speaker's program at the research conference last Tuesday (May 16). And he cautioned against complete reliance on research, particularly pretesting of copy in commercials and print ads, pointing out that "human judgment" is a key factor not to be ignored.

Dr. Thomas E. Turicchi, president of the Consumer Behavior Center, reported on a technique used by his organization to evaluate strategies that go into creating commercials, measuring both concepts and messages. Sample groups totaling 100 were equipped with a push-button on one hand and electrodes on the other as they watched and listened to commercial messages to find out whether respondents could recall messages, whether they liked or disliked them and whether or not the commercials were believable.

Professor James MacLachlan of New York University discussed the importance of "response latency" in advertising research. He explained that the term meant the amount of time respondents deliberate before answering a question and said "the faster an answer is given, the greater the respondent's conviction that he is making the right decision."

Professor MacLachlan reported on studies he has undertaken during which telephone interviews were conducted with respondents on such topics as buying intentions regarding various brands; the names of manufacturers of various automobiles, and their evaluation of a corporation's image. He maintained that response latency is a valid measure in market research, though he acknowledged that researchers are only now beginning to take an active interest in the technique.

Dr. Harold E. Krugman, manager, public opinion research, General Electric Co., Bridgeport, Conn., proposed that an "ideal TV pretest" would involve the use of one electrode attached to each side of the head of a viewer, one on the left to pick up an abstract activity such as thinking and one on the right to pick up image response. Dr. Krugman said he wants to

May, 1978

### \$5,100,000 Cable Communications Operations, Inc. (Lima, Ohio)

\$4,100,000 Senior Secured Loan due 1986  
\$1,000,000 Subordinated Secured Loan due 1988

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.

### Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353  
Chicago: 312/630-5035 • New York: 212/747-4440 • Los Angeles: 213/552-6115

find out: (1) Is anything or nothing happening? (2) Are the images registering? (3) Are the images registering but are irritating thoughts occurring? (4) Are the images registering and are positive, relevant thoughts occurring? (5) When does each of the above conditions prevail?

Dr. Krugman said his personal bias is to concentrate on one single respondent, saying that "when the researcher thoroughly and intimately understands the response of one respondent to a TV commercial, then he might be daring enough to move on and try a second respondent".

Walt Wesley, president of the Walt Wesley Co., Sierra Madre, Calif., which uses a psychogalvanometer to measure a respondent's response to an advertised message, plus personal interviews, suggested at the conference that the American Marketing Association sponsor a Super Bowl copy test. It would be a competition among copy-testing firms, Mr. Wesley said, and would be held at no charge to the AMA.

"Since the stakes are highest in the television medium I propose the Super Bowl test be limited to TV commercials," he suggested. "All research companies participating would be required to test the same bank of commercials, which would be sales-tested at the same time. The performance of the commercials would be determined by the actual sales figures obtained by the A.C. Nielsen Co. or other product movement research firm for the products advertised in the test markets. And there should be two or three different commercials for each brand to eliminate the variable of turnover by product category."

Jerry Ohlsten, vice president and research director of Cunningham & Walsh, New York, reviewed some studies on how consumers actually view commercials and offered suggestions for improving commercial production. He stressed that "the first second is vital in engaging a viewer's attention" and that static visual elements should be avoided.

Mr. Honig of Doyle Dane Bernbach, who warned against unswerving loyalty to research, cited a number of DDB TV commercials that tested poorly but proved to be effective sales tools.

"People will take everything into consideration and then use their knowledge, judgment and gut feeling to approve advertising that just might knock the market upside down," Mr. Honig stated.

## Fiat settles on B&B

Benton & Bowles was named last week as agency for Fiat Motors of North America, Montvale, N.J., replacing Ally & Gargano. The account is expected to bill about \$12 million, of which an estimated 85% will be in broadcast. For Benton & Bowles it will be its first automobile account since 1967 when it ended an association with American Motors. In the finals for Fiat, in addition to B&B, were SSC&B, McCaffrey & McCall and Wells, Rich, Greene.

## 'Reasonable access': define it or not?

Should the FCC establish fixed guidelines and rules defining exactly what it means when it tells a licensee that it must provide candidates for federal offices "reasonable access" to the airwaves? No, said commercial broadcasters; absolutely no, said public broadcasters in comments filed at the commission last week.

The National Association of Broadcasters told the commission that its present reliance on the "good faith and reasonableness" of the licensee was all that was necessary to assure candidate access and "to move beyond that general standard would create more problems than it would solve."

NAB did support the concept of guidelines specifying the length of time that reasonable access should be in effect. It suggested that a definite time period, corresponding to the periods for the lowest unit charge, "would assist licensees in avoiding scheduling problems." (At present, the lowest unit charge is in effect 45 days prior to a primary election and 60 days before a general election.) NAB also endorsed the concept of a cut-off date, after which no candidate could request time. Such a date would serve to "eliminate many of the scheduling problems which occur late in the election cam-

aign," NAB said.

The three networks also submitted filings. NBC said that the commission would be facing "an impossible burden if it attempted to promulgate access." CBS said the adoption of specific guidelines "would constitute an unwarranted governmental intrusion" into broadcasting. ABC said that the commission's policy "of permitting broadcasters wide discretion in the implementation of reasonable access has been a wide and effective course."

Over and above the opposition of the commercial broadcasting interests, public broadcasting groups were adamant in their opposition to the imposition of guidelines. WNET(TV) New York, which earlier this year was forced to grant a local candidate time on its station, called the existing access requirement "unfair and unreasonable" to noncommercial broadcasters. WNET said the present rule "permits candidates to confiscate air time without any financial remuneration to the public broadcaster." The station recommended that the FCC suggest to Congress that it amend the access statute "to cure its unreasonable application in major markets and to public television stations."

The Public Broadcasting Service called rigid guidelines "inconsistent with the fundamental scheme of the Communications Act" and said the commission would create an "unnecessarily rigid structure" if it established hard and fast rules.

A joint filing by 19 noncommercial

# Watch out for Selcom.



Bill McHale  
Executive Vice President  
New York

## Selcom, Inc., Radio Representatives

1221 Avenue of the Americas New York, N.Y. 10020 (212) 730-0202



**Off to a good start.** Advertiser investments in network TV for the first quarter of 1978 rose by 8.2% to \$941.2 million from the comparable 1977 period. In March alone they inched up by 3.8% to \$311.3 million, according to a report by the Television Bureau of Advertising. Based on figures compiled by Broadcast Advertisers Reports, TVB said weekend daytime posted the largest increase in both the first quarter and in March, followed by nighttime and weekend daytime.

	MARCH			JANUARY-MARCH		
	1977	1978	% Chg.	1977	1978	% Chg.
Daytime	\$109,275,700	\$114,620,100	+4.9	\$309,750,500	\$335,842,800	+8.4
Mon.-Fri.	74,932,300	76,990,100	+2.7	201,143,700	224,996,900	+11.9
Sat.-Sun.	34,343,400	37,630,000	+9.6	108,606,800	110,845,900	+2.1
Nighttime	202,048,100	208,663,300	+3.3	560,018,500	605,353,900	+8.1
Total	\$311,323,800	\$323,283,400	+3.8	\$869,769,000	\$941,196,700	+8.2

	ABC	CBS	NBC	TOTAL
January	\$114,555,900	\$110,403,600	\$96,308,100	\$321,267,600
February	109,602,700	98,030,500	89,012,500	296,645,700
March	115,521,500	108,925,100	98,836,800	323,283,400
Year-to-date	\$339,680,100	\$317,359,200	\$284,157,400	\$941,196,700

licensees (submitted by the Washington law firm of Schwartz & Woods) said that FCC-established rules would impose "impractical and incompatible access obligations upon noncommercial educational broadcasters."

Other comments were filed by WCVB-TV Boston, Metromedia, Southern & United Broadcasting Cos., the National Radio Broadcasters Association and others.

## McGavren-Guild buys BMS

McGavren-Guild Inc., New York, has bought the contracts and sales rights of Broadcast Marketing Systems (BMS) from ASI Communications Inc., New York, for an undisclosed sum.

Ralph Guild, president of McGavren-Guild, said the name of the nonwired facility has been changed to the McGavren-Guild Target Radio Network. He added that Robert A. Dwyer, who has been president of BMS, has resigned and has signed a letter of intent to acquire a radio station in the Southeast.

Mr. Guild is a major stockholder in ASI, which owns radio and TV stations in California. ASI once owned McGavren-Guild but the rep firm now is owned by employees under a stock option plan. ASI has signed contracts to sell KROY(AM)-KROI(FM) Sacramento, Calif., and KJTV(TV) Bakersfield, Calif., subject to FCC approval. Its other owned stations are KFAC-AM-FM Los Angeles.

## AAAA on ACT

Joining a host of other groups that two weeks ago filed FCC comments opposing a petition by Action for Children's Television to limit and eventually eliminate commercials from children's television, the American Association of Advertising Agencies said last week that "for the commission to adopt the ACT recommenda-

tions would not only be an unfortunate example of regulation by speculation on vague, general and insufficiently supported allegations, but would also raise serious First Amendment questions..."

AAAA called the ACT proposal "only an echo" of a 1970 petition for similar commission action. If the FCC "were to do an about-face and adopt the rules as proposed by ACT, it would be acting in an arbitrary and capricious manner based upon the extreme lack of evidence adduced to support the promulgation of such rules."

"In essence," the AAAA pleading concluded, "ACT is asking the commission to make Orwell's Big Brother a reality in 1978."

## Another trump card for radio salesmen

Statistical Research Inc., Westfield, N.J., has issued its spring 1978 RADAR report, which confirms a continuing high level of listening to radio.

The report shows that 75% of people 12 years and older are in the weekly audience of stations affiliated with ABC, CBS, Mutual or NBC, and in the course of a week, 96% listen to all radio. SRI projects that this is about 131 million persons for the designated networks and 168 million for all radio.

The study reflects an average of two four-week surveys, one in September-October 1977 and one in February-March 1978.

The latest report includes radio usage data on 14 demographic or geographic bases. It shows auto usage to be fairly stable; FM's share rising each year so that by the spring of 1978 it stands at 47% and employed women listening more to radio than women who are not employed outside the home.

SRI said that the network audience reports, showing station clearances of pro-

grams and commercials, will be released in July.

The RADAR studies are sponsored jointly by the ABC, CBS, MBS and NBC radio networks. The reports and special tabulations are available on a subscription basis to advertisers and agencies.

## Bigger spenders

The top 15 department store and discount store advertisers in local television increased their spending during the first quarter by 23% to \$32.2 million, according to Broadcast Advertisers Reports' figures being released today (May 22) by the Television Bureau of Advertising. Large boosts were posted by Federated Department Stores, up 44% to \$4.2 million and British-American Tobacco Co. (Gimbels & Saks), up 73% to \$858,000.

	Jan.-Mar. '77	Jan.-Mar. '78	Change
1. Mobile Oil (Montgomery Ward & Co. Jefferson Stores)	\$4,472,700	\$6,989,800	+ 56
2. Sears, Roebuck	4,631,300	4,791,200	+ 3
3. J.C. Penney Co.	2,454,400	4,332,300	+ 77
4. Federated Department Stores	2,917,900	4,192,400	+ 44
5. May Department Stores	2,262,900	2,066,300	- 9
6. Kresge (K Mart)	2,107,200	1,707,400	- 19
7. F. W. Woolworth	1,609,600	1,260,300	- 22
8. R.H. Macy	867,300	1,023,600	+ 18
9. Allied Stores	1,385,300	984,800	- 29
10. Arlen Realty & Development (Korvette's)	123,200	917,800	+645
11. Dayton-Hudson	785,700	879,300	+ 12
12. British-American Tobacco (Gimbels & Saks)	497,600	858,500	+ 73
13. Associated Dry Goods	600,000	785,800	+ 31
14. Carter, Hawley, Hale Stores	764,500	731,600	- 4
15. Vornado (Two Guys)	753,300	696,200	- 8
Total	\$26,232,900	\$32,218,300	+ 23

## Advertising Briefs

**Rice's advice.** Retailers wouldn't try to play golf with only one club and shouldn't try to advertise with only one medium, Roger D. Rice, president of Television Bureau of Advertising, said in urging National Retail Merchants Association members to give TV prominent place in media mix. For starters he suggested 50% of retailer's budget go to newspapers "to help keep current customers," 45% to TV "for new business and better identity among all customers" and 5% to radio for "reminder advertising" for everyone.

**Accredited.** Broadcast Rating Council, New York, has given accreditation to Arbitron Meter Service for New York and Los Angeles after audits of service by Touche, Ross & Co., public accounting firm. Service now may display BRC "double check" symbol on all syndicated reports for New York and Los Angeles.

## Happy days for ABC

**At stockholders meeting, executives recap 1977 as year of record earnings, ratings and see more of the same for 1978**

Leonard H. Goldenson, chairman of ABC Inc., told the company's stockholders at their annual meeting last week that the sales and earnings records ABC set in 1977 should be followed by "exceptional" results in 1978.

President Elton H. Rule said it in different words: "The operating condition of ABC today is excellent. A year from now it should be even better."

Their bullish reports on ABC affairs were highlights of a two-and-a-half-hour meeting, held Tuesday in New York, which in response to shareholders' questions also covered a lot of other ground without producing a lot of other hard news:

- Mr. Goldenson told one inquirer that ABC was defending the Pacifica Foundation in the George Carlin "seven dirty words" case, "not because we agree with the language, but because we believe in free speech." He said ABC would not play X-rated movies in its theaters or even R-rated films on television.

- He defended the pay levels of top ABC officials—he, for instance, received \$250,000 in salary and \$500,000 incentive pay for 1977, while Mr. Rule received \$200,000 plus \$400,000 (BROADCASTING, April 24)—by saying the basic salaries were in line with others in comparable posts in the industry and that the incentives were designed to keep key executives with ABC. The ABC management corps, he said, is the best in the business and ABC's "biggest asset."

- Mr. Goldenson and Mr. Rule defended Mr. Rule's sale of a substantial block of ABC stock in 1977, and sales of lesser blocks by other executives, as resulting from a "substantial" preferential tax that would have had to be paid on stock bought under option early in 1977 unless sold in the same year.

- Without elaborating, Mr. Goldenson told another questioner that he thought "the methods by which [TV rights to the 1980 Moscow summer Olympics] were obtained [by NBC] was unfair," but reminded his audience that ABC has rights to the 1980 winter games at Lake Placid, N.Y.

- The meeting heard at length from representatives of the Synanon religious group angered by an investigative report on Synanon presented by ABC's KGO-TV San Francisco, now the subject of a lawsuit brought by Synanon and its leaders. One speaker seemed by his statements and questions to be threatening ABC executives: "If anything happens" to Synanon leaders, he said, "you will be held im-



**Why these men are smiling.** Bringing the good news to ABC stockholders were (l-r): ABC-TV President Fred Pierce, ABC Inc. President Elton Rule and ABC Chairman Leonard Goldenson.

mediately accountable." Mr. Goldenson defended the KGO-TV news operation as "responsible," but said he would not get into the merits of the dispute because of the pending lawsuit.

- Mr. Rule, in his formal statement, said *ABC Evening News* would switch to its new format in July. Officials had indicated earlier that the change would probably come "this summer" but that it might possibly be delayed until fall (BROADCASTING, April 24).

Mr. Goldenson, ticking off sales and earnings records, told the stockholders in his report that "our successes in 1978, thus far, are very good omens for ABC in 1979.

Despite talk of a possible recession in 1979, he added, "from what we have learned to date, [advertisers] are approaching the coming year with confidence," which "bodes well not just for ABC but for all broadcasters."

ABC's first priority, Mr. Goldenson said, "is to maintain our leadership in broadcasting," while the second priority is "a major reinvestment of capital in our basic business of broadcasting." New construction under way in New York represents total capital expenditures of more than \$35 million, he said, and other projects, including some delayed from 1977 by that year's strike by technicians, could lift 1978's capital spending budget to \$100 million—"and most of it will be invested in broadcasting."

"Continued improvement of our non-broadcasting activities" and the development of ABC Publishing, including a search for new acquisitions, are the third and fourth priorities, Mr. Goldenson said, while the fifth is to determine whether there is "another major business in which ABC can meaningfully participate."

He said ABC intends to remain "first and foremost a broadcaster," but should determine whether either acquiring or developing another base of operation would have long-term benefits. "We approach the question," he said, "with no preconceived ideas, except that any acquisition must have solid growth potential and proved management in place."



A sixth priority, to the stockholders' apparent delight, was to recommend "a further healthy increase" in dividend rates later this year.

ABC-TV, Mr. Rule said, "has already completed the bulk of its sales for the second and third quarters, so we can say with some assurance that those quarters will be very good ones." Its selling for the new season, he said, is at higher prices—though "the rate of increase will be down from a year ago—and "so far, advertiser reception has been excellent."



Lynn Picadio  
Vice President/Manager  
San Francisco

**Selcom, Inc., Radio Representatives**  
1221 Avenue of the Americas  
New York, N.Y. 10020 (212) 730-0202

# The Broadcasting Playlist™ May 22

## Contemporary

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

## Playback

**Steady mover.** Patti Smith's *Because the Night* (Arista) may not be a nationwide smash, but it has nonetheless been moving up "Playlist" steadily, and this week bolts to 27. "It's the type of record that will hang around forever and will have good numbers," says Randy Davis of KEEL(AM) Shreveport, La. "It has a good hook line, starts out easy, then builds up." Ed Greene of KIMN(AM) Denver says that Ms. Smith's at times raunchy image may prevent her from achieving a broader following. But the song, he says, "makes you want to roll down the windows and turn up the back speakers." **Manilow mania.** Barry Manilow's *Even Now* LP is a "monster," says Dave Masters of KODI(AM) Great Falls, Mont. And a monster it is: four cuts are currently being played around the country. The title cut is the latest addition, entering "Playlist" this week at 48. "It's a big record... probably a top five," says Jay Cook, program director, WFIL(AM) Philadelphia, where *Can't Smile Without You* and *I Was a Fool to Let You Go* also are charted. As for *Copacabana*, Sean McCartney of WEAU(AM) Eau Claire, Wis., says "It's a great record... a lot more appealing than *Even Now*." **Family affair.** It looks like Joey Travolta—John's older brother—has caught the "fever." The former teacher is making his singing debut with *I Don't Wanna Go* (Millennium). "It's a pretty ballad and along with his pretty face, it should go top 10 nationally," says Alan Edwards of WIRK(AM) West Palm Beach, Fla. "If the name weren't Travolta, it might take a little longer" but, it would make it, he adds. **Eruption's erupting.** *I Can't Stand the Rain* by Eruption (Ariola), says KODI's Mr. Masters, "is a real fine song. The timing is good... the more we move into spring and summer the better it gets."

## Country

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

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



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## Reporters are on losing end as Supreme Court refuses review of cases involving source protection

Left standing are New Mexico ruling involving Hubbard's KOB and Iowa decision affecting newspaper

Hubbard Broadcasting Co. and some former members of the news team at KOB(AM) Albuquerque, N.M., last week were back where they were a year and a half ago when they were refusing to divulge confidential sources used in a series of investigative reports (BROADCASTING, Oct. 4, 1976). But this time, they have run out of court appeals. The U.S. Supreme Court last week refused to review the decision of a New Mexico court of appeals directing the reporters involved to disclose the sources of information in a closed session so the trial court can determine whether the sources were reliable and the information accurate.

The sources' identities are an issue in

libel suits totalling some \$17 million that four former and present deputy sheriffs filed against Hubbard and Leo Zani, the station's former news director, and Diane Dimond, who was the reporter on the programs. Another defendant is Richard McKee, the station's former general manager.

The New Mexico court's decision was one of two involving state court orders requiring reporters to identify sources that the Supreme Court let stand last week. The other involved an Iowa supreme court decision directing a reporter for the *Des Moines Register Tribune* to disclose sources and notes she used in writing stories about a divorce case.

The KOB case involved the station's June 1975 broadcasts that alleged corruption in the sheriff's office. Among other things, the broadcasts said that one deputy had served time in Arizona state prison, that another had sought to smuggle an alien from Mexico to serve as a maid for the sheriff and that two others had made unauthorized use of county cars.

The station's investigation led to a grand jury probe that in turn resulted in three members of the sheriff's department, including the sheriff, being sent to jail for contempt of court for two months for lying to the grand jury. Later, the sheriff was removed from office. He had also filed a libel suit, but it was dismissed by the court.

And at one point in the three-year history of the litigation, the defendants managed to have the case dismissed. That was in November 1976, when District Judge Richard Traub issued a summary judgment in reconsidering an earlier decision ordering the case to trial and seeking the names of the confidential sources (BROADCASTING, Nov. 8, 1976).

But a year later, the New Mexico appeals court reversed that decision. It said that there was evidence of malicious disregard of the facts in two cases and that in the other two the district court judgment was premature, that the newsmen should be required to disclose the sources of information so the court can determine if the informants are reliable and the information accurate.

The court said the trial court should hold an in camera hearing to determine whether release of the identity of the informants would lead "to persuasive evidence" on the issue of actual malice.

KOB's attorneys argued that requiring disclosure of sources in the case violates the reporters' First Amendment rights. They also said that failure to make a proper investigation does not constitute sufficient proof for a finding of malice.

The question of whether Mr. Zani and Miss Dimond, who are now married and living in Washington, will disclose the names of their sources was unanswered last week. Both are still bitter over the circumstances surrounding their departure from KOB; they feel they were forced out after the suits were filed. But they indicated they were torn over the decision they face. Failure to obey the court order could

result in contempt of court convictions and consequent fines or jail sentences, as would the entry of a default judgment against Hubbard and the other defendants, in which event a jury would determine the damages to be assessed.

