

CBS's sacrifice fly on sports:
Wussler out as FCC balks

Broadcasting Mar 20

The newswEEKly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

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The winning combination of a top-rated network hit—with the kind of audience composition everybody wants—has made WELCOME BACK, KOTTER one of the fastest selling pre-sold series in domestic syndication. If you're not among the pre-sold markets already welcoming KOTTER, you really ought to talk to us...while there's still time.

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VIACOM FEATURES I

Elvis Presley stars in 5 lavish Hal Wallis productions that averaged a 43% share in their network debuts.

Frank Sinatra stars in "Man with the Golden Arm." Kirk Douglas in "Last Train from Gun Hill." Shirley MacLaine in "All in a Night's Work."

Jerry Lewis in "Don't Give Up the Ship."

Altogether, 20 great movies (and many more great stars)! They grossed over \$100 million at the box office, and 17 that aired on network television averaged a 38% share in initial showings.

All 20 are immediately available.



VIACOM FEATURES II

"Walking Tall" topped its 45% network share with a 46% the second time around.

"The African Queen" drew an initial 43% network share and won an Oscar for Bogart.

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This is an extraordinarily powerful group of 21 motion pictures. With 2 more of Hal Wallis' best Elvis Presley films. And other hits that star William Holden, Lee Remick, Richard Burton, Elizabeth Taylor, Donald Sutherland, Richard Chamberlain, Jerry Lewis, Walter Matthau, George C. Scott, Susannah York and more big names.

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VIACOM FEATURES III

These 24 movies are made for big television audiences!

In initial network exposure, "Larry" pulled 44% of a prime-time audience, "The Glass House" 41%, "Born Innocent" 39%, "The Runaways" 44%. And "Queen of the Stardust Ballroom" drew a glistening crowd of 3 golden Emmys.

Starring in these 24 movies are many of the most popular personalities on television today. Henry Winkler, Alan Alda, Earl Holliman, Shirley Jones, Barbara Eden, Desi Arnaz, Jr., Linda Blair, Andy Griffith, Peter Graves, Nehemiah Persoff, Patricia Neal, Art Carney, Glenn Ford and Bradford Dillman.

23 are immediately available.

major source for movies.



VIACOM FEATURES IV

A name-dropper's delight! This group is loaded with the likes of Woody Allen, Steve McQueen, Michael Caine, Robert Shaw, Tony Curtis, Walter Matthau, Sidney Poitier, Omar Sharif, Sean Connery, Gig Young, Jane Fonda, Ernest Borgnine, Cliff Robertson, Art Carney, Cloris Leachman, Alan Alda, Nancy Walker and more heavyweights.

Titles are just as impressive. Take the Money and Run," They Shoot Horses, Don't They?" (Academy Award), "Junior Bonner," "Charly" (Academy Award), "For Love of Ivy" and Lovers and Other Strangers."

This is an exceptionally well balanced group of 30 movies with the added attraction of limited network runs.

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VIACOM FEATURES V

Another group that vividly illustrates television's ability to produce its own top drawing movies!

"Sybil" collected a 40% share for Part I and 43% for Part II, along with 4 Emmys, a Peabody and other awards.

"Nowhere to Hide" won 42% of a national audience against prime-time competition. "Savage Bees" won a 41% share, "Judge Horton and the Scottsboro Boys" 39%.

In this group of 20 movies are such standout talents as Faye Dunaway, Jane Fonda, Cicely Tyson, Ed Asner, Sally Field, Joanne Woodward, Arthur Hill, Cloris Leachman, Robert Reed and Richard Boone.