Mr. Zani, who is now assistant editor of the *Farm Bureau News*, said he would speak to Stanley S. Hubbard, the president of the company, the station's lawyer and the informants before making up his mind. His wife, who is now with National Public Radio, said, "I've got a lot of thinking to do. I've got to keep my integrity if I'm going to do my job."

The station's attorney, Leland S. Sedberry Jr., was hoping last week he could find some means of avoiding the necessity of the newsmen having to make a decision, but he declined to elaborate. He also thought the station was reasonably well covered in terms of journalist's protection, in that the New Mexico appeals court does not require public disclosure of the sources' identities if the trial court decides, after the in camera hearing, that the reporters were reasonable in relying on the sources.

One person not yet worried about a possible confrontation on the question of disclosure is Mr. Hubbard. "We're not uptight about it," he said.

In the Iowa case, the Supreme Court rejected a petition for review in behalf of Diane Graham, a reporter for the *Register & Tribune*, who became involved in a tangle of litigation growing out of the efforts of Sally Ann Winegard to dissolve her common-law marriage to John Winegard, a reported millionaire from Burlington, Iowa.

Mr. Winegard filed a defamation suit against the lawyer who represented Mrs. Winegard in the divorce proceedings after reading a story that appeared in the *Register & Tribune*. Ms. Graham, who had written the story, based it on documents filed in the divorce proceeding and


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**In flight.** The White House says, and KING-TV Seattle is happy to believe, that this scene is a first: A local television reporter gets an exclusive interview with President Carter. KING-TV's Jean Enersen had a one-on-one with the President aboard Air Force One on May 5, a Friday, and on the following Monday and Tuesday, the station broadcast excerpts of the interview on its evening newscasts. It also fed them to KING Broadcasting's KREM-TV Spokane, Wash., and KGW-TV Portland, Ore.

**Tribute from a departing hero.** CBS News President Richard S. Salant, in what was not quite a swan song to affiliates in Los Angeles two weeks ago (he still had 355 days to go, until April 30, 1979) nevertheless bade a tentative farewell to a number of people with whom he had experienced both ups and downs during his 15-year career in that post. Among his observations:

It is a very complicated relationship that exists between network and affiliates. And it is especially complicated and delicate and fragile between the network news division and the affiliates. It is a unique relationship and a very delicate one. We had the capability of driving you all up the wall, and during the 1960's and the early 1970's there were a great many of you that I think we did drive up the wall. At the same time we are nothing, absolutely nothing, without you, the affiliates. If you don't press the button for us so we can reach your publics, we are just talking down a rainpipe into an empty barrel and nobody hears us.

And yet, through all the times that we have exasperated you beyond measure, you have shown extraordinary talents and self-restraint. Holding your noses from time to time, you have let us come through.

There is something very profound about this, something that all of us, the whole of democratic society, might learn something from. And I can't put my hand quite on it. As society has become more and more fragmented, more and more divisive, more and more each for himself or herself, it has become apparent in the last 10 years or so that anybody, a very small group indeed, can stop the whole workings of the society by carrying their power, their clout, their ability to a point where they can paralyze a country or a city. It hasn't happened yet. I hope it never will. There is some sort of social compact that has to exist if our democratic society is to survive.

And without articulation, without ever having really thought it through, the lesson I draw from the relationships we have had with you over the last years is that we have found, you and we, that kind of unspoken social compact that makes it work when it shouldn't work, and makes it work very well. You have never exercised that last piece of power that you have had. No matter how much you disagree with us, no matter how much we frustrate and exasperate you, you never exercised the power to shut us off.

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on a conversation with Mrs. Winegard's lawyer. As a preliminary step in that suit, Mr. Winegard's attorneys sought to question the reporter. She attested to the accuracy of the story, but refused to answer some 100 questions concerning confidential conversations with sources.

The trial court held that the First Amendment protected her against the requirement that she answer the questions. But the Iowa supreme court, in the ruling the Supreme Court did not disturb, held that a reporter involved in a civil suit could be required to identify sources when the information being sought is critical to the plaintiff's case and if the plaintiff has exhausted other means of obtaining the information and the request does not appear frivolous.

## Journalism Briefs

**Turnabout is fair play.** Group of journalists, including Mike Wallace of CBS's *60 Minutes*, and former CBS correspondent, Daniel Schorr, told Senate Intelligence Subcommittee that CIA should not be permitted to use journalists, but that there should be nothing to stop journalists from getting information from CIA agents. Mr. Wallace supported legislation to that effect, saying it should include ban on CIA use of TV technicians.

**Next week.** NBC Radio has set June 2 launch date for weekly *Take Ten with NBC News*; 10-minute program with three correspondents (from rotating pool of 12) offering personal views on various topics.

## High court TV coverage supported by Stewart

At least one member of the Supreme Court appears to favor televised coverage of the court's proceedings. Justice Potter Stewart is said to feel that such coverage is "probably going to come and be a good thing in the long run."

Justice Stewart, who has been a member of the court for 19 years, reportedly made the comment last month in an informal conversation with seven Kiplinger Graduate Fellows from the Ohio State University School of Journalism. They had called on him in the course of visiting a number of government officials in Washington.

According to one of those who attended the meeting, a student asked whether television coverage of and argument before the Supreme Court wouldn't be a service to the public in major cases, such as one involving capital punishment.

Justice Stewart reportedly did not get into specifics; he did not say whether he was referring to live or taped coverage. And he noted there are fears of "posturing" if television were admitted to the courts. But he is said to have agreed that the public would benefit from being able to see and hear the arguments before the Supreme Court.

He also said he did not know whether he was in a majority on the court on the issue or not, according to one source. In any case, he is said to have noted that Chief Justice Warren E. Burger is "unalterably opposed" to broadcast coverage of the court.

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Judge Baker



Defense attorney Rubin



Prosecuting attorney Headley



Commentator Gerbner



Defendant Zamora

## 'TV on Trial': introspection by the medium

**PBS documentary on Zamora trial looks at broadcast coverage as well as 'TV addict' defense**

*TV on Trial*, a two-hour documentary to be aired on the Public Broadcasting Service 9-11 p.m. NYT, Tuesday, May 23, takes a hard and, at times, captivating look at one of the newest phenomena in broadcast journalism—courtroom coverage. Taken from 38 hours of tape of the "television intoxication" trial on Ronny Zamora in Miami last year, the noncommercial WPBT(TV) Miami-produced program attempts to examine the unusual nature of that particular case as well as the concept of television coverage itself.

Zamora, 15, was found guilty of the murder of his 82-year-old neighbor, Elinor Haggart, last October (BROADCASTING, Oct. 10, 1977). His trial attracted worldwide attention because of the unusual plea that Zamora, described as a "TV addict," had murdered the woman in an insane rage induced by television violence. The ironic twist to it all was that under a one-year experiment in Florida, the trial was televised up to three hours each night by WPBT.

Richard Reeves, media critic for *Esquire* magazine, serves as host of the program, which, in addition to almost an hour and a half of trial footage, includes interviews with eight members of the jury, the presiding judge, H. Paul Baker, and Dr. George Gerbner of the University of Pennsylvania's Annenberg School of Communications.

The program was produced by WPBT with a \$58,000 grant from the Corporation for Public Broadcasting.

One segment of the program—an attempt by Ellis Rubin, the defense attorney, to introduce into evidence studies of television violence and children—was seen by home viewers even though the jury was out of the courtroom. Judge

Baker, citing the lack of "reasonable demonstrability," refused to allow the studies to be presented.

Judge Baker said that he was pleased with the "success" of the trial coverage—especially the "self-policing of the entire press corps." In Florida, he said, the "discretion has been vested in the media" concerning what should and should not be covered, and he said he saw "no harm in letting [the public] see and hear everything"—even if the jury doesn't.

Dr. Gerbner, while not coming out squarely against broadcast coverage, did warn of "grave questions" that should be raised before it becomes more than a novelty. For one, he cited the natural tendency of television news to search out the "dramatic" lawyer, trial or the like at the expense of the legal process. The "learned judge," he said, may not always appear so on television.

*TV on Trial* arrives at no conclusive verdict, either on broadcast coverage or the television violence plea of young Zamora. On the former, Mr. Reeves indicates that the show itself, which distinguishes "between reality and televised reality," is likely to become a piece of evidence in the continuing debate. On the latter, one member of the jury put it neatly: Zamora "really didn't have any defense. Maybe that's all he could come up with."

## KNXT tries a new tack with its news

**CBS O&O plans two and a half hours of local news in early evening to try to bolster its ratings**

In ratings terms, the two-hour early evening news launched at KNXT(TV) Los Angeles in August 1974 didn't turn up the numbers. Neither did the cutback to one hour since June 1976.

Another two years later and still trailing its network-owned-and-operated competitors in third place, CBS's KNXT again is switching gears—effective Monday, June

19—this time with two and a half hours of local news, from 4:30 to 7 p.m. A check with the Radio Television News Directors Association, KNXT said, shows no other television station devoting that much airtime to early evening news.

The move also will restore head-to-head competition among all three network news broadcasts in Los Angeles. For the past two years, the *CBS Evening News With Walter Cronkite* has been running at 6 p.m., an hour ahead of both the *ABC Eve-*

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ning News and the NBC Nightly News.

Why should two and a half hours work when neither a two-hour nor a single-hour form succeeded? According to Van Gordon Sauter, the former CBS newsman and former CBS vice president, program practices, brought in as KNXT vice president and general manager several months ago, ratings analyses indicate a substantial number of people who turn on their sets between 4:30 and 5 apparently are waiting for news programs to begin. Mr. Sauter also explained that a half hour at 4:30 could draw an audience for the remaining two hours; "news is the best lead-in to news," he said.

Other reasons for the unprecedented length, he continued, are that news builds up a station's "reputation in the community" and that "if we did two hours of news, we'd be just another station in L.A." Both KNBC(TV) and KABC-TV offer two hours.

The two and a half hours are to be broken down into three news programs: 4:30-5, anchored by Mike Parker, 5-6, co-anchored by Joseph Benti and Linda Douglass, and 6-7, with Connie Chung and Mike Parker. Mr. Parker and Ms. Douglass move up from the reporting ranks; Mr. Benti and Ms. Chung already are KNXT co-anchors. New to KNXT will be Brent Musburger, who will be continuing with CBS Sports in New York on the weekends.

As to what direction the new news operation will take, Mr. Sauter said it would be "harder" than KABC-TV's but done with "more flair" than KNBC's. He wouldn't reveal budgets, but he said that there was to be no "significant" increase over the current allotment, which was authorized at a time when KNXT was thinking about an hour-and-a-half news broadcast.

These are the kinds of ratings KNXT will be trying to change with its new format (figures are for 5-6 p.m.): February 1977—KNBC, 9/19; KABC-TV 8/18 and KNXT, 6/14; February 1978: KNBC, 11/24; KABC-TV, 10/21 and KNXT, 6/12. From 6 to 7, when KNXT offers Walter Cronkite and begins a movie, the competitive order remains the same, with KNBC and KABC-TV further increasing their lead over KNXT.

## Book Note

*"Air Time: The Inside Story of CBS News,"* by Gary Paul Gates. Harper & Row, New York. 440 pp. \$12.95.

Gary Paul Gates, a former CBS News writer who co-authored "The Palace Guard" with Dan Rather, has produced a profile of CBS News that, if lacking in depth, is rich in the anecdotes and observations that suggest the pettiness, fears and ambitions, as well as the ideals, of the personalities that helped shape CBS News as an institution and force in American journalism. William S. Paley, for instance, emerges as the man who had a strong commitment to news from the day he acquired the network in 1928 but who was a less than staunch supporter of Edward R. Murrow in the days when his documentarists, including the one on Senator McCarthy, produced controversy—and worry for CBS officers. Bill Small, vice president of the news division, is described as a tough man to work for—"dour and forbidding"—who made some CBS News personnel long for the days of Gordon Manning, who, when he was in Mr. Small's job, was less than revered. On the other hand, Mr. Gates says it was Dan Rather's confidence in Mr. Small that persuaded the correspondent that the proposal that he give up the White House beat for an assignment with *CBS Reports* was not designed to mollify Mr. Rather's critics among the affiliates. The book also contains an account of a bizarre incident involving Daniel Schorr's effort to demonstrate to CBS executives that he had been misquoted in accounts of remarks at Duke University in January 1975. He was said to have told students that Walter Cronkite, Eric Sevareid and Dan Rather had gone easy on President Nixon when he announced his resignation out of deference to management's wishes.

Mr. Schorr offered to let Richard Salant, president of CBS News, and Mr. Small hear a tape of his remarks. But when the tape approached the critical passage, "there was a gap—a gap just like the one in the White House tape." Mr. Schorr, Mr. Gates relates, insisted the gap was accidental.

## Cablecasting®

# NAB, NCTA stay in the trenches in replies in cable inquiry

**Broadcast, cable organizations attack each other's comments**

It was found two of the FCC's cable-broadcast economic inquiry, and the two heavyweights, the National Association of Broadcasters and the National Cable Television Association, continued the slugfest they began two months ago (BROADCASTING, March 20).

In reply comments filed at the commission last week, the NAB said that NCTA in its original filing "has far exceeded its grasp of its factual findings." And NCTA announced that it had commissioned the consulting firm of Ernst & Ernst "to review" the NAB's original comments, principally a study prepared by Wharton EFA Inc., Philadelphia, and to determine "the validity" of the broadcasters' conclusions.

Other organizations filing replies were Summit Communications, ABC, Service Electric Cable TV, McGraw-Hill and Storer Broadcasting, General Television Inc. and the Rocky Mountain Broadcasters Association.

NAB, which called its own filing "factual information" employing the "most sophisticated analytical techniques . . . in a straightforward manner without rhetorical embellishments," said that NCTA "apparently found the temptation to lace its comments with its all-too-familiar rhetoric deriding the commission's regulatory program irresistible."

Furthermore, NAB said, NCTA "reached conclusions which have little or no basis in the facts developed by NCTA's own research." The broadcaster association also devoted much of its filing to a point-by-point rebuttal of the NCTA comments.

At one point, NAB said that both associations agreed that UHF independents gain rather than lose audience because of cable, but said NCTA "fails to tell the entire story." According to NAB, its own study concluded that cable carriage increases UHF coverage "provided the number of imported distant signals was limited." When the number of distant signals is increased, however, "UHF suffered substantial audience losses."

In its reply comments, NCTA said that it had "no doubt that its comments will be disputed by the broadcasting industry. We recognize that no research is absolute and stand ready for legitimate correction or refinement." NCTA reserved judgment, however, on NAB's original filing, saying that it was awaiting the conclusion of Ernst & Ernst (due in early June).

But the cable association did take on

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some of the other groups that did file comments. It called ABC's a "simplistic review of cable industry economics" and said that the network's basic premise—that the commission has no jurisdiction in the matter because of recent court decisions—resulted from a misreading of court decisions. It is appropriate, NCTA argued, for the FCC to establish policy and regulations for certain areas of cable operations and to re-examine its signal carriage regulations.

NCTA also called the comments filed by the Association of Maximum Service Telecasters "nothing more than rhetoric." It said that FCC studies, as well as its own, "have demonstrated that UHF stations benefit from cable, further pointing out the foolishness of AMST's arguments."

The Association of Independent Television stations, which did not file original comments, joined the NAB in saying that NCTA's "data does not provide the proper focus for this inquiry." It said NCTA's study was of "limited" utility because it was based on current market situations—established under rules "designed, in part, to preserve local broadcast television."

NCTA's conclusion that cable does not substantially harm broadcast television, INTV said, "only demonstrates that the current rules are generally working."

ABC reiterated its contention that the commission did not have jurisdiction in the matter. But, commenting on the filings, ABC said that those submitted "leave no doubt that the present and prospective impact of unrestricted CATV operation upon local television stations is real, not imagined, and that their ability to serve the public will be adversely affected if the distant signal or nonduplication rules are further eroded."

In a joint filing, McGraw-Hill and Storer Broadcasting, the latter also a major owner of cable properties, said that the "positive effects of cable carriage for UHF stations" will diminish as UHF reception capabilities improve.

## Cable firm wins suit against sports owner

**Nets, Islanders' Boe ordered to pay Long Island company over \$4 million for breach of contract**

A New York state supreme court justice has ordered Roy Boe, president of the New York Islanders hockey team and New Jersey Nets basketball team, to pay \$4,139,750 to the Long Island Cable Communications Development Co.

The damages, set last week by Justice Mario Pittoni, result from a breach of contract suit Long Island Cable filed against Mr. Boe. Long Island Cable's contention was that it had exclusive rights to the teams' games and while Mr. Boe had resale rights, Long Island Cable was to approve the deals and take half the revenue.

The court held that Mr. Boe had signed

illegal contracts with Home Box Office, Viacom International, U.A.-Columbia Cablevision and Home Entertainment Productions. The contracts earlier had been declared void and the charges that Long Island Cable brought against those companies were dismissed, with only Mr. Boe and his firms held liable.

Long Island Cable, which claimed never to have approved the contracts or received any revenue from them, last week said it is "always a possibility" that the damages could be translated into a new rights agreement.

## Regional pay-cable operator set to go in five states

**Fanfare will send up sports, movies, specials on Satcom and expects direct competition with HBO and Showtime for subscribers**

In the tradition first of Home Box Office and more recently Showtime, Fanfare Television is launching a satellite-distributed pay-cable service. There's a distinction, however: Fanfare is promoting itself as the "first regional service to go up on the bird" (BROADCASTING, May 1).

Unlike Time Inc.'s HBO and Viacom's Showtime, national distribution isn't part of the immediate game plan for Fanfare. It's concentrating on five states—Texas, Oklahoma, Louisiana, New Mexico and Arkansas—and already claims to have arrangements to offer its sports, movies and special events package to more than 20 cable systems, said to represent some 200,000-225,000 basic subscribers and more than 300,000 homes passed.

Furthermore, when the staggered system turn-ons officially begin on June 1, said Sandy Freeman, Fanfare director of marketing, there will be head-to-head competition, primarily with HBO but also with Showtime, in about 50% of the markets now signed.

The monthly Fanfare schedule is to include six premiere movies (none X-rated) as well as eight to 10 repeats. Lined up to begin their Fanfare run in June are "Silver Streak," "One on One," "Bobby Dearfield," "Outlaw Blues," "High Velocity" and "Rollercoaster." Depending on the season, sporting choices will include the likes of Southwest Conference football and basketball, Texas Southern University sports, Houston Rockets basketball, Houston Astros baseball, tennis and demolition derbies. There's also the *Jamboree in the Hills* with country music, among other specials.

Unlike HBO and Showtime, Fanfare is going directly to satellite to inaugurate its service. The regional distribution concept is not new. Earlier HBO had intended to go that route; Prism now is doing it through terrestrial facilities.

Principal owners of Fanfare are Century Cable Corp., a company set up for the ven-

ture by Houston sports and land developing entrepreneur Kenneth Schnitzer, and Twentieth Century-Fox and United Artists, which together also operate as Hollywood Home Theater. Others involved are MCI Productions and Pace Management.

The satellite service will be RCA's Houston earth station and Satcom I bird. Affiliates are responsible for obtaining their own earth station but Fanfare, like other pay operations, says it will facilitate the purchase and installation.

Fanfare service, to run during the evenings from 7:30-12:30 (CT), is expected to be offered at about \$8.95 monthly.

## Cable Briefs

**New location.** Ohio Cable Television Association has new headquarters at 665 East Dublin-Granville Road, suite 302, Columbus, 43229; phone (614) 888-5314.

**On loan.** Becker Communications Associates, Chicago, announced closing of two loans totalling \$5.1 million to Cable Communications Operations of Lima, Ohio. Dick Jackson, president of recipient system, said money would be used to refinance existing debt and for future rebuilding of existing plant. Lima system currently serves about 20,000 subscribers.



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## Media

**Steve Edwards**, from CBS Television, Los Angeles, named general manager, KFOG(FM) San Francisco. He succeeds **Peter V. Taylor**, who resigns to pursue personal business interests but continues as consultant for licensee, General Electric Broadcasting.

**Richard E. Hockman**, assistant general attorney, labor relations, ABC legal department, appointed general attorney, employment practices.

**John T. Lynch**, general sales manager, KFMB-AM-FM San Diego, named general manager, XETRA(AM) Tijuana, Mexico (San Diego).

**Lee Fowler**, manager of programs, WGY(AM) Schenectady, N.Y., named operations manager, KSD(AM) St. Louis.

**Mark Larson**, assistant program director, KFMB(AM) San Diego, named operations manager.

**Clifford Fletcher**, sales manager, WEIR(AM) Weirton, W. Va., joins WKWK-FM Wheeling, W. Va., as station manager.



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**Sam Hoiman**, executive VP, Consolidated Communications, Omaha, named regional manager-Northeast, station relations department, Mutual Broadcasting System, Washington. **Patrick J. Hogan Sr.**, president, Cable Television Network, Atlanta, named Mutual regional manager-West.

**Arthur W. Carlson**, VP, Susquehanna Broadcasting, York, Pa., elected senior VP.



Clark



Clayton

**Walter W. Clark**, president-general manager, WIL-AM-FM St. Louis, and **Dan Clayton**, president-general manager, WBBF(AM)-WMJQ(FM) Rochester, N.Y., named VP's of stations' owner, LIN Broadcasting, New York. **Ronald E. Graiff**, director of engineering, named VP-engineering at LIN. **Arnold S. Blauweiss**, director of accounting for corporation, elected assistant controller.

**Beryl N. Berry**, controller, Buford Television, Tyler, Tex., named chief financial officer of corporation.

**Paul N. Lindsay**, president and general manager, WLAP-AM-FM Lexington, Ky., named general manager, WACK(AM) Newark, N.Y.