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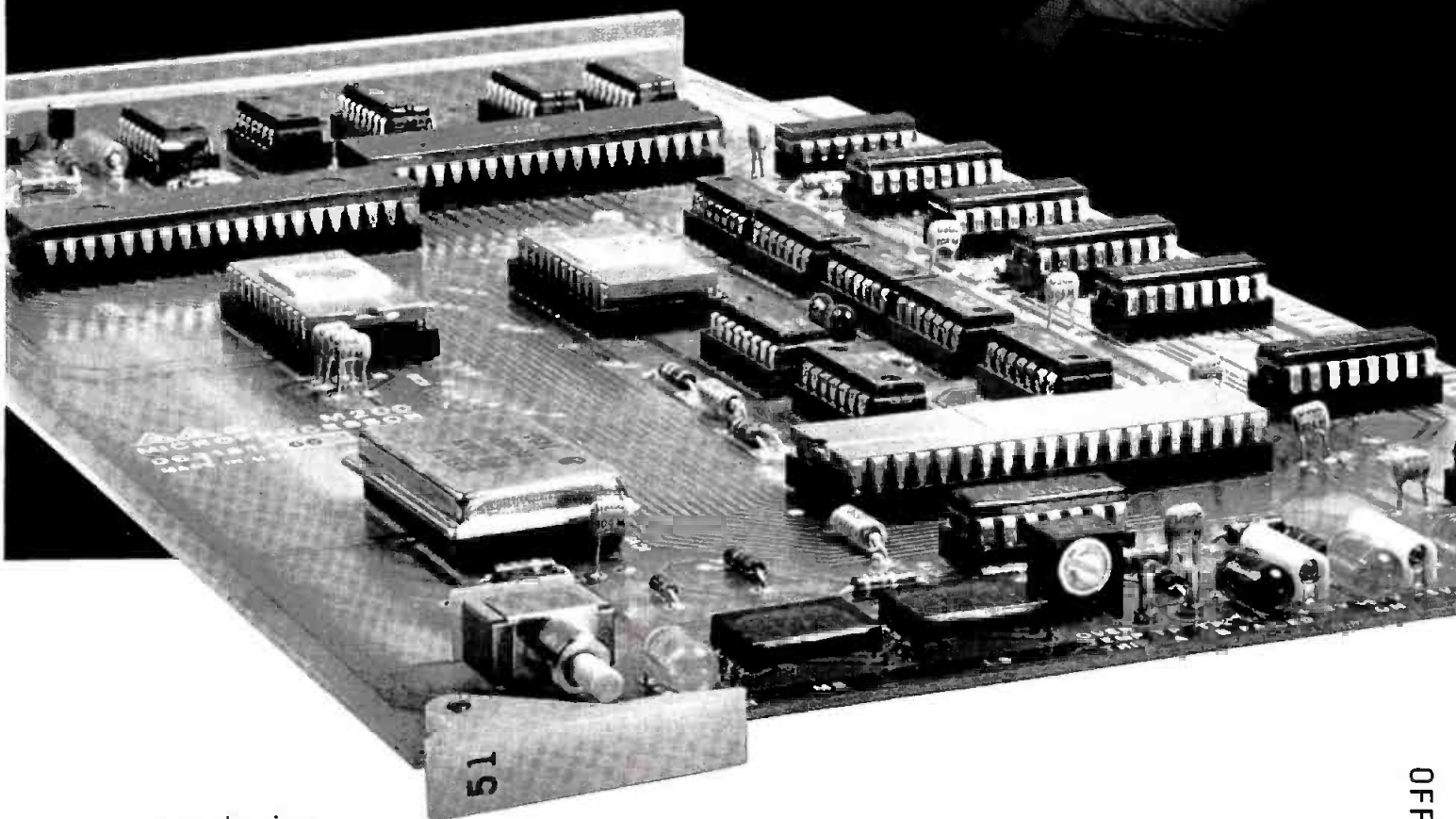
"Spellbound," "Rebecca," "Duel in the Sun," "Notorious," "Portrait of Jennie," "The Spiral Staircase," "The Paradine Case," "Since You Went Away."

The titles evoke memories of movie magic. As do the great names of the stars. Ingrid Bergman, Gregory Peck, Ginger Rogers, Cary Grant, Jennifer Jones, Joseph Cotten, Katharine Hepburn, Charles Boyer.

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The Week in Brief

MATCH POINT □ CBS is given a month to come up with some good reasons why the FCC shouldn't give the network's TV O&O's short-term renewals because of those inappropriately titled "winner take all" tennis productions. Bob Wussler, the CBS Sports president ultimately responsible for the snafu, quits, with denials all around that there's a connection here. **PAGE 24.**

ON TRAC-7 □ Audits & Surveys starts up a radio ratings service using RAB's computer-based system. Four largest markets are initial target. **PAGE 27.**

WATCH ON THE PRIME TIME □ The boom in syndication evidenced at NATPE has the networks warily eyeing affiliate pre-emptions. **PAGE 27.**

JUST THE FACTS □ That's what the FCC asked for in its cable economic inquiry, and it got a lot in return—only cable's facts don't match the broadcasters' facts. **PAGE 28**

TOP 50 TO-DO □ The FCC decides that it should make or break its policy on limiting group ownership in the big markets; so far it's been ineffective. **PAGE 30.**