**Howard D. Duncan**, general manager, KAIR(AM)-KJYK-FM Tucson, Ariz., elected president of licensee, Number One Radio.

**Scott Christenson**, program director, K TSA(AM) San Antonio, named operations manager for K TSA and co-owned KTFM(FM) there.

**Bob Carroll**, program director-operations manager, WHEN(AM) Syracuse, N.Y., appointed general manager.

**Rod Thole**, VP-general manager, Complete Channel TV, Madison, Wis., appointed executive director of Iowa Public Broadcasting Network, Des Moines.

**Bob McKinley**, news director, WRCV(FM) Mercersburg, Pa., named director of operations.

**John Tilson**, president, K KNU(FM) Fresno, Calif., elected president, Valley Broadcasters Association; **Sam Horel**, general manager, KFYE(FM) Fresno, elected secretary-treasurer.

**Robert E. Mulholland**, president of NBC Television Network, selected as Thomas Jefferson Distinguished Visiting Professor by University of Missouri, Columbia. Mr. Mulholland will address Jefferson Club members during two-day visiting professorship there.

**Place In the sun**. Glenola Park, funded by friends, relatives and co-workers of the late Glenn R. Dolberg, was dedicated last Saturday (May 20) in La Canada, Calif., in honor of the former broadcaster and his wife, Nola, who resides there. He was once manager of KEX(AM) Portland, Ore., and KF(AM) and KHJ(AM), both Los Angeles, before becoming NBC program director in San Francisco. Mr. Dolberg then joined Broadcast Music Inc. in New York in 1942, became vice president in 1947 and retired in 1962. He died last fall (BROADCASTING, Oct. 3, 1977).

**James Thornton**, development specialist, noncommercial WMHT-FM-TV Schenectady, N.Y., joins noncommercial WGUC(FM) Cincinnati as director of development.

**Dorothy Stimpson Bullitt**, principal in King Broadcasting Co., Seattle, named Pioneer Woman Broadcaster by Washington chapter of American Women in Radio Television at banquet held in Seattle. **Sandy Hill**, co-host of ABC's *Good Morning, America*, honored as Woman Broadcaster of Year.

**Tony C. Malara**, manager of broadcasting for Johnson Newspapers (W WNY-AM-TV Watertown, N.Y., and WMSA(AM) Massena, N.Y.), appointed to CBS Television Affiliates Advisory Board as district-one representative (New York state and New England).

**Bob Nelson**, operations director, KEZQ(FM) Little Rock, Ark., assumes additional duties as operations director of commonly owned KAAY(AM) there.

**Bob McCune**, sales manager, KFH(AM)-KBRA(FM) Wichita, Kan., appointed acting manager. He succeeds **Paul R. Porvaznik** who has left to pursue other business interests.

**Julian Adame**, program director, KRGV-TV Weslaco, Tex., named director of operations.

**Leroy Hudson**, music director, noncommercial KETR(FM) Commerce, Tex., named operations manager, KGOU(FM) Norman, Okla.



Crawford

**Kathy Crawford**, media supervisor and research head, Western International Media Corp., Los Angeles, named director of sales, West Coast, Association of Independent Television Stations' new office in Los Angeles.

**Ruby Brooks**, traffic manager, KARN(AM) Little Rock, Ark., named manager of data processing for licensee, Snider Corp.

**Marion Stephenson**, VP, radio and industry





**Of days and dollars.** Roy H. Park, who, among other accomplishments, has become the sole owner of 21 stations and 27 newspapers since he graduated from North Carolina State University 47 years ago, returned to his alma mater May 13 to deliver the commencement address. Mr. Park, who in the past has advised other college audiences to pursue careers as individual entrepreneurs, modified his message this time out: "Instead, I say to you: Go out in the world and do the things that give you fulfillment. Above all, don't get stuck in a job that is a bore or a drudgery. Involve yourself in a career that you enjoy so much that you never count the hours, and in a job that is so much fun that you look forward to going to work every morning." Mr. Park also proposed a "new coalition" of business and industry to help finance higher education, suggesting an annual contribution of two percent of pre-tax profits and thus creating, at 1977 levels, an annual fund of some \$5 billion. The university awarded Mr. Park an honorary degree of doctor of humanities.

relations, NBC Radio, New York, appointed to National Association of Broadcasters radio board. Washington, succeeding **Jack Thayer**, NBC Radio president, who resigned because of duties at network. Appointment becomes effective next NAB board meeting in June.

**Dwight M. Ellis**, administrative assistant to Representative Cardiss Collins (D.-Ill.), named coordinator of National Association of Broadcasters' employment clearinghouse, Washington, succeeding Nancy McCormick-Pickett who left to become communications coordinator, Cancer Coordinating Council of National Cancer Institute, Washington.

## Broadcast Advertising

Named management supervisors. Compton Advertising, New York: **John Bassler**, senior VP and **Gene Bartley** and **Tom Lom**, VP's. Named VP's: **Emilie Griffin**, creative supervisor, and **Shirley Becker**, **Sara Flokos**, **Virginia Mueller** and **Teddi Tsaousis**, all associate media directors. Named account supervisors: **Julian Y. Bernstein**, **Robert L. Hurley Jr.**, **Stuart J. Sharpe** and **David J. Warden**, all account executives.

**John D. Peterson**, VP, Leo Burnett, Chicago, named management director.

**Michael D. Riley**, account supervisor and partner, Tatham-Laird & Kudner Advertising, Chicago, named management supervisor. **John Beam**, account executive and partner, named account supervisor. **Linda Garrison**, from Leo Burnett, Chicago, joins TL&K as account supervisor. **Linda Miller**, merchandising manager, named assistant account executive. **Scott Durnell**, copywriter for direct mail agency there, Perkins & Bernstein, succeeds Ms. Miller. **Cathy Olson**, art director-writer, Leo Burnett, Chicago, named art director, TL&K. **Michele Kunze**, from D'Arcy-MacManus & Masius there, named production coordinator.



Heimann

**William F. Heimann Jr.**, VP, Needham, Harper & Steers, Chicago, named deputy director of department of media resources. **Patrick C. McKeon**, associate media director, appointed VP. **Bernard (Bud) Weisner**, media supervisor, named associate media director.

**James Spero**, assistant media director at SSC&B, New York, named media supervisor of N. W. Ayer ABH International, New York. **Ann Schlessinger**, media planner, Ayer, New York, appointed media supervisor. **Jane Bookbinder**, media research analyst, New York, appointed media planner. **Susan Spohn**, group assistant in corporate communications, New York, named media research analyst. **James N. Titus**, VP and account supervisor, Bozell & Jacobs, Chicago, joins Ayer, Chicago, as account supervisor.

**Barbara Gerstenfeld**, media supervisor, Norman, Craig & Kummel, New York, joins Foote, Cone & Belding there in same capacity.

**Jeffrey Tarakajian** and **Cheryl Clements** with SSC&B, New York, appointed assistant media directors.

**Jane E. Whitehurst**, associate media director, Bloom Agency, Dallas, named media director, Tracy-Locke Advertising and Public Relations, Denver.

**Adele M. Judson**, proprietor of Media Marketing Services, Cleveland, joins Meldrum & Fewsmith there as group media director.

**Paul Prill**, manager of advertising and sales promotion, American Motors Corp., Detroit, named account supervisor, Fahlgren & Ferriss, Cincinnati agency. **Joseph G. Albonetti**, account executive and assistant manager, Sams

Publicidad Mercadeo, advertising agency in Medellin, Colombia, affiliated with Coca-Cola bottling companies, joins Fahlgren & Ferriss as account executive. **Gary Lancaster**, freelance artist, Nashville, joins agency as art director.

**William E. Coshier**, VP, D'Arcy-MacManus & Masius, Chicago, named VP-account supervisor. Krupnick & Associates Advertising, St. Louis. He succeeds **Wilbur T. Trueblood**, executive VP, who retires after 21 years with Krupnick.

**Nancy Fields**, senior buyer-planner, Richard K. Manoff Advertising, New York, named supervisor of spot broadcast.

**Ronald M. Jacobs**, marketing director, STP Corp., Fort Lauderdale, Fla., named director of marketing services, Stern Walters/Earle Ludgin Advertising there.

**David K. Allemel**, creative director, Byer & Bowman, Columbus, Ohio, named senior writer, D'Arcy, MacManus & Masius, St. Louis. **Roger D. Moore**, writer, Rumrill-Hoyt, Rochester, N.Y., joins DM&M St. Louis in same capacity. **Timothy F. Rodgers**, assistant account executive there, named account executive.

Promotions at Stone & Adler Advertising, Chicago: **Fred Schwartz**, associate creative director, named VP-copy director; **Allan Fowler**, associate creative director, named VP; **Becky Bondurant**, assistant, named account executive, and **Viki Noe**, secretary, named production traffic coordinator.

**Sally J. Krueger**, associate creative director.



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Acme Markets, Philadelphia, joins creative department of Weightman Advertising there. **Hap Gwynn** and **Gordy Nichols**, account supervisors, Weightman, named senior account supervisors. **Bob Melvin**, account executive, named account supervisor.

**Art Sasso**, senior VP and creative director, Barickman Advertising, New York, named senior VP-director of communication services, Helitzer Advertising, there.

**Joan Plagens** and **Fred Smuda**, research account executives, D'Arcy-MacManus & Masius, St. Louis, named associate research directors.

**Bruce Porter**, VP, Kelly, Nason-Univas Advertising, San Francisco, appointed senior VP.

**Joan S. White**, account manager, Ward Archer & Associates, Memphis, named senior VP. She will continue to serve on board of directors.

**Mady French**, director of continuity and public affairs, WGOW(AM)-WYNQ(FM) Chattanooga, appointed general manager, Sun Advertising there.

**Eric Waldman**, director, marketing, Intermar Marketing Group, New York, joins Cunningham & Walsh, New York, as account executive.

**Douglas G. Burns**, account executive, Benton & Bowles, New York, joins Waring & LaRosa there in same capacity.

**Ilse L. Lebrecht**, from Renning, Kuryla, Lieberman, Flynn, New York, named account executive, Ally & Gargano there.

**Fred Siegel**, media buyer, Vitt Media International, New York, joins Arnold & Co., Boston, in same capacity on McDonald's account.

**Robert B. Rush**, VP, sales development, NBC Radio, appointed VP, market development, NBC Radio, New York.

**J. Nicholls Spain**, sales manager of sports and special events, WWJ-TV Detroit, appointed national sales manager.

**Peter P. Hallisay**, sales manager, KFMB-AM-FM San Diego, named general sales manager. **Chuck Cotton**, local sales manager, KFMB-FM, succeeds Mr. Hallisay.

**J. Kent Nichols**, national sales manager, KAIR(AM)-KJYK(FM) Tucson, Ariz., named VP of licensee, Number One Radio.

**Brian Dunbar**, general sales manager, Buckley Radio Sales, New York, joins WHOO-AM-FM Orlando, Fla., as general sales manager.

**Rusty Pekar**, account executive, KKYK(FM) Little Rock, Ark., appointed sales manager.

**Charles E. Seebeck**, sales manager, WXCF(AM) Clifton Forge and WAYB(AM) Waynesboro, both Virginia, joins WVLV(AM) Lebanon, Va., in same capacity.

**Gary Swartz**, account executive, KEEY-AM-FM Minneapolis-St. Paul, named local sales manager.

**Thom Klotz**, local sales manager, WHEN(AM) Syracuse, N.Y., named general sales manager.

**David Tirey**, sales representative, WIUC(FM) Winchester, Ind., named sales manager.

**William H. Harvey**, sales manager, WKVI-AM-FM Knox, Ind., joins WWJY(FM) South Bend, Ind., as local sales supervisor. **Roseann Hamill**,

from sales staff of South Bend auto dealer, joins WWJY as account executive.

**Janis Bell**, sales coordinator, KNTV(TV) San Jose, Calif., named account executive.

**Andrew J. Santoro, Jr.**, sales manager, WKDM(AM), Elizabeth, N.J., joins WRFM(FM) New York as retail salesman.

**Vince Conroy**, account executive, WDAI(FM) Chicago, and **Joe Costantino**, account executive, WYEN(FM) Des Plaines, Ill., join WJJD(AM)-WJEZ(FM) Chicago in same capacity.

**Al Robertson**, with Ad Pro, Rockford, Ill., agency, joins KAAY(AM)-KEZQ(FM) Little Rock, Ark., as account executive.

**David E. Pennington**, from Pioneer Standard Electronics of Cleveland, joins sales staff of WGAR(AM) there.

**Eddie Esserman**, sales representative, Atlanta Gazette, joins sales staff of WKLS(FM) Atlanta.

Named account executives, WKWK-FM Wheeling, W. Va.: **Gregg Neavin**, from WEIR(AM) Weirton, W. Va., and **Philippa B. Shores**, manager of research, Nation's Business, Washington.

**Gary McIntyre**, account executive, WNCT-TV Greenville, N.C., joins WITN-TV Washington, N.C., in same capacity.

**James W. Kumpf**, regional manager, H-R Television, Dallas, joins Mutual Broadcasting System's newly formed Southwest Radio Network there as account executive. **Richard H. Ziltz**, VP and Midwest manager, Metromedia Radio Sales, Chicago, joins Mutual Radio sales staff there as account executive.

Named regional VP's, Buckley Radio Sales: **Joseph M. Bilotta**, Eastern sales manager, New York; **Robert J. Lurito**, Midwestern manager, Chicago, and **Lloyd McGovern**, Western manager, San Francisco.

**Lewis C. Greist**, general sales manager, WWSH(FM) Philadelphia, named director of marketing, RKO Radio Sales, New York.

**Barbara Terry**, account executive, WIND(AM) Chicago, joins Radio Advertising Representatives there in same capacity.

**Dennis FitzSimons**, manager of Telerep's Chicago Tiger team, named director of special projects. **Rich Sheingold**, senior account executive on company's Chicago Lions team, succeeds Mr. FitzSimons.

**Ron Dadetta**, account executive for Bernard Howard & Co., New York, appointed manager of company's Chicago office.

**Darrell Rutter**, account executive, Art Moore & Associates, Portland, Ore., given additional duties as manager of office. **Jack Saling**, account executive, KGW-TV Portland, joins Art Moore as account manager. **Sheila Hollerich**, from news-public affairs department of KOIN-TV Portland, joins rep firm as sales-research assistant.

**John N. Gildersleeve**, co-op advertising director, Broadcast Marketing Co., San Francisco, named VP, co-op advertising.

## Programing

**Michael Klein**, manager, film program operations, NBC Television Network, West Coast,



**It's academic.** Some top broadcasters were honored by St. John's University, Jamaica, N.Y., at its convocation May 9 (l to r): Rock Sklar, vice president, radio programming, ABC, and adjunct professor at St. John's, awarded President's Medal for outstanding service; Lawrence P. Fraiberg, president of Metromedia Television, awarded doctor of humane letters; the Very Rev. Joseph T. Cahill, C.M., president of St. John's; Arthur A. Watson, executive vice president, Television Stations Division, NBC, awarded doctor of humane letters.

appointed manager, comedy and variety programs, there.

**Jeff Katzenberg**, VP, motion picture division, Paramount Pictures, Hollywood, named production VP.

**Raymond D. Welsbond**, VP-general counsel, Avco Embassy Pictures Corp., New York, named VP-associate general counsel, Warner Bros., Burbank, Calif.

**Robert Lloyd**, Eastern sales manager, Time-Life Films, New York, named Western sales manager, Gold Key Entertainment, Los Angeles. **Daniel Mulholland**, national sales representative, MMT Sales, New York, named Gold Key regional sales manager of North-eastern area of Midwest, operating out of New York.

**John D. Kelley**, president, Greenwich (Conn.) Air Ltd., named Eastern division manager, Worldvision Enterprises, New York.

**Roger Twibell**, sportscaster, WTVJ(TV) Miami, named sports director, WBZ-TV Boston.

**Pete Silverman**, sports director, WCAU-AM-FM Philadelphia, named TV and radio director of Philadelphia Flyers hockey team broadcasts. He succeeds **Harlan Singer** who becomes Flyers director of satellite transmissions.

**Jack Crawford**, program director, WKDF(FM) Nashville, named national programming consultant, Drake-Chenault, Canoga Park, Calif.

**Gay F. Pillar**, executive producer, WCPO-TV Cincinnati, named producer-director, WLWT(TV) there.

**Dennis Deninger**, producer, WTNH-TV New Haven, Conn., joins WCKT(TV) Miami in same capacity. **Don Adams** returns to WCKT as producer, position he held before leaving station to join WCIX-TV Miami as executive producer. **Martha Cotton**, news producer, KOMU-TV Columbia, Mo., named assistant producer for WCKT.

**Jeanne A. Glass**, senior acquisitions editor, Jove/Harcourt, Brace, Jovanovich, New York, named director of literary affairs, Marble Arch Productions there.

**David Cohen**, weekend sports editor, WSYR-TV Syracuse, N.Y., named sports editor, WIXT(TV) there.

**John Knicely**, assistant sports director, WOWT(TV) Omaha, Neb., named sports director. **Dave Webber**, sports assistant, KMTV(TV) there succeeds Mr. Knicely.

**Dick Crippen**, sports director, WLCY-TV Tampa Bay, Fla., also named broadcast color man for Tampa Bay Buccaneers pro football team.

**Bill Pace**, producer of documentaries and specials, WXYZ-TV Detroit, named producer *P.M. Magazine*, WJBK-TV there.

**C.C. McCartney**, program director, KTLK(AM) Denver, joins KFMB-FM San Diego in same capacity. He will also be acting program director for KFMB(AM).



Garcia

**Bill Garcia**, program director, KNUS(FM) Dallas, joins WISN-AM-FM Milwaukee in same capacity.

**Bob Knight**, program director of Plough Broadcasting's WA-CQ (AM)-WTTK (FM) Boston transferred to company's WMP5(AM) Memphis in same capacity.

**Keith E. Bell**, air personality, WJZZ(FM) Detroit, appointed music director, WRIF(FM) there.

**Mary Pici**, from Hult, Fritz & Heinrich Advertising, Peoria, Ill., named associate producer, WRAU-TV there.

**Joe Webb**, head of broadcast production, Weekley & Penny Advertising, Houston, joins Southwest Producer's Service Inc., Dallas, as regional sales manager.

**Rick Roberts**, graduate, Bemidji State University, Bemidji, Minn., named sports director, KDLM(AM)-KVLRFM) Detroit Lakes, Minn.

**Martin J. Neeb Jr.**, executive secretary and general manager, Lutheran Television, St.

Louis, joins Franciscan Communications Center, Los Angeles, as director of broadcasting division.

**Stephen Barr**, graduate, Brooks Institute, Santa Barbara, Calif., named videographer, WKCF(TV) Dayton, Ohio.

**Arnold Haskins**, public affairs director, non-commercial WVXU-FM Cincinnati, appointed operations director.

**Gary F. Aydelott**, broadcast engineer, University Regional Broadcasting, operator of non-commercial WPTD-TV Dayton and WPTO-TV Oxford, both Ohio, named production supervisor.

**Tom Dickinson**, production coordinator, Bob Speck Sports Co., Los Angeles, receives Edward R. Murrow Award for outstanding senior in communications at Washington State University, Pullman.

## News and Public Affairs

**Lew Allison**, producer, NBC News, Chicago, joins CBS News, Washington, as associate producer on weekend editions of *CBS Evening News*.

**Herbert S. Holmes**, radio assignment editor and newswriter, ABC News, Washington, named television news assignment editor there.

**Jim Ruddle**, NBC News Midwestern correspondent, Chicago, joins NBC's WMAQ-TV there as co-anchor.

**Harry Volkman**, meteorologist, WGN-AM-TV

Donn Winther  
Vice President/Manager  
Chicago

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Chicago, joins WBBM-TV there in same capacity.

**Patti S. Vine**, news assistant and researcher, ABC-TV's *Good Morning, America* in Washington, named news producer for KOCO-TV Oklahoma City.

**Dean Swanson**, anchor, KOCO-TV Oklahoma City, named anchor-reporter, KWTV(TV) there.

**Bill Applegate**, director of news and community affairs, KEZI-TV Eugene, Ore., joins WKBW-TV Buffalo, N.Y., as news director.

**Janet Thomas May**, coordinator of news and public affairs, Alabama State University, Montgomery, joins WSFA-TV there as general assignment reporter.

**Ted Florko**, traffic reporter, WCKY(AM) Cincinnati, given additional duties as director of community services.

**Wendie Feinberg**, from WCTX-TV Miami, joins WCKT(TV) there as assistant producer for news and public affairs. **Ralph Page**, director of information, Dade county, Fla., Public Safety Department, joins WCKT as investigative reporter.

**Mike Hambrick**, field reporter and news anchor, WBAL-TV Baltimore, joins KTAR-TV Phoenix as executive producer and co-anchor of early- and late-evening news programs.

**Ross Crystal**, account executive, Field Television Spot Sales, Chicago, joins WISN-TV Milwaukee as court reporter.

**Mary Jane Klein**, reporter-anchor, WSPD(AM) Toledo, Ohio, named assistant news director.

**Andrea Nissen**, reporter and weekend co-anchor, WWLP(TV) Springfield, Mass., joins WHEC-TV Rochester, N.Y., as field reporter.

**Miles Resnick**, news director, KMSP-TV Minneapolis-St. Paul, joins WNEM-TV Flint (Bay City), Mich., in same capacity.

**Kathleen Pyatt**, sports director and news reporter, WCUZ(AM)-WMLW(FM) Grand Rapids, Mich., joins WZZM-TV there as news reporter.

**George McKenzie**, sportscaster, KMSP-TV Minneapolis-St. Paul, joins WPTV(TV) West Palm Beach, Fla., as reporter-anchor.

**Linda Schaefer**, anchor-reporter, WHAG-TV Hagerstown, Md., joins WRAU-TV Peoria, Ill., in same capacity.

**Cynthia Wallace**, anchor-general assignment

reporter, KEYH(AM) Houston, named anchor-reporter, WEBR(AM) Buffalo, N.Y. **Pamela Benson**, news producer, WRQC(AM) Rochester, N.Y., named writer-reporter for WEBR. **Steven Tawa**, anchor, WKUS(AM) West Springfield, Mass., named reporter for WEBR.

**Jim Valentine**, reporter-producer-editor-director, WAST(TV) Albany, N.Y., joins WJAR-TV Providence, R.I., as news producer. **Janet Gauss**, reporter, WJXT(TV) Jacksonville, Fla., joins WJAR-TV in same capacity.

**Jeffrey Ballon**, graduate, Bemidji State University, Bemidji, Minn., named reporter-weekend anchor, KCAU-TV Sioux City, Iowa.

**John Hoffland**, anchor-producer, WKBT(TV) La Crosse, Wis., named news producer, WEAU-TV Eau Claire, Wis.

**Edward Hanna**, senior producer, WNET(TV) New York's *WNET Reports*, appointed executive producer of weekly news-public affairs series.

**Ron Benner**, news director, WSOO(AM), WSUE(FM) Saulte Ste. Marie, Mich., appointed news director, WPVL(AM) Painesville, Ohio.

**Phil Catlett**, reporter, WLAV(AM) Grand Rapids, Mich., named reporter-editor-sportscaster, WCUZ(AM)-WMLW(FM) there.

**Troy Kimmel**, news director, WKCU-AM-FM Corinth, Miss., named news editor, KCMY(AM) San Marcos, Tex.

**Stowe Hoyle**, midday weatherman, WFBC-TV Greenville, N.C., named evening weathercaster and environmental reporter.

**Dennis R. Martin**, announcer, WQLR(FM) Kalamazoo, Mich., named public service director.

**Mary Ann Kokoszyna**, formerly of NBC's defunct News and Information Service, New York, named news director, WSUL-FM Monticello, N.Y. **Ross Stevens**, who has completed assignment of setting up news department for WSUL-FM, named morning news anchor, WHPN(AM) Hyde Park, N.Y.

**Steve Ridge** of WMT-AM-FM-TV Cedar Rapids, Iowa, elected VP and president-elect of Iowa Broadcast News Association. **Jeff Martin**, KWPC(AM) Muscatine, current VP and president-elect, becomes president. **Jay Jones**, news director, WDBQ(AM) Dubuque, named at-large director for radio and **Debbie Ely Lawrence**,

KCAU-TV Sioux City at-large director for television. Named regional directors: **Cliff Brockman**, KAYL-AM-FM Storm Lake; **John Lytle**, Drake University, Des Moines; **Jim Davis**, WMT-TV, and **Mark Shearer**, KCII-AM-FM Washington.

**Eric Severeid**, retired CBS newsman, named recipient of Edward Weintal award for diplomatic reporting from Georgetown University, Washington.

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## Promotion and PR

**Debra Shapiro**, public relations director, Boston Repertory Theater, named public relations-promotion coordinator for syndicated programs, Boston Broadcasters, licensee of WCVB-TV there.

**Douglas T. Weaver**, director of public relations and promotion, KSFO(AM) San Francisco, named director of information services, KCBS(AM) there.

**Frank F. Coopersmith**, news coordinator, WNEM-TV Flint (Bay City), Mich., named promotion manager.

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## Equipment & Engineering

New appointments, engineering and development department, CBS Television Network, New York: **Richard S. O'Brien**, director of engineering, given additional title of managing director, planning. **William G. Connolly**, director of development, named managing director, development. **A. Pierce Evans**, director of audio-video engineering, named director, television facilities planning. **Raymond D. Schneider**, director of systems development, succeeds Mr. Evans. **Peder H. Knudson**, associate director of plant engineering, named associate director, plant facilities planning.

**Martin Plost**, manager, market planning and analysis, Hughes Aircraft Co.'s microelectronic products division, Newport Beach, Calif., appointed product marketing manager for satellite video receiving terminals for Hughes's microwave communications products, Torrance, Calif.

**Robert J. Schneider**, general manager, Communications Properties, Deltwood, Minn., joins McMartin Industries as district sales manager for upper Midwest; based in Albert Lea, Minn. **Robert Beattie**, with Collins Commercial Telecommunications Group, Birmingham, Ala., joins McMartin as district sales manager for south central region, based in Birmingham. **Charles B. Patterson**, area sales manager, Near East, Harris Corp., Quincy, Ill., joins McMartin in Omaha headquarters as director of international sales. **Eric Somers**, VP-creative director, Griffiths & Somers Advertising, Omaha, joins McMartin there as advertising manager.

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## Cable

**Dana Diehl**, administrator of premium services for Viacom's West Coast operations, San Francisco, appointed director of franchise development, New York.

**Steve Walden**, sales promotion account ex-



**Wheels for Wood.** Bob Wood, who'll have put 32 1/2 years with CBS when he retires June 30 as director of network coordination, CBS-TV affiliate relations, has organized and coordinated the last 26 annual conventions of CBS-TV affiliates. In recognition, affiliates chipped in and presented him a new Cadillac at their convention two weeks ago. Mr. Wood and his wife, Nancy, received the keys from Charles McAbee Jr. (r) of KCMO-TV Kansas City, Mo., chairman of the affiliates, at the windup banquet. Though it was the last CBS-TV convention he'll run as network staff executive, he'll still be available for major-domo duties in future. He's forming his own company, Bob Wood Associates, based in Carlsbad, Calif., to arrange and coordinate conventions, seminars, association activities and similar affairs.



ective, Time Inc.'s *Sports Illustrated*, New York. appointed director of affiliate relations, co-owned Home Box Office there.

## Allied Fields

**J. R. Jeremias**, media research services group's director of methods, A.C. Nielsen Co., Dunedin, Fla., elected VP and named production manager, media research services group.

**Robert M. Lowry**, manager of radio consulting, Frank N. Magid Associates, Marion, Iowa, named president of radio-print division.

**George Davies**, regional manager for affiliate relations, NBC Radio Network, New York, joins Media Statistics as sales representative for its monthly Mediatrend radio audience reports in New York City area. He will be based in Clifton, N.J. **Jan Brown**, client services director, WEEL(AM) Fairfax, Va., joins Mediastat's Silver Spring, Md., office in same capacity.

Members elected to national office of National Honorary Broadcasting Society, Alpha Epsilon Rho.: **Gary Thomas Lico**, SFM Media Ser-

vices, New York. president: **Alan Richardson**, Southern Illinois University, Carbondale, VP-alumni and professional development; **Mark Weidel**, Syracuse University, VP-regional development; **Tom Matheson**, KLEF(FM) Houston, VP-public information and public relations, and **Richard Uray**, University of South Carolina, Columbia, executive secretary.

**F. Gerald Kline**, chairman, interdepartmental doctoral program in mass communication and associate professor of journalism, University of Michigan, Ann Arbor, named director-designate of University of Minnesota School of Journalism and mass communication, Minneapolis. He succeeds **Robert Jones**.

## Deaths

**Ralph Lowell**, 87, who helped found nation's first educational television station, noncommercial WGBH-TV Boston, died May 15 at Faulker hospital there. Although his primary mark was as chairman of Boston Safe Deposit & Trust Co., Mr. Lowell was philanthropist and patriarch of Boston society. He formed Broad-

casting Council in 1950's through Lowell Institute, nonprofit family trust devoted to adult education. Council, composed of educational and cultural institutions in Boston area, went on air in 1952 as noncommercial WGBH(FM) and two years later, WGBH-TV.

**Chester S. Hatcher**, 72, chief engineer for WAMB(AM)-WZEZ(FM) Nashville until his retirement two years ago, died May 7 at veterans hospital there after long illness. Mr. Hatcher worked in radio for 50 years.

**William P. Lear**, 75, industrialist whose developments (small corporate jet aircraft, autopilot) included design, in early 1920's, of first practical automobile radio (sold to Motorola Corp.) and later of eight-track stereo cartridge, died May 14 in Reno, Nev.

**Robert W. Kelly**, 71, retired chief account executive on P. Lorillard & Co. account at former Lennen & Newell Advertising, New York, died May 9 after short illness in Boynton Beach, Fla.

**Ben Gage**, 63, baritone featured with big-name bands in 1940's who became NBC staff announcer in 1947, died April 28 at Los Angeles New hospital.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period May 8 through May 12.

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

■ Santa Rosa, Calif.—Galaxy Broadcasting System seeks ch. 50 ERP 989 kw vis., 118.7 kw aur., HAAT 2979.9 ft.; ant. height above ground 170 ft. Address: c/o Henry W. Lightfoot, 609 E. Los Angeles Ave., No. 254, Simi Valley 93063. Estimated construction cost approximately \$1.9 million; first-year operating cost approximately \$1 million; revenue \$780,000. Principal: Galaxy is currently owned by Lee Van Atta (100%), California financial adviser. Henry Lightfoot, president, was chief engineer and operations director of KFTY(TV) Santa Rosa, Calif. Ann. May 11.

■ \*Bismarck, N.D.—Prairie Public Television Inc. seeks ch. 3 ERP 100 kw vis., 20 kw aur., HAAT 1393 ft.; ant. height above ground 1,088 ft. Address: c/o Dennis L. Falk, 400 South University Dr., Fargo 58102. Estimated construction cost \$611,832; first-year operating cost \$46,250. Applicant is nonstock, non-profit corporation for public broadcasting; Dennis L. Falk president. Ann. May 5.

■ \*Minot, N.D.—Prairie Public Television, Inc. seeks

ch. 6 ERP 100 kw vis., 20 kw aur., HAAT 1393 ft. Address: 4500 South University Dr., Fargo 58102. Estimated construction cost \$605,160; first-year operating cost \$45,050. Applicant is nonstock, non-profit corporation for public broadcasting; Dennis L. Falk president. Ann. May 5.

■ San Juan, P.R.—Puerto Rico Broadcasting Inc. seeks ch. 18 ERP 1,200 kw vis., 51.3 kw aur., HAAT 1150 ft.; ant. height above ground 258 ft. Address: c/o Norman Louvau, GPO Box 2050, San Juan 00936. Estimated construction cost \$1,096,690; first-year operating cost \$570,520; revenue \$500,000. Principals: Applicant is owned by Western Broadcasting Co. (50%) and Price Industries Corp. (50%) and owns WAPA-TV San Juan. Price is principally owned by John Price family trust (99.8%) and Marcia Price (0.2%), wife of John. Western is owned by Dale G. Moore (100%), Earl E. Morgenroth is president. Mr. Moore is president and/or stockholder in four TV's, three AM's and one FM. Mr. Morgenroth is vice president for those stations. Ann. May 11.

### TV action

■ Topeka, Kan.—Broadcast Bureau dismissed application of Amaturo Group Inc. for new UHF station there. Action May 5.

### AM actions

■ Murray, Ky.—Broadcast Bureau granted The Jackson Purchase Broadcasting Co. 1130 khz, 250 w-D. Address: P.O. Box 527, Murray, Ky. 42071. Format: progressive MOR-country. Principals: Charles M. Anderson (25%) owns majority interest in WKVE(AM) Cave City, Ky.; Sammy J. Parker (25%) and his father Joe (24%); Freddie W. McCoy and Stephen B. Catron (12.5% each), former announcers for WBGN(AM) Bowling Green, Ky. Action April 26.

■ Centerville, Miss.—Broadcast Bureau returned as unacceptable application of Western Mississippi Broadcasters Inc. for new AM there. Action May 1.

■ Dobson, N.C.—Broadcast Bureau granted Dobson Broadcasting 1560 khz, 2.5 kw-D. Address: 131 Atkins St., Dobson, N.C. 27017. Estimated construction cost \$55,779; first-year operating cost \$25,000; revenue \$50,000. Format: C&W, contemporary. Principals: Lee R. Childress, Jimmie H. Davis, John W. Comer (each 33.3%). Mr. Childress was engineer for WSYD(AM)



Bill Smither, Senior Vice President  
Director West Coast Operations  
Los Angeles

**Selcom, Inc., Radio Representatives**  
1221 Avenue of the Americas  
New York, N.Y. 10020 (212) 730-0202

## Summary of broadcasting

### FCC tabulations as of April 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	8	24	4,525	43	4,568
Commercial FM	2,975	1	65	3,041	114	3,155
Educational FM	920	0	31	951	78	1,027
<b>Total Radio</b>	<b>8,390</b>	<b>7</b>	<b>120</b>	<b>8,517</b>	<b>233</b>	<b>8,750</b>
Commercial TV	723	1	2	728	56	782
VHF	513	1	2	518	7	523
UHF	210	0	0	210	49	259
Educational TV	243	3	14	260	7	267
VHF	93	1	8	102	4	106
UHF	150	2	6	158	3	161
<b>Total TV</b>	<b>8</b>	<b>4</b>	<b>18</b>	<b>986</b>	<b>63</b>	<b>1,049</b>
FM Translators	214	0	0	214	74	288
TV Translators	3,506	0	0	3,508	437	3,943
UHF	1,087	0	0	1,087	252	1,349
VHF	2,409	0	0	2,409	185	2,594

\*Special temporary authorization

\*\*Includes off-air licenses

Mount Airy, N.C. Mr. Davis is accountant. Mr. Comer is president of furniture and real estate company. Mr. Childress's brother has interest in four radio stations. Action April 25.

■ Cidra, P.R.—Broadcast Bureau returned as unacceptable application of Messrs. Arroyo, Cortes and Carrasquille for new AM there. Action May 5.

#### FM applications

■ Lonoke, Ark.—Lonoke Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 300 ft. Address: 1704 Northline, North Little Rock 72116. Estimated construction cost \$80,953; first-year operating cost \$36,000; revenue \$60,000. Format: country. Principals: Applicant is owned by Lowell Steven Jumper (65%) and David R. Jones (35%). Mr. Jumper is salesman and weatherman for KATV-TV Little Rock, Ark. Mr. Jones is employed by J. C. Penny, his father is president and general manager of KARK-TV Little Rock. Ann. May 5.

■ Burlington, Colo.—KNAB Inc. seeks 104.1 mhz, 27.9 kw, HAAT 358 ft. Address: Box 516, Burlington, Colo. 80807. Estimated construction cost \$26,100; first-year operating cost \$26,900; revenue \$14,500. Format: Simulcast with KNAB-AM. Principals: E. Charles Robacker (30%), Ray H. Lockhart (40%), and Marvin Romig (30%). Mr. Lockhart also owns 10% of KOGA(AM); Ogallala, Neb. Mr. Robacker 48%, Mr. Romig 42%. Applicant is licensee of KNAB(AM) Burlington, Colo. Ann. April 10.

■ Hoopston, Ill.—Walter J. Tatar seeks 100.9 mhz, 3 kw, HAAT 300 ft. Address: 316 Illinois Dr., Rantoul 61866. Estimated construction cost \$70,801; first-year operating cost \$112,801; revenue \$100,000. Format: MOR. Applicant is individual. Mr. Tatar owns Tatar Shoe Repair in Rantoul and is instructor of electronics at Chanute Air Force Base there. He has no other broadcast interests. Ann. May 3.

■ \*Logansport, Ind.—Calvary Bible Church & Schools seeks 88.5 mhz, .01 kw, HAAT 24 ft. Address:

511 12th St., Logansport 46947. Estimated construction cost \$7,000; first-year operating cost \$11,000. Format: variety. Applicant is nonprofit educational corporation; Willard Ray Sr. president. Ann. May 4.

■ \*Duluth, Minn.—Northwestern College seeks 90.5 mhz, .55 kw, HAAT 621 ft. Address: 3003 North Snelling, Roseville 55113. Estimated construction cost \$33,400; first-year operating cost \$50,000. Format: variety. Applicant is nonprofit private school; Cornelius Keur, director of broadcasting. It is licensee of KTIS-AM-FM Minneapolis, KFNW-AM-FM Fargo, N.D.; KNWC-AM-FM Sioux Falls, S.D.; WNWS-AM-FM Waterloo, Iowa; WNWC(FM) Madison, Wis. Mel Johnson, trustee of applicant, is vice president of WEEC(FM) Springfield, Ohio. George M. Wilson, also trustee, is director of KAIM(AM) Honolulu. Ann. May 5.

■ Blair, Neb.—BCB Inc. seeks 106.3 mhz, 3 kw, HAAT 300 ft. Address: 613 South 18th St., Blair 68008. Estimated construction cost \$79,151; first-year operating cost \$34,356; revenue \$80,000. Format: C&W, MOR. Principals: Applicant is owned by Buck Burke, Blair retailer (45%); Kenneth Cameron (45%) and Roy A. Brown, realtor and city administrator of Blair (10%). None has other broadcast interests. Ann. May 3.

■ Bonham, Tex.—Bonham Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT 298 ft. Address: 803 East Rayburn Dr., Bonham 75418. Estimated construction cost \$49,829; first-year operating cost \$13,962; revenue \$36,000. Format: easy listening, religious. Applicant is owned by Roy V. Floyd who was until recently partner in KTAT(AM) Frederick, Okla.; KBGH(AM) Memphis and KFYN(AM) Bonham, both Texas. Ann. May 3.

■ \*Cerede, W. Va.—Wayne County Board of Education seeks 88.5 mhz, 10 w. Address: Keith Spears, Broadcast building Court St., Fort Gay 25514. Estimated construction cost \$2,745; first-year operating cost \$1,300. Format: variety. Applicant is county school system which also operates WFGH-FM Fort Gay, W. Va. Ann. May 4.

#### FM actions

■ Tucson, Ariz.—Broadcast Bureau dismissed application of Rex Broadcasting Corp. for new FM there. Action May 1.

■ Tucson, Ariz.—Broadcast Bureau dismissed application of Norman J. Graham for new FM there. Action May 1.

■ \*St. Paul—Broadcast Bureau granted Macalester College 91.7 mhz, 10 w. Address: 1600 Grand Ave., St. Paul 55105. Estimated construction cost: \$4,180; first-year operating cost \$5,000. Format: educational. Applicant is private college. Action May 5.

■ Mitchell, S.D.—Broadcast Bureau granted KORN Palace Broadcasting Inc. 107.3 mhz, 100 kw, HAAT 450 ft. Address: 319 N. Main St., Mitchell 57301. Estimated construction cost \$145,490; first-year operating cost: \$12,300; revenue \$102,000. Format: beautiful music. Principals: Dean L. DeSchepper, Arthur C. Rew, Marlyn Christensen, Robert Anton and Michael Opiola (20% each). They also own KORN(AM) Mitchell. Action May 5.

## Ownership Changes

#### Grants

■ KXTC(FM) Glendale, Ariz. (92.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Arizona Communications to ITC Communications for \$550,000 and \$400,000 covenant not to compete. Seller: principally owned by Richard B. and Alma C. Gilbert (husband/wife). Mr. Gilbert is consultant to applicant for CP for new FM at Carpinteria, Calif. has no other broadcast interest. Buyer: wholly owned subsidiary of International Tapetronics Corp., which owns KJJJ(AM) Phoenix and WRFM-AM-FM Titusville, Fla.

■ KWAV(FM) Monterey, Calif. (FM: 96.9 mhz, 18 kw)—A-B Chemical Corp. granted assignment of licensee to James E. Brown & Associates Inc. Consideration: \$550,000. Seller: wholly owned subsidiary of National Distillers & Chemical Corp., New York. Drummond C. Bell is chairman and Frederick Fannoe is vice president for broadcasting. It is a publicly held firm with no other broadcast interests. Buyer: Owned by James E. Brown, former Cincinnati manufacturing firm owner, who has no other broadcast interests. Action May 5.

■ KXRK(AM) San Jose, Calif. (1500 khz, 10 kw-D, 5 kw-N)—Broadcast Bureau granted transfer of control of San Jose Broadcasting from Joe E. Levitt (100% before; none after) to Sterling Recreation Organization (none before; 100% after). Consideration: \$1,375,000. Seller: no other broadcast interests. Buyer: principally owned by Fredric A. Danz, individually and as administrator of trusts, is owner of five AM's and four FM's in California, Oregon and Washington. Action May 4.

■ KTCH-AM-FM Wayne, Neb. (AM: 1590 khz, 500 w-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Theodore S. Storck to KTCH Inc. for \$265,000. Seller: no other broadcast interests. Buyer: owned equally (25% each) by Dean D. Craun, Clyde D. Petrossi Sr., Ronald D. Shaw and Donald F. Dolejs. Mr. Craun is president and general manager of KHUB-AM-FM Fremont, Neb. Others are businessmen with no broadcast interests. Action April 26.

■ WKOT(AM) Kingston, N.Y. (1550 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Town & Country Broadcasting Corp. to Ulster Broadcasting Corp. for \$2,000. Seller is owned by Gordon G. Zellner, who will serve as consultant to buyer for five years for total fee of \$28,000. He has no other broadcast interests. Buyer is owned equally by Leighton M. Nickerson and Robert H. Mermell. Messrs. Nickerson and Mermell are engineering director and announcer, respectively, for WALL-AM-FM Middletown and WHPN(AM)-WHPS(FM) Hyde Park, all New York. Action April 26.

■ WYBG(AM) Massena, N.Y. (1050 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Twin Tier Broadcasting Inc. to Seaway Broadcasting Inc. for \$150,000. Seller: Controlling stockholder, N.J. DeSisti, wishes to devote more time to WTTC-FM Towanda, Pa. which he also owns. Buyer is 51% owned by Godfrey W. Herweg, business development director at WMAQ(AM) Chicago, and 48% by his wife Aubrey C., interior designer. Neither has other broadcast interests. Action May 5.

■ KTRM(AM)-KIEL(FM) Beaumont, Tex. (AM:

Please send

## Broadcasting

The newswweekly of broadcasting and allied arts

Name  Position

Company

- Business Address  
 Home Address

City  State  Zip

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ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

990 khz, 1 kw-U; FM: 95.1 mhz, 28 kw)—Central Broadcasting Corp. granted assignment of license to Security Broadcasting of Beaumont Inc. Consideration: \$1.2 million. Seller: owned by Allan B. McCrear, S. Jackson Hunt, Paul R. Quigg and his nephews, James R. and William M. Quigg. They also own WBIW(AM)-WBIF(FM) Bedford, WBAT(AM) Marion and WKBV(AM)-WRIA(FM) Richmond, all Indiana. Buyer: owned equally by Ed Muniz, Ben Bridgeman and Michael O'Keefe, owners of WNNR(AM) New Orleans, WXOK(AM) Baton Rouge and WXEL(FM) Sidel, all Louisiana. Action May 5.

■ WXEE(AM) Welch, W. Va. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Davis-Major Communications to Mountaineer Broadcasting for \$192,000. Seller: Principal owner, Gerald E. Davis, has application pending for new AM at Madison, W. Va. Buyer: principally owned by Thomas L. Kuhn, (54.5%), Oakland, Md., athletic director and Maryland amusement park owner and operator. He has no other broadcast interests. Action May 8.

### Applications

■ WROS(AM) Scottsboro, Ala. (AM: 1330 khz)—Seeks assignment of license from Scottsboro Broadcasting Co. to KEA Radio Inc. for \$200,000. Seller: wholly owned by Ms. Rose M. Kirby who has no other broadcast interests. Buyer: owned by Ronald H. Livengood (40%), his wife Julia D. (10%), Ivous T. Sisk (25%) and his wife Olive (25%). Mr. Livengood is employe and officer of WAAX(AM)-WQEN(FM) respectively. The Sisks together own 50% of WVSA(AM) Vernon, Ala.; 100% of WFTO(FM) Fulton, Mass.; 90% of WEPA(AM) Eupora, Miss., 100% of applicant for FM there, 100% of WKNG(AM) Tallapoosa, Ga., 70% of applicant for AM in Dora, Ala. Ann. May 3.

■ KMUV-TV Sacramento, Calif. (ch. 31)—Seeks assignment of license from debtor-in-possession to Sacramento Television Inc. for approximately \$2,750,000. Seller: Channel 31 Inc. has filed petition of bankruptcy. It is owned by Andrew Bartolini, William Crabtree, Della Grayson (16% each), Samuel Klor (15%), George W. Artz (12%), Louis Heller (10%) and four others. None has other broadcast interests. Buyer is owned by Carl B. Hillard Jr. (80%) and Universal Subscription Television Inc. (20%). Mr. Hillard is San Diego lawyer, major stockholder in six MDS licensees and 20% owner of WQTU(TV) Boston. Universal has as subscribers: WGPR-TV Detroit, WQTV-TV Boston. Its director, Seymour Epstein owns 23.98% of assignee of WTTV(TV) Bloomington, Ind. See "Top of the Week" Ann. April 7.

■ WVOG(FM) Boca Raton, Fla. (FM: 99.9 mhz, 100 kw)—Seeks assignment of license from WVOG Inc. to Sunshine Wireless Co. for \$1.5 million. Seller: Owned by Homer Akers (56.8%) Carole A., his wife (37.6%) and Edgar Speinden (1.3%). None has other broadcast interests. Buyer: owned by Eric T. Esbensen (50%), Donald V. Berlanti (25%) and his brother, Richard, (25%). Mr. Esbensen & Donald Berlanti are shareholders and officers of permittee for new FM in Lompoc, Calif.; minority shareholders in franchisee for CATV system in Arlington, Va. Mr. Esbensen also practiced communications law in Washington. Ann. May 3.

■ WTRL(AM) Bradenton, Fla. (AM: 1490 khz; 1 kw-D, 250 w-N)—Seeks transfer of control of WTRL Inc. from Boris Mitchell and Gordon Towne (100% before; none after) to Aires Broadcasting (none before; 100% after). Consideration: \$358,000. Principals: Seller is owned by Mr. Mitchell (57%) and Mr. Towne (23%). Both are stockholders in Multi-Communication Services Inc., applicant for MDS in several cities. Buyer: presently owned by Paul W. Moseley (100%); however, 10% will be transferred to Jaime Zierler upon closing. Mr. Moseley, ex-vice president of Ted Bates (advertising) and Pepsico (soft drinks) is president and stockholder in Transcom Inc., in-flight services; Mr. Zierler is his assistant. Mr. Moseley has also worked as an announcer/writer for several stations. Ann. May 3.

■ WQVQ(FM) Highland Park, Ill. (AM: 1430 khz, 1 kw-D)—Seeks assignment of license from Vanguard Communications Inc. to Metroweb Corp. for \$260,000. Seller is 100% owned by James F. Hoffman, who is president and 50% owner of KDCE(AM)-KBSO(FM) Espanola, N.M. Buyer is 90% owned by Newsweb Inc., printing; 10% by Mr. G. H. Winston and his wife, Myra, who own Highland Park accounting firm. They have no other broadcast holdings. Ann. April 26.

■ WKYV-FM Vicksburg, Miss. (FM: 106.7 mhz, 58 kw)—Seeks transfer of control of Red Carpet City

Broadcasting Corp. from A. Hollis, W. Hoisington and B. Bishop (100% before; none after) to David R. Price and C. Alfred Dick (none before; 100% after). Consideration: \$388,000. Principals: Seller is owned by Allan V. Hollis (50%), William K. Hoisington (25%) and Bobby F. Bishop (25%). Messrs. Hollis and Hoisington also own 33.3% each of WKYD(AM)-WQHQ(FM) Andalusia, Ala. Buyer: is equal partnership of C. Alfred Dick and David R. Price. Mr. Dick owns Business Broker Associates, Chattanooga (broadcast broker). Mr. Price, until last year, was owner of Trans-Air Broadcasting, licensee of WHLP(AM)-WIKR(FM) Centerville, Tenn. Mr. Dick was owner of WPJD(AM) Soddy-Daisy, Tenn. Ann. April 27.

■ WWBZ(AM) Vineland, N.J. (AM: 1360 khz, 1 kw-U)—Seeks assignment of license from Community Broadcasting Service Inc. to Martin Broadcasting Inc. for \$315,000 plus \$20,000 covenant not to compete. Sellers is principally owned by Lewis D. DeMarco (53.4%), Joseph R. Bullock (19%) and five others. None has other broadcast interests. Buyer is jointly owned by Donald J. and Annette R. Martin (married). They have no other broadcast interests. Ann. April 24.

■ WBVM Utica, N.Y. (AM: 1550 khz, 1 kw-D)—Seeks assignment of license from WBVM Associates to Bunkfeldt Broadcasting Corp. for \$285,500. Seller: Owned by George W. Steven (42.5%), Donato F. Sarapo (42.5%), Landis Stewart (7.5%) and Marinus Van Ooyen (7.5%). None has other broadcast interests. Buyer: is owned by Rudolf Bunkfeldt (64.3%), John F., his son (14.3%) and Benjamine H., his wife (21.4%). It also owns WOUR(FM) Utica, N.Y. Ann. May 3.

■ WARV(AM) Warwick-East Greenwich, R.I. (AM: 1590 khz, 1 kw-D)—Seeks assignment of license from Warwick Radio Station Inc. to Blount Communications for \$320,000. Seller: Owned by James M. Bocock Jr. (33.3%) his son James B. III (22.3%) James III's wife Ann J. (22.3%) and Vincent L. Yannuzzi (22.3%). None has other broadcast interests. Buyer: Wholly owned by Mr. William A. Blount, announcer at WARV. He was also cameraman for WFBC-TV Greenville, S.C. Ann. May 3.

## Facilities Changes

### TV actions

■ The Broadcast Bureau took the following actions on date shown:

■ WTVY Dothan, Ala.—Granted authority to operate trans. by remote control. Action May 10.

■ KFSN-TV Fresno, Calif.—Granted CP to change ERP, install new main ant. on existing aux. tower and utilize existing main ant. as aux. Action May 5.

■ KMGH-TV Denver—Granted authority to operate trans. by remote control. Action May 10.

■ \*WHMM Washington—Granted mod. of CP to extend to Nov. 10. Action May 10.

■ WMAR-TV Baltimore—Granted CP for changes in transmission line. Action May 10.

■ KTVO Kirksville, Mo.—Granted CP to install alternate main ant. Action May 10.

■ WICZ-TV Binghamton, N.Y.—Granted mod. of CP to extend to Nov. 10. Action May 10.

■ WPTZ North Pole, N.Y.—Granted mod. of license to change SL, add remote control. Action May 10.

■ WOKR Rochester, N.Y.—Granted authority to add remote control Action May 10.

■ WNEP Scranton, Pa.—Granted CP to change ERP, ant. and ant. structure. Action May 10.

■ WPTY Memphis—Granted mod. of permit to change ERP, SL, TL and type trans. Action May 10.

### AM applications

■ WAWZ Zarepath, N.J.—Seeks CP to change hours to U. Ann. May 10.

■ WEWO Laurinburg, N.C.—Seeks CP to change power to 5 kw, install DA, change hours to U. Ann. May 10.

■ WQJN Lykens, Pa.—Seeks CP to increase power to 1 kw. Ann. May 10.

### AM actions

■ KXQR Clovis, Calif.—Returned as unacceptable application to increase power from 500 w to 1 kw-D. Action May 1.

■ KFAX San Francisco—Granted license covering changes. Action May 3.

■ KTHO South Lake Tahoe, Calif.—Granted license covering changes. Action April 21.

■ KGEN Tulare, Calif.—Granted license covering changes. Action May 8.

■ WARE Ware, Mass.—Granted CP to increase power to 5 kw-D, install DA, change type trans. Action May 1.

■ WKOX Framingham, Mass.—Granted license covering changes. Action May 5.

■ WATA Boone, N.C.—Granted license covering changes. Action May 5.

■ KVIL Highland Park, Tex.—Granted mod. of license to change SL. Action May 5.

■ KGAA Kirkland, Wash.—Granted mod. of license to change SL, add remote control. Action May 10.

■ KWYO Sheridan, Wyo.—Granted license covering changes. Action May 5.

### FM applications

■ WQEN Gadsden, Ala.—Seeks CP to change aux. TL, install new ant., make changes in ant. system (height), change ERP. Ann. May 11.

■ KMAX Arcadia, Calif.—Seeks CP to install new trans., new ant., change TPO and HAAT. Ann. May 11.

■ KACE Inglewood, Calif.—Seeks CP to install new alt. main trans., new alt. main ant. Ann. May 11.

■ KFSG Los Angeles—Seeks CP to install new emergency ant. Ann. May 11.

■ KKEA Hilo, Hawaii—Seeks mod. of license to change TL, SL, trans., make changes in ant. system, change TPO. Ann. May 11.

■ Unassigned Jefferson, Ky.—Seeks mod. of license to change SL and remote control location. Ann. May 11.

■ KLUB Salt Lake City—Seeks mod. of license to change TPO and ERP. Ann. May 11.



*Andy Rainey, Vice President  
Research/Sales Promotion Director  
New York*

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- KHOM Houma, La.—Seeks CP to make changes ant. system, change ERP, and HAAT. Ann. May 11.
- WGUD Pascagoula, Miss.—Seeks CP to change SL and remote control location, change HAAT. Ann. May 11.
- \*WNED-FM Buffalo, N.Y.—Seeks mod. license to change trans, change ant. and TPO. Ann. May 11.
- KKDQ Grand Forks, N.D.—Seeks CP to install new trans; change TPO and ERP. Ann. May 11.
- WQLX Galion, Ohio—Seeks CP to change TL and SL, delete remote control, install new ant., change TPO. Ann. May 11.
- WBRQ Cidra, P.R.—Seeks CP to install new aux. ant. Ann. May 11.
- KDLY Lander, Wyo.—Seeks CP to change TL, add remote control, make changes in ant. system. Ann. May 5.

#### FM actions

- WRFS-FM Alexander City, Ala.—Denied mod. of license for changes. Action May 9.
- KOCN-FM Pacific Grove, Calif.—Granted license for changes. Action April 28.
- WQXM Clearwater, Fla.—Granted license for changes. Action May 5.
- KBXL-FM Caldwell, Idaho—Granted license covering changes. Action May 5.
- KPPL Lakewood, Colo.—Granted license for change in SL. Action April 28.
- WHBF-FM Rock Island, Ill.—Granted license covering changes. Action May 10.
- WMCB-FM Michigan City—Granted license for changes. Action May 10.
- WJSE Cumberland, Md.—Granted license for changes. Action May 10.
- WMJC Birmingham, Mich.—Granted license for changes. Action May 10.
- WVIC-FM East Lansing, Mich.—Granted license for changes. Action May 10.
- WGRD-FM Grand Rapids, Mich.—Granted license for changes. Action May 10.
- \*WPHR Highland Park, Mich.—Granted CP to change TL and SL, install new trans., new ant. and make changes in ant. system. Action May 1.
- KYYS Kansas City, Mo.—Granted license to change ERP, HAAT. Action May 5.
- WYYD Raleigh, N.C.—Granted license for change in ERP, ant. height. Action May 5.
- WHSL Wilmington, N.C.—Granted license for changes. Action May 5.
- WQAL Cleveland—Granted license for changes in ERP, ant. height. Action May 5.
- WSRW-FM Hillsboro, Ohio—Granted license for changes. Action May 5.
- KKNG Oklahoma City—Granted license for changes. Action May 5.
- WGXL Laurens, S.C.—Granted license for changes in ERP, ant. height. Action May 5.
- WYAK-FM Surfside Beach-Garden City, S.C.—Granted license for changes. Action May 5.
- KVIL-FM Highland Park (Dallas), Tex.—Granted license to change SL. Action May 5.
- KATX Plainview, Tex.—Granted license for changes. Action May 5.
- \*WSWM Memphis—Granted CP for new trans., change TPO and transmission line. Action May 1.
- \*WLSU La Crosse, Wis.—Granted license covering changes. Action May 5.
- WKTI Milwaukee—Granted license for changes. Action May 5.

## In Contest

#### Petitions to deny

- San Rafael, Calif.—KQED Inc. petitioned to deny granting of new FM there. Received May 8.
- WACQ(AM)-WTTK(FM) Boston—Committee for Community Access petitioned to deny assignment of license for stations. Received May 4.
- KTMA-TV Minneapolis—American Subscription

TV of Minnesota petitioned to deny assignment of license for station. Received May 4.

■ \*Newark, N.J.—Montclair State College (WMSC-FM) Petitioned to deny and/or reject and dismiss application of Rutgers University for new FM there. Received May 5.

■ Riverton, Wyo.—Associated Christian Broadcasters Inc. Petitioned to deny assignment of license for KWRB-TV there. Received May 8.

#### Procedural rulings

■ Burbank and Pasadena, Calif. George E. Cameron Jr. Communications **AM and FM proceeding:** (Docs. 20629-31)—ALJ John H. Conlin granted request by Burbank Broadcasting Co. and Cameron Communications extending to May 25 time to file responses to petition to enlarge issues. Action May 8.

■ Gaithersburg, Md. Radio Gaithersburg and 1150 Limited Partnership **AM proceeding:** (Docs. 21219, 21221-5)—ALJ John H. Conlin denied motions for summary decision adverse to Communication Gaithersburg Inc., denied petition by 1150 to enlarge issues. Action May 4.

#### Designated for hearing

■ Pasadena, Calif. Western Broadcasting Corp. et al. **New AM application:** (Docs 15752, 15754-6, 15764-6)—Commission vacated grant of CP to Western for new AM on 1110 khz which denied six competing applicants, reopened proceeding and remanded to ALJ for further hearings. Action May 4.

#### Review Board decisions

■ Baltimore—Review Board upheld March 3 decision of ALJ Frederick W. Denniston to dismiss application of J. B. Broadcasting of Baltimore Ltd. for CP to replace expired CP for WEBB(AM) there. Action April 26, Ann. May 5.

■ Jackson, Tenn. Madison County Broadcasting and Community Service Broadcasting Inc. **New FM application:** (Docs. 20930, 20932)—Review Board vacated initial decision of Jan. 30, 1977, which granted Madison 103.1 mhz and remanded to ALJ for further hearings. Action April 28.

■ Berryville, Va. Berryville Media Group **FM proceeding:** (Docs. 21185-6)—Review Board extended to June 1 time for filing exceptions to initial decision. Action May 5.

#### Other actions

■ KFTY(TV) Santa Rosa, Calif.—Commission denied application for renewal of license of William B. Grover, trustee in bankruptcy, canceled license and deleted call letters. Action May 5.

■ WBRL(AM) Berlin, N.H.—Commission denied Berlin Communications Inc.'s application for renewal of license because of violations of fraudulent billing rule. Action May 4.

■ FCC has asked Supreme Court to review Feb. 21 ruling by U.S. Circuit Court of Appeals for Eighth Circuit (St. Louis) that set aside commission's 1976 order imposing access, channel capacity and equipment requirements on CATV systems with 3,500 or more subscribers.

■ KTRK-TV Houston—Commission renewed license of Capital Cities Communications Inc. denying 12 petitions to deny on grounds of racial discrimination in programming and hiring. Action April 16, announced May 8.

## Allocations

#### Actions

■ Harrison, Ark.—Broadcast Bureau has assigned 96.7 mhz as community's second FM in response to petition by Charles E. Bowman and Don E. Loveland.

■ Ronan, Mont.—Broadcast Bureau has assigned 92.3 mhz as community's first FM in response to petition by KBMR Radio Inc.

■ Williston and Dickenson, N.D.; Glendive, Mont.—Broadcast Bureau has assigned TV ch. 4 (noncommercial) to Williston, substituting and reserving ch. 9 for ch. 4 at Dickenson and ch. 13 for ch. 9 at Glendive. Actions resulted from petitions by Prairie Public Television Inc. and KFGE(TV) Grand Forks, N.D. Action May 5.

■ Salem, Ore.—Broadcast Bureau has proposed

reserving TV ch. 3 for noncommercial use and deleting educational reservation for ch. 22 in response to petition by State of Oregon for State Board of Higher Education.

## Rulemaking

#### Petitions

■ St. Charles, Ill.—Inland Communications Corp. requests amendment to FM table of assignments to assign ch. 269A to Hayward, Wis. Ann. May 8.

■ Anadarko, Okla.—Anadarko Broadcasting Co., Requests amendment FM table of assignments to assign ch. 279 to Anadarko and substitute ch. 287 for ch. 279 at Memphis, Tex. Ann. May 8.

■ Thompson, Ga.—Hickory Hill Broadcasting Company (WTWA[AM])—Requests amendment FM table of assignments to assign ch. 232A to Thomson and delete 232A from Sandersville, Ga. Ann. May 8.

#### Action

■ FCC denied request by Motion Pictures Association of America Inc. to determine whether restrictions should be placed on the dissemination of broadcast signals to cable television systems via satellites. Action April 25, ann. May 2.

## Cable

#### Certification actions

■ Carson City, Nev. TV Pix, Inc. (CAC-10465)—CATV Bureau denied "Objection to Application for Certification of Compliance to Add Signal" filed October 27, 1977, on behalf of Nevada Radio-Television Inc., licensee of KOLO-TV Reno. Action April 26, Ann. May 9.

■ Golden, Miss.—CATV Bureau dismissed as moot application by Belmont TV Cable Service (CAC-09975) for certificate of compliance. Action May 8.

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**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.

**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.

**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, P.O. Box 207, Goldsboro, NC 27530. An 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.

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TECHNICAL**

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**Competitive engineer needed** for full time directional AM and automated FM in medium Southern market. We need a fitter! Salary open. Send resume to Box E-96.

**Chief Engineer**, self starter, for non/DA AM/FM, small Midwest market. Eng only. EIE. Resume and salary requirements to Box F-27.

**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**. All new automated excellently maintained Class C. Overnight hours, pleasant folks, quality standards. Start 10K. K106-FM, Baumont, 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 countrys most liveable cities. Equal Opportunity Employer. Send resume to Carl Smith, KRAV-KFMJ, PO Box 746, Tulsa, OK 74101. 918-585-5555.

**Chief Engineer/Air Personality** ... Virginia AM-FM with new facilities seeks excellent chief with air abilities. Must be strong in both areas. Security and five figure income. Resume to Box F-74.

**Chief Engineer**, 5Kw, DA, New Hampshire. Good salary, benefits. Career position. Must have broadcast engineering experience. EEO/AA. Resume to Box F-77.

**Leading Southeastern AM/FM** Contemporary Operation is looking for a Chief Engineer. Reply to Box F-83.

**Chief Engineer** for San Francisco area FM station. Capable person needed for studio and transmitter maintenance. Send detailed resume, references and salary requirements to Box F-85.

**Assistant Chief Engineer** needed with experience in directional for 50,000 watt Midwest station. Send resume and salary requirements to Mgr., KRVN, P.O. Box 619, Lexington, NE 68850. EOE.

**Chief Engineer of Radio Station (KLUM-FM)**. Responsible for teaching student candidates for the third-class license; recruiting and training staff in the engineering department; supervising all installations, operation and maintenance of broadcast equipment; and assuring technical and personnel compliance with all FCC rules and regulations. Three years of experience in broadcast engineering as chief or assistant chief engineer or relevant college education and a First-Class FCC Radiotelephone License required. Send credentials and supporting data to Mr. Lloyd Whiteurst, General Manager, KLUM-FM, Lincoln University, Jefferson City, MO 65101. An Equal Opportunity/Affirmative Action Employer.

**Immediate Opening** for Chief Engineer with maintenance background. FCC First Class license. Knowledge of AM Directional and Automation a must. Send resumes and salary requirements to L-Rothberg, WGLI, 1290 Peconic Avenue, Babylon, NY 11704. Phone 516-669-1290.

**Engineer-Announcer**, combination for 5 Kw DT AM, 3 Mhz FM, possible automation, Maintenance. Some air work, Good small town living in Deep South, Call Collect. Fred Vice 1-601-773-3481.

**Outstanding Opportunity** as Chief Engineer with non-commercial 70,000 watt. Top trouble-shooter with First Ticket, minimum 3 years experience including FM Stereo, SCA, Micro-Wave, Proofs, maintenance and repair. Will be involved with construction of network satellite receiving station. Ability to maintain basic TV production equipment desirable. Great place to live near lakes and mountains. Application deadline June 1, position open July 1. Send resume and salary requirements to Personnel Office, Box 24070A, East Tennessee State University, Johnson City TN 37601. An EEO-AA Employer, M-F.

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**HELP WANTED NEWS**

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**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.

**Immediate Opening Newperson**, experienced, Southern market, handle magazine formula news. Equal Opportunity Employer. Send resume Box F-29.

**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.

**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.

**50 KW Major Market** stations seeking experienced talk and news personality. Equal Opportunity Employer, F/M. Send resume to Box F-81.

**Heavy Local News** oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann, Box 1446, Mason City, IA.

**Radio News Director**. 10,000 watt news oriented KGGF. Dedication an essential. Better than average pay and fringe benefits. Great tradition in an award-winning news department. Are you up to it? Tapes and resumes to: Bill Miller, KGGF Coffeyville, KS 67337. EOE.

**Immediate Opening**—Morning Drive Anchor/Editor. Must have strong background in Broadcast Journalism and pleasing voice. Tape and resume to Jerry White, News Director, WBT, No. 1 Julian Price Place, Charlotte, NC 28208. No Drop-ins, please. An Equal Opportunity Employer.

**WASK, Lafayette, IN** seeks experienced News Reporter to join staff of five. Tape, resume and writing sample to Mike Piggott, Box 880, Lafayette, IN 47902. E.O.E.

**News Director, Top Radio** Contemporary station in Norfolk/Newport News, Virginia market with long tradition for outstanding news. Present director retiring. Director supervises staff of three. Station celebrating its 50th anniversary. Offers good salary and benefits. Send tape and complete details to Ambert Dail, WGH, Newport News, VA 23607.

**Sports Director** ... Full-time person to do over 100 p-b-p football, basketball, hockey, baseball games. High school and college. Prepare and present several sports shows, do interviews, commentary, and represent station at local sports functions. Applicant must have impeccable personal and professional recommendations, have strong desire to cover local sports scene. Send complete resume, edited tape, salary requirements to Mike Diem, WJON Broadcasting Co., St. Cloud, MN 56301, one of America's four great radio stations. EOE.

**Sr. Producer, News** and Public Affairs for major public radio operation. Direct staff producing unique daily telephone call-out program. Supervise and participate in the production of heavy schedule of newscasts. Two years public radio experience preferred. Must have excellent air sound and leadership ability. Starting salary commensurate with background and abilities to \$15,715. Send resume, air check to Donald Forsling, Associate Manager, WOI-AM-FM Iowa State University, Ames, IA 50011. EOE.

**Leading syndicator** of broadcast public affairs documentaries seeking additional free lance contributors. Programs are either assigned or can be suggested. Send tape or cassette sample and resume to Public Affairs Broadcast Group, Box 48911, Los Angeles 90048.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**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.

**Program Director/Announcer** for AM Contemporary. Great opportunity for birght, 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.

**Must fill pd and news** director slots. Medium market FM. Innovative, experienced people only. Resume, philosophy to: Box F-99.

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**SITUATIONS WANTED MANAGEMENT**

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**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 biffer 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.

**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.

**32 year old salesman** ready for sales management, but nowhere to go in present situation. Would like to hear from viable stations in major and large middle markets. Box F-94.

**GM/GSM presently** Central California ... 20 years all phases broadcasting seeks like position with growing organization with end result of making SSSSS for both of us. Interview at my expense. Broadcasting Box F-95.

**Experienced manager**. Know rules, methods, people. Available after June thirtieth. Know and prefer Florida. Box F-100.

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**SITUATIONS WANTED SALES**

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**Florida Major market** sales pro with excellent credentials seeks management position in Florida only market. 32, family, college, programming experience, now earning 25,000 at powerhouse station. Market size and money secondary to challenge, security and growth potential. Management opportunities only, please. Also willing to make modest investment. Box 680338, Miami, FL 33168.

## SITUATIONS WANTED ANNOUNCERS

**Broadcast School Grad**, 3rd Endorsed looking for first job. Phone weekdays 7 t6—834-4457.

**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.

**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.

**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 til 9 p.m. 312—673-3000 or write: Craig Stevens (Ginsburg), 5843 W. Main Street, Morton Grove, IL 60053.

**Steve Allen, Hawthorne**, Dave Garroway have nothing on me. Radio Entertainer, 1480 6th N.W. Salem, OR 97304, 503—581-5508.

**Major Experienced**—Single-Can Build numbers. Wants Small or Medium. Make offer. Write Box F-72.

**12 year pro** with experience as p.d. and music director, seeking stable position with major or large medium market pop/adult or country station. Box F-89.

**Major Market Personality** now directing news and doing weekends. Wants full time air shift in top ninety market. All formats considered. Call Abner Day—302—684-8440 ... after three.

**Art Vincent**, The Art of Jazz. Communicator, warm personality, excellent resonant natural baritone voice. Unique program (jazz with topical comment, thought, listener participation, No. 1 Pulse) looking for major/medium market. Last 9 years (6 day week) at same NYC vicinity station. 12 years same market. Integrity, loyalty, reliability, stability, 1st Phone, through broadcast knowledge, extensive record library, finest references. For Folio write PO Box 400, Red Bank, NJ 07701, 201—531-3313.

**Experienced announcer**, AM-FM-TV. First phone. Seeking weekends, South Florida. Currently employed transmitter maintenance. 305—434-1234, evenings.

**Eager broadcasting school grad** with "live" experience and 3rd. Available immediately anywhere. 507—437-6681, Ext. 50.

**Experience Black Ann** seeks position with Medium Market station. For tapes and resume call 1—214—657-4528 after 8 pm CST, ask for Juan Blanco.

**Experienced male announcer** with MOR and Top 40 preference. Tight board, good voice, and knowledgeable regarding contemporary music history. Seeks full-time employment in Mid West. Resume, tape. 517—487-4496.

**Male age 19** Third Endorsed, expertly trained seeking first break in Radio. Available immediately, will relocate anywhere. Tape and resume available upon request. Call 312—247-7099 between 6 am til 2 PM or write Rich Dobbs, 4832 So. Ridgeway, Chicago IL 60632. AOR.

**Beautiful Music/Adult MOR** Anncr. News/Production. \$800 + per month. 214—235-6677 (Evenings).

**Experienced, versatile Announcer** seeks live Small Market Adult Contemporary or Top 40. Prefer Ohio, Indiana, Michigan, Kentucky, West Virginia, but anywhere considered. Desire opportunity to learn and advance. Brad Lovett, 421 E. College, Coldwater, OH 45828.

**All Night show** wanted. 5 years experience, honest, dependable, third endorsed. Mike t—904-255-6950.

**Experienced Baseball Play-by-Play**, 3rd Endorsed, 21, enthusiastic, ready to travel. Frank Guillaume, t1 Grandview, Avenue, Cohoes, NY 12047. Call: 518—237-0392, after 4 PM.

**Personality Pro**, No. 1 Top 40 contemp nite Jock looking for move to top 50 market. PM drive exp, too. 5 yrs. exp. 1—4t3—739-5254.

**Production worker—Anncr.** Self starter. 1st/office/news exp./30 Mos./207—882-7395.

## SITUATIONS WANTED TECHNICAL

**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.

**Well qualified engineer** seeks position as part of a heads up management team. Experienced in audio, automation, studio, construction, rf installation, STLs, directional arrays, FCC rules and more. Highly educated, superb references. Box F-73.

**Highly creative young engineer** wants medium market chief's position. I know AM directional, Stereo FM, automation, signal processing and digital logic. Available late May, prefer Midwest or Midsouth. Box F-79.

**Chief Engineer**. Mature, college. Skilled corrective maintenance gig-shooter. Rules, patterns, proofs. South Florida. Walt MacTammany 305—721-t539.

## SITUATIONS WANTED NEWS

**Female sports/news pro**. 3 yrs PBP beat reporting, talk-show host, good production. 3rd endorsed. MA. Single. Ready to join your sports/news staff now. Anywhere. Box D-t03.

**Genuine professional**, former large market news director now available. Solid journalist. Northeast preferred, not required. Box F-3.

**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 newperson**, College degree, seeks News Director or other administratively-oriented position. Box F-22.

**News Oriented Announcer**, 3rd Endorsed, seeks first broadcasting position. Male, 28, 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.

**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.

**Sports Director**. Excellent PBP credentials. Veteran of six years. BA in communications. Seeking full time position in Radio or TV. Available immediately. Box F-63.

**Sportscaster seeking move up** to sports minded station from small market. Five years PBP of all sports, local sportscasts with emphasis on actualities, telephone-talk, college degree. Box F-65.

**Big voiced PBP Sportscaster/News** or Production experienced also. Presently employed, no hurry. Consider Small Market. Box F-69.

**Major Market Sports Director** 4 years, PBP of Big Ten basketball and football, called 70 games last year, award winning documentaries. Change in format has completely eliminated sports department. Seeking medium to major market position. Box F-70.

**Sports Director** with PBP experience. Small Eastern commercial station. Host sports talk show. BS, single, looking to move up. Box F-76.

**Major Market News**— Talk pro wants full-time sports job. Solid background, including some P-B-P. Willing to consider good sized Medium Markets. Box F-93.

**Seasoned, Take-Charge**, news director available for small or medium market. Wayne Sorge 214—657-2627.

**Woman—4 years** commercial experience performing every job in radio and television newsrooms, management included. Excellent academic background. Am a strong street reporter, serious about no-nonsense news. Let's talk. P.O. Box 31724, San Francisco CA 94131.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**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 PBP, 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.

**12 Year Pro**, wanting stability and above average income for above average programming in Medium or Major market. Impressive credentials. Box F-86.

**Hardworking Morning Personality/Account Executive** in Secondary Market. Ready for new challenges. Desires on-air position coupled with programming, production or music responsibilities. All Formats. Box F-88.

**Production Director/Copywriter/Announcer/Newsman**. Unusual-creative ideas. Presently employed in Dallas agency. \$800+ per month. 214—235-6677 (Evenings).

**Experienced, Successful**, Small-Medium Market PD looking for Midwest station. Prefer Country or other soft format. When you call we'll talk opportunity—not money. Dick 1—307—265-0122.

## TELEVISION

### HELP WANTED MANAGEMENT

**Traffic Manager** needed for fast growing group ABC affiliate in northeast; prefer experience; must be take charge person; good with detail; M/F E.O.E. Send resume to Box F-106.

**Coordinator of Educational Services**: Responsible for coordinating and planning the educational programming activities for a PBS affiliate. Bachelor's Degree with Masters preferred. Previous work experience in Instructional Television preferred. Send resumes to Personnel Department WXXI-TV, P.O. Box 21, Rochester, NY 14601. EOE.

**Account Executive** to join an aggressive local sales staff of a group ABC affiliate in Northeast; prefer broadcast sales background; M/F E.O.E. Send resume to Box F-106.

### HELP WANTED SALES

**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.

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**HELP WANTED  
ANNOUNCERS**

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**Staff announcer** with excellent commercial production voice, plus on-air experience. Potential for news position. Equal Opportunity Employer. Contact Meyer Davis WTAJ-TV Altoona, PA. 814-944-2031.

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**HELP WANTED  
TECHNICAL**

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**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.

**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, P.O. Box 8086, Savannah, GA 31402. or call 912-232-0127.

**Chief Engineer—ABC Affiliate.** Must have 1st phone, experience and ability with studio and transmitter gear. EOE. Manager, KDUB-TV, 1 Dubuque Plaza, Dubuque, IA 52001.

**TV Engineer,** heavy maintenance, needed soon for quality Northern Rockies station. First Phone, experience with modern VTRs, cameras. Transmitter, microwave experience desirable. EOE, area and working conditions good. Box F-75.

**Television Studio Manager.** N.J. community college is seeking a Studio Manager to be responsible for audio & full color TV studios. Minimum requirements: Associate degree with at least 2 yrs experience and demonstrated ability to light, construct sets, operate production equipment & supervise student crews. Equal opportunity affirmative action employer. Excellent fringe benefits. Respond in writing before June 5, 1978 to: Box F-80.

**Video Operations** and maintenance engineer needed for a major market TV station production facility. Extensive experience in setup and operation of broadcast cameras, quads, time code editing, etc. Excellent salary and benefits—an Equal Opportunity Employer M/F. Send resume and salary requirements to Broadcasting Box F-96.

**Microwave Field Technician** needed to maintain intercity relay system in beautiful Idaho. First phone required. EEO employer. Resume to Vaun McArthur, KAID, Boise State University, Boise, ID 83725.

**Maintenance Engineer** opportunity, with First Ticket and experience with TV studio technical equipment. Call collect, Art Madeley, WWAY-TV, Wilmington, NC. 919-762-8581. Equal Opportunity Employer.

**Technical Director.** Oral Roberts University seeking person with working knowledge of cameras, video tape and audio equipment. Background experience in TV Production. Challenging opportunity with excellent benefits package. Submit resume: ORU Personnel, P.O. Box 2187, Tulsa, OK 74171.

**Electronics Maintenance Engineer.** Oral Roberts University needs individual experienced in maintenance and operation of projectors, audio cartridge machines, amplifiers, audio mixers and intercom systems, able to read schematics. Submit resume: ORU Personnel, P.O. Box 2187, Tulsa, OK 74171.

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**HELP WANTED NEWS**

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**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.

**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.

**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.

**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.

**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.

**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.

**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.

**Is there a weatherperson** around who understands lay terminology? Who can communicate? And isn't afraid of hurricanes and humidity or moving to a top rated station in a medium sized market? If you're that person, we need to talk. EOE. Send a resume and salary requirements to Box F-82.

**South Florida TV station** seeks an experienced News Reporter. Please send a 3/4" cassette and resume to: News Producer, P.O. Box 510, Palm Beach, FL 33480. Equal Opportunity Employer.

**Weather person needed** to anchor major television newscasts. Must be a certified meteorologist or have six months experience doing daily television weathercasts. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

**Investigative Reporter** for ENG documentary unit needed immediately. Must be sharp TV field reporter and perceptive interviewer. Aggressive self starter who writes and thinks fast in the field. Good on-camera appearance and voice. TV news experience and degree required. Send resume and cassette to: Linda Hunt, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

**WMBD-TV is seeking** an experienced news assignment editor to handle daily assignment responsibilities for a progressive ENG equipped news staff. Also seeking experienced general assignment street reporter. EEO Employer. Send tapes & resumes to Duane Wallace, News Director, WMBD-TV Peoria, IL 61604.

**Wanted: On air Sports Director.** Contact Bill Moore Area Code 713-833-7512. An Equal Employment Opportunity Employer.

**Need aggressive News Director** for exciting news market. Contact Richard Grimm, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814.

**Photographer—**We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

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**HELP WANTED PROGRAMING,  
PRODUCTION, AND OTHERS**

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**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.

**Manager of Production Operations.** KOED (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.

**Manager of Scheduling.** KOED (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.

**Faculty Position.** Beginning Fall 1978 semester. Teaching areas: introduction to mass communication, broadcast fundamentals and specialized areas, filmmaking, film history/criticism. Master's or terminal degree in appropriate discipline. Teaching and media experience. Salary commensurate with qualifications and experience. Send detailed resume, three references to David A. Haberman, Chairman, Dept. of Journalism & Mass Communication, Creighton University, Omaha, NE 68178. AA/EOE.

**Faculty Position.** Search reopened. Expansion position. Teach graduate and undergraduate courses. Would include developing and teaching graduate course in station management. Ph.D. and some commercial station experience preferred. Will consider Master's with extensive commercial station experience. Salary: \$15,000-17,000 for nine months. Resumes to Chairman, Division of Radio-TV, Arkansas State University, Box 48, State University (Jonesboro), AR 72467. Position open August 15, 1978. Deadline for applications, June 12, 1978. Arkansas State University is an equal opportunity, affirmative action employer, M/F.

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**SITUATIONS WANTED SALES**

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**TV Account Executive** wishes to relocate in South. Over six years in media sales. Retail management experience. Strong in ARB and Nielsen, but also street wise. TV sales managers write Box F-87.

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**SITUATIONS WANTED  
ANNOUNCERS**

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**Hard working announcer** seeking first TV position. Three years radio-medium market. Excellent references. Earliest available—August. Box E-182.

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**SITUATIONS WANTED  
TECHNICAL**

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**Assistant Chief Engineer** in Major Market West Coast television station, age 48 with 30 years experience, wishes to relocate in Southeast area. Extensive construction (both studio & R.F) plus management of budgets and personnel. Looking to up grade my position. Box F-67.

**Are you looking** for someone with Heavy maintenance, Production, and if required, Management ability? Contact Box F-97.

**Are you having** Maintenance problems with, Switchers, Cameras, Tape machines, or transmitters? If so, my past history says to contact Box F-109.



## SITUATIONS WANTED NEWS

**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.

**News and/or sports reporter.** Two years experience in large and medium markets. Journalism degree. Hungry. Matthew, 315-797-5220.

**Experienced Producer** wants Top 40 newsroom now. If you want a competitive professional, write Box F-78.

**Reporter—2 years** experience in Small Market, reporting and anchoring responsibilities, film-ENG background, flair for production. Southeast only. Box F-84.

**Major Market Reporter,** network and O&O experience. Aggressive, young, goodlooking. Tape available. Box F-91.

**Experienced News Director/Anchor.** Believable and solid delivery. Looking for anchor, or news director combo in Midwest TV. Station. Excellent references and credentials. Box F-103.

**Broadcast Professional** with over 12 years of news, editorial, reporting, writing, on-air and management experience looking for right anchor or news director position. Desire to relocate. 714-247-7797 or 245-8635. Ask for Roger.

**Seasoned, Resourceful** news director available for small market. Wayne Sorge 214-657-2627.

**Sportscaster, Reporter, Producer,** Cameraman, recent college graduate with several intern experiences including WTVJ Miami, and KYW Philadelphia. Tape and resume available. Bradley Evans 15 Alma Lane, East Northport, NY 11731. Looking for first job. Guaranteed hustle and desire.

**Woman—4 years** commercial experience performing every job in radio and television newsrooms, management included. Excellent academic background. Am a strong street reporter, serious about no-nonsense news. Let's talk. P.O. Box 31724, San Francisco, CA 94131.

**News Director experienced** all phases broadcast journalism, well-groomed, educated, and solid news judgment now available for Top 30 as reporter/anchor. 714-346-5777.

## 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.

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.

**Production Manager—**wishes challenging position in larger market. Award winner, experienced in all phases of photo-film-ENG and tape and production of commercials and documentaries. Box F-71.

**Associate Producer:** for public affairs or news program. Knowledge of ENG, studio production, interviewing, good writing skills. Top 10 market experience. Female MS in B.J. Prefer East Coast. Katherine Dawkins, 650 Monroe St., B'klyn, NY 11221, 212-491-5525.

**Producer-Director,** Production/Operations Specialist. Seven years extensive professional experience. No fancy superlatives, just solid, quality television. Graham Brinton. 215-664-3346.

**Production Assistant:** Intern with year's experience in small market TV available immediately. Audio, Lighting, Camera, ENG, more. 507-433-6000.

## WANTED TO BUY EQUIPMENT

**Wanting 250,500,1,000** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted:** O'Connor Heads—Revox Audio Recorders. Call: 312-236-5535. Ask for Kathy.

**55 or 60 KW UHF** transmitter. Please give age, condition, price. Big Country TV, 1469 Woodland, Abilene, TX 79605. 915-692-2118.

**Want good used 1000/250** watt AM transmitter. Prefer Bauer/Sparta 707. Call Paul Gregg 916-383-7821.

**Metrotech 414L** logger or similar. John Weed, WHBI, 80 Riverside Drive, New York, NY 10024 212-799-8000.

**Wanted to buy . . . LP's,** Big Band, Male and Female Vocals, Vocals, Vocal groups, popular 1935-1970. Submit titles and condition. WMIB Marco Island, Florida, 813-775-3321, 950 Manatee Rd., Naples, FL 33942.

**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.

**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 Heliex—**Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Panasonic, U-Matic,** 3/4" video cassette player/recorder/timer/remote-control. NV-2125. Call: 206-464-2386. 322-7639. Write A. Blethen, The Seattle Times, P.O. Box 70, Seattle, WA 98111.

**Used Carousel** and reel. Call 404-487-9559 Broadcast Communications

**For Sale:** Gates BC 1T 1 KW AM Transmitter. 10 years daytime use. With new 833's and required spares. Al Kipp, WBKC, Chardon, OH 44024, 216-286-1560 \$2500.

**VR-3000 and PCP-90** available for immediate sale. These two items were recently taken out of service in full working condition. PCP-90 System includes complete base station with genlock capability. VR-3000 complete with battery backs and a spare headwheel assembly. Contact Ira Goldstone for details. WCVB-TV, 5 TV Place, Needham, MA 02192. Tel: 617-449-0400.

**Schafer 903 Automation System . . .** 4 Audiophiles 6 Revox A77 Playback Units . . . Encoding System. Excellent Condition. Robert Hill, Station Manager, KJCS/KEEE, Box 1111, Nacogdoches, TX, 713-564-1230.

**Gates Stereo Criterion** cartridge machines, Gates CB77 turntables, with pre-amps, tone arms and formica cabinet for above units. \$3000 new, \$1500 or offer, Stewart, 312-944-7725.

**Digital Master Clock.** TFT Model 720 Excellent condition \$750. Steve Schuchman, KRXX, Fort Worth, TX 817-926-5301.

**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.

**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 1200's with comparable pictures. \$20,000 each. John Wilson, C.E., KEYT, Santa Barbara, CA. 805-965-8533.

**For Sale-Six PC-70s** Norelco camera, 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-300, 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.

## COMEDY

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**GUARANTEED FUNNIER!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Phantastic Phunnies!** Proven audience builder! Today international—tomorrow interplanetary! \$1.00 phor jumbo issue and gight! 1343 Stratford Drive, Kent, OH 44240.

## 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 game, 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!"

**Want to Buy** excess or surplus records. Knickerbocker Music Co., 371 S. Main street, Freeport, NY 11520, call George Hoch 212-895-3930

**Standard MOR 45's and 33's.** We need them: Please advise on artists and your prices. Jim Keyes, WRFD, Columbus, OH 614-885-5342.

## 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, P.O. 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.

**REI** 61 N. Pineapple Ave., Sarasota, FL, 33577. 813-955-6922.

**REI** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**Get your First Phone** in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

**1st Anniversary Special**—Register before June 5, 1978 for our summer FCC License Course, receive 15% discount off regular \$450 price (plus registration). The Radio School, 1452 Del Paso Blvd., Sacramento, CA. 916-920-2090.

## RADIO Help Wanted News

### Immediate opening

for a creative newsperson. 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.

### 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 Technical

#### Attention Traffic/Operations/Business Personnel

Paperwork Systems Inc., the nation's leading supplier of minicomputer-based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists. This challenging job offers excellent compensation plus full travel expenses, and medical coverage. The work is very demanding: travel is heavy, with field trips all over North America averaging three weeks at a time to PSI System locations. Much of the work is done under substantial pressure, often with long hours. Offsetting these demands is the PSI schedule which allows adequate free time at your home between installations. Applicants need not move to a new location. Applicants should meet the following criteria: have radio and/or TV experience in the area of traffic and/or accounting; be an effective communicator with, and trainer of, people; be free to travel extensively; and be able to work under pressure and understand human and workflow relationships clearly. You should not require close supervision. If accepted, you will be placed in a training program with one of the men or women presently employed by us in this capacity, and will become part of this fast-growing firm. No Phone Calls, Please/Send a complete resume along with a detailed letter indicating why you think this job would be best filled by you to: Paperwork Systems Inc., P.O. Box 38, Bellingham, Washington 98225. (Application period closes May 31, 1978).

### Help Wanted Technical Continued

#### CHIEF ENGINEER WTOP NEWSRADIO 15

Chief Engineer for 50 K.W. AM in Nation's Capital. R. F. and studio construction experience and supervisory background a necessity. Degree desirable. Send Resume to O. H. McDaniels, WTOP RADIO, 4001 Brandywine Street, N.W., Washington, D.C. 20016. Equal Opportunity Employer M/F.

#### Help Wanted Programing, Production, Others

**PRODUCTION DIRECTOR** for WTIC AM/FM, Hartford. Must be knowledgeable in all forms of radio production including phasing and multiple-tracking. Must also have good voice and announcing experience. Some management experience preferable. Send tape and resume to: Jay Clark, Vice President/Operations, c/o WTIC, One Financial Plaza, Hartford, Connecticut 06103. WTIC is an equal opportunity employer M/F.

#### RADIO **79** WTAR

"The Voice of Tidewater"

Seeks an experienced, creative, and self-motivated person as

#### PROGRAM DIRECTOR

Rewarding position with excellent benefits. Responsibilities include programming of top rated MOR station in nation's 46th market. Experienced candidates only. Equal Opportunity Employer.

Contact: Dick Fraim, WTAR Radio  
720 Boush St.  
Norfolk, VA 23510

#### 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. 314-727-8721.

#### Situations Wanted Management

#### GENERAL MANAGER or GENERAL SALES MANAGER

Impeccable track record as GM & GSM with powerhouse radio stations in top five markets is available. Experienced in achieving high sales, profits and ratings. Dedicated to achievement, sincerity, and high energy level. Call in confidence for resume and references. 215-449-7378

## TELEVISION 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.

### KGBT-TV SOUTH TEXAS

Sports reporter with basic experience in television reporting and the use of ENG equipment. Some anchor, some radio play-by-play possible. Tapes and resumes should be sent to Personnel Director, P.O. Box 711, Harlingen, TX 78550. We are an equal opportunity employer.

### STREET REPORTER

... heavy TV/News experience ... aggressive, mature journalist who likes to work and dig and who can turn out polished film and ENG pieces as part of a small staff ... top ten Eastern market—Send resume to P.O. Box F-108. EOE M/F

### NEWS CO-ANCHOR

Top 40 network affiliate in the Southeast is looking for an experienced anchor person with strong on-air presence and writing ability. Producing talent, a plus. EOE. Send all replies in strict confidence to Box F-68.

### TV NEWS

CBN News needs experienced ENG photographers and editors to staff eight U.S. bureaus: Atlanta, Boston, Chicago, Dallas, Denver, Los Angeles, Virginia Beach, Washington. If you feel a call to serve send resume to Personnel Division, Drawer B, Christian Broadcasting Network, Virginia Beach, VA. 23463. Equal Opportunity Employer.

### METEOROLOGIST

Weather Reporter wanted for major Radio/Television station in Syracuse, N.Y. Excellent on-air opportunity for experienced, effective, articulate meteorologist in challenging, weather-conscious market. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203. AN EQUAL OPPORTUNITY EMPLOYER.

#### Help Wanted Programing, Production, Others

#### 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 not maintain ENG specifically, but should be able to trouble shoot on location.

Box F-64.

### Help Wanted Programing, Production, Others Continued

#### TV PRODUCER

Experienced TV Producer wanted for new, innovative children's program. Must have thorough background in news, production, show formatting and editing. Minimum three (3) years actual television experience required. Send resume and tapes to Box 6236, Washington, D.C. 20016. EOE, M/F

#### VIDEOTAPE PRODUCER/DIRECTOR

"Take-charge", creative professional for newly formed Midwest videotape production house, able to work intimately and constructively with clients and producers. Applicant must have a proven track record minimum of 4 years, large budget, "blue ribbon" commercial producing/directing background. Send resume with references, demo reel and salary requirements to Carl Chance, Meredith Video Productions, 4500 Johnson Drive, Fairway, KS 66205. An equal opportunity employer.

### Help Wanted Technical

#### VTR Editor

VTR Editor with good credentials. CMX or C&L system experience required. Position open immediately. Contact Morgan Martin, Metromedia Television, 5746 Sunset Blvd., Los Angeles, CA, 90028. Phone 213-462-7111 ex. 1222 EOE, M/F

#### VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

#### TV ENGINEERING MAINTENANCE SUPERVISOR

TV Engineering Maintenance Supervisor, major Southwest network affiliate. College degree preferred. Thorough knowledge of digital technology. First class license. Minimum five years experience at TV station or related industry. Highly qualified on maintenance of 2" tape, film chains, electronic news gathering equipment (TBC's, microwave and tape) and VHF transmitters. Operating experience also desirable. Individuals should be self motivated with the ability to train and assist others in proper maintenance procedures. Salary commensurate with abilities. Equal opportunity Employer. Reply in confidence to Box #F-2.

### Help Wanted Technical Continued

#### CO-HOST— MORNING TALK SHOW FORMAT

Highly successful (38 share) morning talk/magazine format requires co-host with the following qualifications:

Versatile interviewer able to explore controversial to light subjects. Ability to conduct on location interviews and demonstrations.

Effective on-air personality with sense of humor.

Additional versatility required for noon weather slot.

WKBW-TV is owned by Capital Cities Communications, Inc. and is highest rated station in the market. Submit resume, salary requirements and 3/4 inch video cassette audition to Alan Bennett, WKBW-TV, 1420 Main St., Buffalo, New York 14209. All replies held in strictest confidence. An equal opportunity employer.

### Help Wanted Announcers

#### Video Tape Technician



Deere & Company, a major industrial equipment manufacturer is currently seeking a qualified Video Tape Technician.

The individual we select will be responsible for the maintenance and operation of all equipment in the video studio at our Industrial Training Center. Requirements include experience in T.V. production and T.V. electronics. A knowledge of helical scan video equipment for color production is a definite plus.

We offer a competitive salary and comprehensive benefits that include paid relocation to Iowa. Send complete resume, including salary history to:

**Ronald H. Like**  
Deere & Company  
Moline, Illinois 61265

*An Equal Opportunity Employer M/F*

### Situations Wanted News

First Cameraman

I.A.T.S.E.

#### PHOTOJOURNALIST

Civil rights — Vietnam — White House — 20 years experience — 36 years old — National News Awards. Involved in commercial production since 1972. Just finished 18 month-37 country documentary project for multi-national corporation. Would like to return to hard news operation on international basis. Prefer Africa or Asia — other offers considered. Can provide CP-16R — single/double system or TK-76 with Sony BVU-200 editing package.

**CAMERAMAN • SUITE C-214 • 5055 E. BROADWAY • TUCSON, AZ. 85711**



**Audience Research**

**Professional Research Services**

SURVEYS from \$339.00 - Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
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6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

**Radio Programing**



**LUM and ABNER**

5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
11 VISTA DRIVE  
LITTLE ROCK, ARK. 72210  
Phone (501) 378-0135

**Public Notice**

**PUBLIC NOTICE**

The Borough of Rumson, New Jersey, which is located in Monmouth County, is inviting applications for a cable television licensee to operate within the geographic boundaries of the Borough.

The deadline for receipt of application is June 30, 1978. Application should be addressed to: Mayor and Council, Borough of Rumson, Borough Hall, East River Road, Rumson, New Jersey 07760

**Wanted To Buy Stations**

**Pacific Northwest**

Successful AM operator medium market wants Pacific Northwest property (Oregon preferred). Principals respond in confidence. High qualifications, California-based.  
Box F-102.

**For Sale Stations**

**Southeast & Southwest**

Several excellent medium market combos priced \$1 million plus ... FM, medium, \$235K... AM full, \$550K... AM single, \$165K... AM day, 2 X gross, \$800 K. John Mitchell & Associates, P.O. Box 1065, Shreveport, Louisiana 71163.

**JOHN mitchell**  
P.O. Box 1065 Shreveport, LA 71163

**For Sale Stations Continued**

South Dakota Fulltime AM covering large and prosperous ranching area. Good real estate. FM possibly \$165,000 with \$50,000 down.

Regional Network Serving 24 interconnected stations with agricultural and sports news and features. Large revenue improvement this year. Real bargain at \$300,000. 29% down.

Minnesota Daytimer in mini-market with fine potential. Beautiful area. \$77,500 includes real estate. \$25,000 down.

Colorado Background music service in major market. Profitable. Substantial expansion inevitable. \$200,000. Terms.

Mountain States Media Brokers  
Box 99 - Broomfield, Colorado 80020  
(303) 466-3851

- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- Powerful Fulltimer. City in NM. Billing \$300,000. Excellent value. \$530,000.
- Daytimer within 60 miles of Montgomery, Ala. Asking \$60,000. Seller wants offer.
- Daytimer NW Alabama. Good buy. \$175,000. Terms.
- Fulltimer in Northeast Alabama. Includes real estate. \$360,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Big city in Texas. Daytimer with 100 mile radius prime coverage area. Billing more than \$500,000 with much national and regional business. 1.2 million.
- 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. Mangement possibilities.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
815-756-7635 24 HOURS



**THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.**

OVER 8 HOURS OF SOUND EFFECTS: fire engines and fire-works ... wind and waves ... birds and sea lions ... horses & buggies and racing autos ... explosions and avalanches ... airports ... stadiums ... courts of law ... factories ... orchestras ... parties ... sirens ... fighting ... kids at play  
407 CUTS IN ALL --- AND ALL IN A 16-LP RECORD SET FOR ONLY \$150. COMPLETE!

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

I agree to purchase this set for \$150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.



STATIONS				CONTACT	
W	Small	AM	\$70K \$35K	Galen Gilbert	(214) 387-2303
W	Small	AM	\$125K \$50K	Bill Whitley	(214) 387-2303
MW	Small	AM/FM	\$310K Terms	Bill Whitley	(214) 387-2303
S	Medium	AM	\$200K Cash	Bill Hammond	(214) 387-2303
E	Metro	AM/FM	Make Offer	Art Simmers	(617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341



**HAWAII**

*Exclusive offering of profitable fulltimer with excellent growth record. Price of \$1 million is based on performance, not sunshine and surf. Negotiable terms to qualified buyer. Aloha!*

**THE KEITH W. HORTON CO., INC.**  
 Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138  
**BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.**

*Kenneth Chapin  
 1100 Malden Rd.  
 Syracuse, N. Y. 13211  
 (315) 454-4144*

*William S. Cook  
 Box 425  
 Newark, Del. 19711  
 (302) 737-4772*

*Robert I. Kimel  
 Box 270  
 St. Albans, Vt. 05478  
 (802) 524-5963*

*Emira Office  
 Keith W. Horton  
 Richard Kozacko  
 Keith Horton, Jr.*

**H.B. La Rue, Media Broker**

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 RUSS BUILDING · SAN FRANCISCO, CALIFORNIA 94104  
 415/673-6474

EAST COAST: 310 EAST 53RD ST., NO. 8D, New York 10022  
 212/289-9737

**ATLANTIC CITY**

Daytimer and full time FM high growth area. Health reasons dictates sale or partner. Submit financial qualifications for more information.

Box F-90.

**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers

Los Angeles Contact: Washington

William L. Walker  
 Suite 417, 1730 Rhode Island Avenue, N.W.  
 Washington, D.C. 20036  
 202-223-1553

**MEDIA BROKERS  
 APPRAISERS**

RICHARD A.  
**SHAHEN**  
 435 NORTH MICHIGAN · CHICAGO 60611  
 312-467-0040



**BROADCASTING'S  
 CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

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# Stock Index

Stock symbol	Exch.	Closing Wed. May 17	Closing Wed. May 10	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	51 5/8	46 7/8	+ 4 3/4	+ 10.13	51 5/8	35 3/8	9	18,152	937,097
CAPITAL CITIES	CCB	N	71	66 1/4	+ 4 3/4	+ 7.16	71	44 3/4	13	7,426	527,246
CBS	CBS	N	53 5/8	52	+ 1 5/8	+ 3.12	62	43 7/8	8	28,100	1,506,862
COX	COX	N	41	39 1/4	+ 1 3/4	+ 4.45	41	25 1/2	11	6,185	253,585
GROSS TELECASTING	GGG	A	19 5/8	18 7/8	+ 3/4	+ 3.97	19 5/8	13 5/8	9	800	15,700
KINGSTIP COMMUN.	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	D	36 3/4	32 7/8	+ 3 7/8	+ 11.78	36 3/4	16 1/2	12	2,745	100,878
MOONEY	MOON	O	4	3	+ 1	+ 33.33	4	1 7/8		425	1,700
RAHALL	RAML	D	20 1/4	20 1/4			20 1/4	8 5/8	22	1,264	25,596
SCRIPPS-HOWARD	SCRIP	D	45	44 1/2	+ 1/2	+ 1.12	45	30 1/2	10	2,589	116,505
STARR	SBG	M	12 3/4	13	- 1/4	- 1.92	13 1/8		12	1,487	18,959
STORER	SBK	N	29 5/8	31 1/2	- 1 7/8	- 5.95	31 1/2	19 3/8	11	4,876	144,451
TAFT	TFB	N	44 7/8	42 1/4	+ 2 5/8	+ 6.21	44 7/8	24 5/8	10	4,119	184,840
TOTAL									78,630	3,838,732	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	9 3/8	8 3/8	+ 1	+ 11.94	9 3/8	3 3/4	10	1,229	11,521
JOHN BLAIR	BJ	N	25 3/4	24 3/8	+ 1 3/8	+ 5.64	25 3/4	11 1/8	7	2,427	62,495
CHRIS-CRAFT	CCN	N	9 1/4	9 3/8	- 1/8	- 1.33	10 1/4	4 1/2	23	4,451	41,171
COMBINED COMM.	CCA	N	45 1/6	42 1/2	+ 2 5/8	+ 6.17	45 1/8	19	14	6,920	312,265
COWLES	CWL	N	23 1/4	22 5/8	+ 5/8	+ 2.76	23 1/4	12 1/2	26	3,969	92,279
DUN & BRADSTREET	DNB	N	32 7/8	32 1/2	+ 3/8	+ 1.15	32 7/8	26 1/4	16	26,339	865,894
FAIRCHILD IND.	FEN	N	28 3/4	26 1/2	+ 2 1/4	+ 8.49	28 3/4	9 1/2	18	5,708	164,105
FUQUA	FQA	N	11 7/8	11 5/8	+ 1/4	+ 2.15	13	8	7	9,396	111,577
GANNETT CO.	GCJ	N	44	40 1/2	+ 3 1/2	+ 8.64	44	32 3/4	18	22,430	986,920
GENERAL FIRE	GY	N	26	25 1/4	+ 3/4	+ 2.97	29 1/4	22 3/8	5	22,692	589,992
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	G	O	16	15 1/2	+ 1/2	+ 3.22	16	8	7	475	7,600
HARTE-HANKS	HMN	N	39	39 3/8	- 3/8	- .95	39 3/8	26	14	4,477	174,603
JEFFERSON-PILOT	JP	N	30 1/4	30 3/8	- 1/8	- .41	32 3/8	26 5/8	10	23,946	724,366
MARVIN JOSEPHSON	MRVN	O	14 3/4	14 1/2	+ 1/4	+ 1.72	17 1/4	10 1/4	7	1,978	29,175
KANSAS STATE NET.	KSN	O	12 3/4	12 5/8	+ 1/8	+ .99	13 1/4	4 3/4	12	1,727	22,019
LEE ENTERPRISES	LNT	A	28 3/8	28 3/8			28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N	28 1/8	29	- 7/8	- 3.01	29	18	8	6,762	190,181
MCGRAW-HILL	MHP	N	23 3/8	23	+ 3/8	+ 1.63	23 3/8	15 5/8	12	24,682	576,941
MEDIA GENERAL	MEG	A	19 1/2	18 1/4	+ 1 1/4	+ 6.84	20	13 5/8	9	7,451	145,294
MEREDITH	MOP	N	35 1/4	35 1/4			35 1/4	17 3/8	8	3,074	108,358
METROMEDIA	MET	N	54 3/4	45	+ 9 3/4	+ 21.66	54 3/4	25 1/4	11	6,630	362,992
MULTIMEDIA	MMED	O	27 1/4	21 3/4	+ 5 1/2	+ 25.28	27 1/2	16 1/4	15	6,594	179,686
NEW YORK TIMES CO.	NYKA	A	25 1/2	24 7/8	+ 5/8	+ 2.51	25 1/2	15 3/4	11	11,422	291,261
OUTLET CO.	OTU	N	26 1/4	26 5/8	- 3/8	- 1.40	26 5/8	16 5/8	10	2,290	60,112
POST CORP.	POST	O	30 1/4	29 1/2	+ 3/4	+ 2.54	30 1/2	16 1/4	10	893	27,013
REEVES TELECOM	RBT	A	2 7/8	2 7/8			3 1/8	1 3/4	48	2,381	6,845
ROLLINS	ROL	N	18 3/4	18 1/8	+ 5/8	+ 3.44	24 1/4	14 7/8	10	33,000	618,750
RUST CRAFT	RUS	A	24 1/2	24	+ 1/2	+ 2.08	24 1/2	8 1/2	14	2,297	56,276
SAN JUAN RACING	SJR	N	11 3/4	11 1/2	+ 1/4	+ 2.17	11 7/8	7 5/8	18	2,509	29,480
SCHERING-PLOUGH	SGP	N	34 5/8	33 1/4	+ 1 3/8	+ 4.13	44 3/4	26 3/8	11	54,084	1,872,658
SONDERLING	SDB	A	19 1/2	19 7/8	- 3/8	- 1.88	19 7/8	8 3/8	9	1,105	21,547
TECH OPERATIONS	TD	A	5 3/4	4 1/4	+ 1 1/2	+ 35.29	5 3/4	2 3/8	23	1,344	7,728
TIMES MIRROR CO.	TMC	N	30 1/8	29	+ 1 1/8	+ 3.87	30 1/8	20 3/4	11	34,760	1,047,145
WASHINGTON POST CO.	WPO	A	42 1/2	40 3/4	+ 1 3/4	+ 4.29	42 1/2	21 3/4	12	8,476	360,230
WOMETCO	WOM	N	15 3/4	15 1/8	+ 5/8	+ 4.13	15 3/4	10 7/8	11	8,554	134,725
TOTAL									364,174	10,446,259	

## Cablecasting

ACTON CORP.	ATN	A	9 1/4	9 3/8	- 1/8	- 1.33	10 1/2	3 1/8	10	2,710	25,067
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	49	47 1/4	+ 1 3/4	+ 3.70	49	19 3/4	25	3,863	189,287
ATHENA COMM.*		O	3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	5 1/2	5 3/8	+ 1/8	+ 2.32	5 1/2	3 1/8	25	8,370	46,035
CABLE INFO.*		O	1 1/2	1 1/2			1 1/2	1/2	8	663	994
COMCAST		O	11 1/2	9 1/4	+ 2 1/4	+ 24.32	11 1/2	3 3/4	20	1,651	18,986
COMMUN. PROPERTIES	COMU	O	14 5/8	14 3/4	- 1/8	- .84	14 7/8	3 5/8	27	4,839	70,770
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	28 5/8	27 1/4	+ 1 3/8	+ 5.04	28 5/8	17 5/8	11	7,508	214,916
GENVE CORP.	GENV	O	14 1/4	14 1/4			14 5/8	7 1/2		1,121	15,974
TELE-COMMUNICATIONS	TCOM	O	17 5/8	16 3/8	+ 1 1/4	+ 7.63	17 3/4	2 7/8	88	5,281	93,077
TELEPROMPTER	TP	N	13 1/8	12 1/2	+ 5/8	+ 5.00	13 1/8	6 3/4	31	16,922	222,101
TEXSCAN	TEXS	O	1 1/2	1 5/8	- 1/8	- 7.69	2	1 1/4	9	786	1,179
TIME INC.	TL	N	48 3/4	46	+ 2 3/4	+ 5.97	48 3/4	31 3/4	12	20,371	993,086
TOCOM	TOCH	O	8 1/2	7 1/8	+ 1 3/8	+ 19.29	8 1/2	2 1/4	18	894	7,599
UA-COLUMBIA CABLE	UACC	O	35	31 3/4	+ 3 1/4	+ 10.23	35	15 1/2	23	1,679	58,765
UNITED CABLE TV	UCTV	O	18 3/8	15 7/8	+ 2 1/2	+ 15.74	18 3/8	3 7/8	33	1,915	35,188
VIACOM	VIA	N	23 1/2	21 3/4	+ 1 3/4	+ 8.04	23 1/2	9 1/2	18	3,764	88,454
TOTAL									86,641	2,085,700	

Stock symbol	Exch.	Closing Wed. May 17	Closing Wed. May 10	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Programming</b>												
COLUMBIA PICTURES	CPS	N	19	19 1/2	- 1/2	-	2.56	20 1/2	7 3/8	8	6,748	128,212
DISNEY	DIS	N	40	37 3/8	+ 2 5/8	+	7.02	47 5/8	32 1/2	16	32,380	1,295,200
FILMWAYS	FWY	A	13 1/4	12 7/8	+ 3/8	+	2.91	13 1/4	6 7/8	10	2,579	34,171
FOUR STAR			1 1/8	1 1/8				1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	14 5/8	14 5/8				18 3/8	10 1/4	6	48,215	705,144
MCA	MCA	N	50	46 3/8	+ 3 5/8	+	7.81	50	32	11	18,558	927,900
MGM	MGM	N	34 3/4	36 3/4	- 2	-	5.44	36 3/4	16	15	14,609	507,662
TRANSAMERICA	TA	N	16 1/4	15 5/8	+ 5/8	+	4.00	16 1/2	13 1/4	6	66,781	1,085,191
20TH CENTURY-FOX	TF	N	32 1/4	31 3/4	+ 1/2	+	1.57	32 1/4	10	5	7,786	251,098
VIDEO CORP. OF AMER	O		6 1/4	5 1/4	+ 1	+	19.04	6 1/2	3 1/2	12	973	6,081
WARNER	WCI	N	41 1/4	40	+ 1 1/4	+	3.12	41 1/4	25 3/4	9	14,458	596,392
WRATHER	WCU	A	11 1/2	11 5/8	- 1/8	-	1.07	11 5/8	4 1/2	11	2,243	25,794
									TOTAL	215,996	5,563,594	

### Service

BBDO INC.	BBDO	O	34 1/4	34 1/2	- 1/4	-	.72	34 1/2	22 1/2	10	2,513	86,070
COMSAT	CQ	N	44	40 5/8	+ 3 3/8	+	8.30	44	28 3/4	12	10,000	440,000
DOYLE DANE BERNBACH	DDYL	O	21 1/2	20 1/2	+ 1	+	4.87	22	16 3/4	7	1,776	38,184
FOOTE CONE & BELDING	FCB	N	21 1/8	21 1/8				21 1/4	14 3/4	9	2,304	48,672
GREY ADVERTISING	GREY	O	31 1/2	32	- 1/2	-	1.56	34	16 1/2	6	716	22,554
INTERPUBLIC GROUP	IPG	N	34 1/2	33 1/4	+ 1 1/4	+	3.75	39 1/4	22 1/2	10	2,387	82,351
MCI COMMUNICATIONS	MCIC	O	4 5/8	4 1/2	+ 1/8	+	2.77	4 5/8	7/8	51	20,137	93,133
MOVIELAB	MOV	A	1 1/2	1 5/8	- 1/8	-	7.69	3	1	10	1,410	2,115
MPO VIDEOTECHNICS	MPO	A	5 1/4	5	+ 1/4	+	5.00	9	4	7	520	2,730
A. C. NIELSEN	NIELB	O	28	27 1/2	+ 1/2	+	1.81	28	18 7/8	14	10,832	303,296
OGILVY & MATHER	DGIL	O	52 1/4	49 3/4	+ 2 1/2	+	5.02	52 1/4	31	10	1,805	94,311
J. WALTER THOMPSON	JWT	N	26 5/8	26 1/4	+ 3/8	+	1.42	26 5/8	15 1/8	9	2,649	70,529
									TOTAL	57,049	1,283,945	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 5/8	8	- 3/8	-	4.68	8 1/4	2 3/8	8	1,672	12,749
AMPEX	APX	N	15 1/4	14 1/2	+ 3/4	+	5.17	15 1/4	7 3/8	15	10,928	166,652
ARVIN INDUSTRIES	ARV	N	21 3/8	19 7/8	+ 1 1/2	+	7.54	21 3/8	14 1/2	5	5,959	127,373
CCA ELECTRONICS*	CCA	O	5/8	5/8				5/8	1/8	3	897	560
CETEC	CEC	A	5	5				5	1 3/4	15	1,654	8,270
CDHU	CDH	A	4	4				4 1/2	2 1/8	13	1,779	7,116
CONRAC	CAX	N	25	23 1/2	+ 1 1/2	+	6.38	27 1/4	19 1/4	8	1,803	45,075
EASTMAN KODAK	EASKO	N	54 3/4	51 1/2	+ 3 1/4	+	6.31	86 3/4	42	14	161,370	8,835,007
FARINON	FARN	O	12 3/4	13 1/2	- 3/4	-	5.55	13 1/2	8	13	4,635	59,096
GENERAL ELECTRIC	GE	N	54 1/8	51 3/8	+ 2 3/4	+	5.35	56 5/8	44 1/2	11	184,581	9,990,446
HARRIS CORP.	HRS	N	58 3/8	53	+ 5 3/8	+	10.14	58 3/8	28	16	12,236	714,276
MARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4				5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8				2 3/8	1/4		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	41 7/8	38 7/8	+ 3	+	7.71	41 7/8	20 1/4	16	1,320	55,275
3M	MMM	N	55 3/8	51 1/2	+ 3 7/8	+	7.52	57	43 1/2	16	115,265	6,382,799
MOTOROLA	MOT	N	49 1/2	44 5/8	+ 4 7/8	+	10.92	56 7/8	34 1/4	15	28,544	1,412,928
N. AMERICAN PHILIPS	NPH	N	28	28 1/8	- 1/8	-	.44	36	24 3/4	6	12,033	336,924
OAK INDUSTRIES	OAK	N	29 7/8	26 3/4	+ 3 1/8	+	11.68	29 7/8	9 5/8	34	1,716	51,265
RCA	RCA	N	28 5/8	27 1/2	+ 1 1/8	+	4.09	31 3/4	22 3/4	9	74,910	2,141,436
ROCKWELL INTL.	ROK	N	33 3/4	33 1/4	+ 1/2	+	1.50	36 3/4	28 1/4	8	33,600	1,134,000
RSC INDUSTRIES	RSC	A	2 3/4	2 3/4				2 7/8	1 5/8	11	2,690	7,397
SCIENTIFIC-ATLANTA	SFA	A	29 1/2	27 1/4	+ 2 1/4	+	8.25	29 1/2	16 3/4	16	2,426	71,567
SONY CORP.	SNE	N	7 3/4	8	- 1/4	-	3.12	10 3/8	7	12	172,500	1,336,875
TEKTRONIX	TEK	N	44	40 5/8	+ 3 3/8	+	8.30	68 1/2	28 1/4	15	17,804	783,376
TELEMATION	TLMT	O	2	2 1/4	- 1/4	-	11.11	2 1/4	1/2	2	1,050	2,100
VARIAN ASSOCIATES	VAR	N	17 5/8	16 5/8	+ 1	+	6.01	21	14 3/4	10	6,838	120,519
WESTINGHOUSE	WX	N	21 1/4	19 3/8	+ 1 7/8	+	9.67	22	16 1/4	7	87,329	1,855,741
ZENITH	ZE	N	16	15 3/4	+ 1/4	+	1.58	28	11 3/8	21	18,818	301,088
									TOTAL	967,438	35,967,014	
									GRAND TOTAL	1,769,928	59,185,244	

### Standard & Poor's Industrial Average

99.7      95.9      +3.8

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.

\*\*No P/E ratio is computed, company  
registered net loss.

\*\*\*Stock split.  
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earnings  
figures are exclusive of extraordinary  
gains or losses.



## A new pair of shoes for ABC's Thomopoulos

Talk about hard acts to follow: There may have been some question as to Fred Silverman's specific contributions to ABC-TV's success, but there is no doubt about his reputation. Fortunately for Anthony Thomopoulos, ABC did not expect Mr. Silverman's successor to fill his shoes. In fact, ABC didn't want someone to fill Fred Silverman's shoes.

"I think that the imagery of how ABC got to where it is became almost a personality cult," ABC-TV President Fred Pierce says. "The emphasis on individual nabobs, so to speak, controlling the destinies of what Americans will watch is totally blown out of proportion. I don't think it's healthy for the industry and I don't think it's healthy for any one individual. Teams win championships, not individual stars."

Since last February, that philosophy has been the basis for ABC's argument that it has the best programming team in television—with or without Mr. Silverman. But that presented its own kind of problem: to find someone who could take over the presidency of ABC Entertainment without upsetting the team's equilibrium.

Enter Anthony Thomopoulos. Virtually unknown outside the network when he was appointed as Mr. Silverman's replacement on Feb. 1, Mr. Thomopoulos has stayed that way since, turning down almost every request for an interview. But inside ABC his selection was seen as a natural. A well liked and dedicated member of the ABC family, he paid his dues in program sales and packaging before joining the network in 1973. He then spent three years learning the ropes in several secondary program positions and finally gained an over-all perspective as Mr. Pierce's chief lieutenant since 1976. It was in that role that he earned the reputation as a man who possessed not only the experience to coordinate the network's existing program team, but also the temperament to do so.

"He acted on my behalf in any situation," says Mr. Pierce, "in what I consider to be the capacity of a line officer. And because of his ability and style, people who reported directly to me never got their nose out of joint because of the way he handled himself. When you're dealing with a lot of high-powered individuals, you've got to be able to have that degree of professionalism."

Mr. Thomopoulos says that he liked to emphasize the "vice president" half of his title then—vice president and assistant to the president. "I think that one of my strong points is that I'm very people-oriented," Mr. Thomopoulos says, "and



Anthony Denis Thomopoulos—president, ABC Entertainment. b. Feb. 7, 1938, New York; BS, foreign service, Georgetown University, Washington, 1959; mailroom clerk, radio administration and production, NBC, 1959-60, international division, sales, 1960-64; director of foreign sales, Four Star Entertainment, 1964-65, vice president, 1965-69, executive vice president, 1969-70; director of programming, RCA SelectaVision, 1970; vice president, television marketing, Tomorrow Entertainment, 1971; vice president, prime-time programs, ABC Entertainment, New York, 1973, vice president, prime-time television creative operations, 1974, vice president, special programs, responsible for prime-time specials and acquisition of theatrical films, 1975; vice president, assistant to the president, 1976; present post, Feb. 1, 1978; m. Penny Linakis, 1961; children—Anne, 16; Denis, 13; Mark, 10.

in dealing with the heads of the various divisions that report to Fred Pierce, in giving my personal input or helping to solve problems and in general coordination, I was actively involved in the decisions."

There has been some comment outside ABC that perhaps Mr. Thomopoulos's background was short of hands-on leadership—in fact, some have suggested that his appointment really meant that Fred Pierce had assumed the Silverman role. Mr. Thomopoulos naturally stiffens a bit at the suggestion. "First, it doesn't bother me [that people might think that]," he says. "I only have to please myself in that regard. Second, I think my actions will speak louder than my words. I am the president of ABC Entertainment, and I'm very much my own man."

Perhaps still slightly conscious of those criticisms, Mr. Thomopoulos returns in conversation to the subject of programming opportunities and orientation he has had throughout his career. Another recurrent theme, perhaps less consciously raised, is his strong sense of loyalty and family.

In high school he took a vocational ap-

titude test, and when the results came back, his eye fell on one of the suggested callings: diplomat. A not-very-rich kid from New York—his father, a 1915 immigrant from Greece, owned a family restaurant in the Bronx—Mr. Thomopoulos was soon standing, suitcase and trunk in hand, on the steps of the prestigious School of Foreign Service at Georgetown University in Washington. But he had "assimilation" problems at what he discovered was "the Catholic Yale of the East."

"I realized there were two requirements for a career in foreign service," he says. "One was social standing; the other was good financial position behind you. I had neither, but I did have a lot of love from a nice family. So I decided pragmatically that that was not the career for me."

Television, in need then of a diplomat: corps of its own for international sales, was somewhat more accessible. He still started out, however, in the mail room at NBC, where he found "lots of camaraderie, lots of ambition." At Four Star International four years later, he met his "mentor," the late Manny Reiner, then head of the television division. "He taught me an enormous amount about dealing with people," Mr. Thomopoulos says, "and about programming—programming in the sense of public acceptance." At Tomorrow Entertainment, where he said he always tried to combine creative input with sales, Mr. Thomopoulos learned about programming in the sense of network acceptance. He joined with producers Robert Christiansen and Rick Rosenberg in a "quest" to sell *The Autobiography of Miss Jane Pittman*, which was turned down at all three networks before being picked up and aired by CBS-TV—approved, finally, by Fred Silverman when he was still at the network where he started.

It was the promise of a more direct involvement with the programming side of the business that lured him to ABC, but Mr. Thomopoulos said there were other influences in the decision to go there. "It's hard to explain," he says. "But the word 'family'... I sensed it even from the outside. You really feel that you're part of something here. You keep your individuality, you keep your opportunities, they let you take chances and they're supportive. There's no operating from fear in this company."

Mr. Thomopoulos defines his mission as "working with television to make it mature and grow and to make it entertaining." But whatever his contributions prove to be, it seems unlikely that the future product of ABC Entertainment will come to be thought of as bearing a "Thomopoulos stamp," as opposed to an "ABC stamp." The team doesn't work that way.

## Still the people's choice

The national PTA, a dying body that found a flutter of life in the discovery of television sex and violence, claims to have recruited a "Business Advisory Council" consisting of major television advertisers. Sears, Roebuck has been inveigled or intimidated, as the case may be, into acting as host for the first meeting of the council at its Chicago headquarters on May 31.

It remains to be seen whether many of the invited advertisers will send people to Sears Tower. There are more good reasons to stay away than to attend. But public relations types may think it seemly to show at least a corner of the corporate flag.

Whatever comes out of the Chicago meeting, it will do more for the bureaucracy of the PTA than for the television system and the television audience whose welfare the PTA is so sedulously pretending to protect. Indeed television has already been victimized by corporate responses to the pressures generated by the PTA and other groups of even smaller constituency that have found a cause in television programming.

Take Sears, Roebuck's announcement of two weeks ago that it had withdrawn advertising from ABC-TV's *Charlie's Angels*, *Three's Company* and *Six Million Dollar Man* and CBS-TV's *Barnaby Jones* because of content the company found offensive. It received widespread attention in the press, as Sears' publicity department no doubt expected. It was a way for Sears to make brownie points with the PTA and any customers who may dislike such programming.

It hardly need be added that if Sears had announced it was positioning its newspaper advertising in or out of certain sections or keeping its automotive copy out of, say, the recipe sections of women's magazines, the decision would have passed unnoticed in the press.

Sears, of course, has every right to place its television advertising where it wants to. Whether it is making a wise advertising decision to stay away from some of the most popular shows on the air is a matter for consideration by its executives and directors. The outside world can only perceive its decision to have been influenced excessively by the clamor from special-interest groups that have decided to perpetuate themselves through antitelevision propaganda.

It will not take the PTA or its business council, if it has one, to let television broadcasters know when programs are offensive. The turned-off viewer is synonymous with the turned-off television set which quickly translates into turned-off television advertisers. There is no evidence that sets are being turned off in measurable numbers no matter what Sears and the PTA say.

## Voices from the nursery

As reported here a week ago, the FCC has been given any number of good reasons to reject the petition of Action for Children's Television which wants advertising outlawed in children's shows. The signs are, however, that the FCC may send the comments it has collected to whatever office is in charge of burying good advice and will proceed with a rulemaking to impose who knows what new restrictions on television programming and advertising.

If recent utterances of two FCC members may be taken at face value, ACT may not get all that it wants—the elimination of children's advertising. It will, however, get a reduction in permissible advertising quantity and perhaps an FCC quota of programming to be televised for children of various ages.

At the National Association of Broadcasters convention last

month Commissioner Abbott Washburn proposed that broadcasters reduce the commercial load in children's programs to six minutes an hour from the present standards of nine and a half minutes on weekends and 12 on other days. Mr. Washburn spoke approvingly of the six-minute standard that he said the Westinghouse and Post-Newsweek stations had adopted.

Two weeks ago, at a Washington symposium confectioned by ACT, FCC Chairman Charles D. Ferris endorsed the Washburn view and went farther to suggest that the FCC should consider the imposition of requirements for "regularly scheduled, high-quality programming directed to specific age groups."

Mr. Ferris's hint of new program controls struck us as at some variance with his maiden speech to the NAB convention where he vowed never to "exceed my authority by intervening directly in your specific program decisions." Perhaps the NAB ought to ask future chairmen to make their speeches under oath.

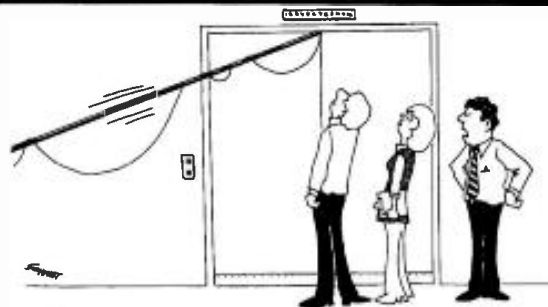
There is, of course, a double jeopardy in the coupling of proposals for reduced commercial content and for quotas on "regularly scheduled, high-quality programming directed to specific age groups." Only theorists with no experience in real-world economics could seriously suggest that higher standards of programming can be produced from diminished revenue. We cannot hope for more, however, when an Abbott Washburn tells the world that Westinghouse and Post-Newsweek stations are confining commercial content to six minutes an hour in children's shows. The fact is, of course, that although those companies may be adhering to the six-minute standard in whatever shows they originate, they are deleting no commercials from the infinitely more network shows they clear, and network standards are nine and a half minutes on weekends and 16 on weekdays.

Broadcasters may take some comfort in the reminder that the FCC contains five other members who can vote. Isn't it possible that at least four of them will have the sense and nerve to send ACT's petition back to Boston?

## No hanging back

The Senate Communications Subcommittee has scheduled a hearing, at his request, on Senator William Proxmire's (D-Wis.) bill to repeal Section 315, which contains the equal-time provision and the fairness doctrine. Cynics will see it as a useless exercise, since the subcommittee chairman, Ernest F. (Fritz) Hollings (D-S.C.), thinks the fairness doctrine ranks with the Bill of Rights and is merely extending a senatorial courtesy in this case.

Broadcasters, however, would be unwise to play this as a loser. There is a record to be made and support to be shown for repeal of restrictions that enfeeble broadcast journalism.



Drawn for BROADCASTING by Jack Schmidt

"Whose idea was it to send the ENG team up in the elevator?"

# IT'S NICE TO KNOW SOMEONE APPRECIATES YOU FOR ALMOST KILLING YOURSELF TO GET A STORY.

It begins with an end. A requiem mass for four firemen whose lives went up in flames.

It's the opening scene of "We're No Heroes." "One of the best and most honest portrayals of the work of a fire fighter that we have ever seen," raved the president of the I.A.F.F.

It's the kind of film that mists your eyes and puts a lump in your throat. It's the kind of film that wins awards: a Cine Gold Eagle, a Gold Waffle, the IAFF Competition First Prize, the White House News Photographers Association Award.

But most important, it's the kind of film that creates change.

The pressure to close firehouses in the District of Columbia was fierce. The reasons cited were budgetary, but the community was incensed. So the WJLA-TV 7 team that produced this film lived for a month with the men of Platoon 2, Truck 3, Engine 16. Then followed them into the hell on earth that they call their job.

The firehouses stayed open.

"I've never seen a better documentary on the fire service," said

Fire Department Sergeant Dan Wetsel. "I smiled through my

tears and then I cried through my smile..." said someone like you.



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