FCC MANIPULATION □ Citizen groups accuse the FCC of attempting to subvert an appeals court decision. The charges are in briefs that seek reversal of the FCC's entertainment-format proceedings. **PAGE 32.**

PAY FOR PLAY □ Register of Copyrights Ringer emphatically tells Congress that legislation for performer royalties would impose no undue financial hardships on broadcasters. **PAGE 32.**

NO DICE □ Multimedia and McClatchy call off a proposed swap of TV stations in Stockton, Calif., and Greenville, S.C. Idea originally was designed to ease their crossownership problems. **PAGE 33.**

MARRIAGE PLANS □ Viacom and Sonderling want to get together. But their \$27.6-million merger faces some hurdles, especially the latter's payola-plugola probe by the FCC. **PAGE 33.**

SMOG IN SAN FRANCISCO □ The proposed three-way FM station sale in the Bay Area gets weathered in further. Already questioned on programming grounds, the deal gets more complicated by ex parte charges. **PAGE 34.**

PEP PILLS FOR PIONEERS □ There's a move afoot to put

new life into the organization that H.V. Kalttenborn founded. Cash and Jahncke divulge some of the plans. **PAGE 36.**

COMBINED RUMORS □ There's talk about CCC being taken over and even doing some taking over of its own. But President Eller insists nothing is going to happen. **PAGE 36.**

TV SPOT IN '77 □ TVB reports how \$2.3 billion was expended last year in that area of broadcasting. It breaks down when the time was bought, the type of advertisers and the names of the top 100 clients. **PAGE 43.**

FIFTEEN-SECOND ADS □ TV stations are wary of them, saying increased clutter will result. SRA claims virtually unanimous opposition at the local level. **PAGE 45.**

ANOTHER FOR ABC-TV □ Even with reruns generously mixed with new offerings in prime time, the network wins the ratings for March 4-12. **PAGE 46.**

'MR. TALENT' LEAVES □ David Tebet, famed for catching and keeping big stars at NBC-TV, will depart from the network May 1. He'll head a new Joseph E. Levine television undertaking. **PAGE 46.**

NO BIG DEAL □ Nielsen reissues the ratings that had been fouled up. Few major deviations are found. The network ratings committee does warn Nielsen not to let it happen again. **PAGE 47.**

FROM GROUP W □ A local prime-time access venture that started at KPX(TV) San Francisco and spread to the other Westinghouse outlets will be the basis of a new syndication service by Group W. **PAGE 48.**

THE ACT HAS CHANGED □ There was a different look to first-run programs offered at the NATPE marketplace two weeks ago. Here's a rundown of the product. **PAGE 50.**

BUCKS OR SCOOPS? □ A Columbia-duPont survey of broadcast journalism takes some hard shots at the news job being done and questions motivations. **PAGE 54.**

SPECTRUM SAVER □ Dr. Raymond Wilmotte pioneered in the development of directional antennas nearly 50 years ago. That bent for engineering conservation is still evident in his current challenge as head of the UHF Task Force for the FCC. **PAGE 73.**

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Cablecasting... 42	Editorials... 74	Monday Memo... 15	Top of the Week... 24

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

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

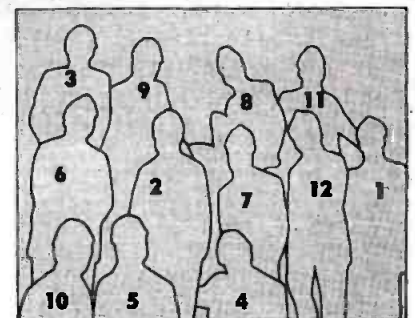
But the people and the press have a right to know what we're doing and how it will affect them.

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

Below there is a list of names and phone numbers of the Gulf people to call when you need information. We hope you'll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.



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meeting the challenge.**



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Michael H. Nelson · 504-566-2667
8. Philadelphia, Pennsylvania
Jack Galloway · 215-563-6633
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Thomas D. Walker · 412-263-5938
10. Santa Fe, New Mexico
A. Samuel Adelo · 505-988-8905
11. Tulsa, Oklahoma
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Gulf Oil Corporation



Closed Circuit®

Insider report: behind the scene, before the fact

From scratch

One of many problems House Communications Subcommittee staff has to work out between now and June 1—deadline for Communications Act draft—is details of “spectrum use fee” that subcommittee chairman, Lionel Van Deerlin (D-Calif.), wants to invent as alternative to strict regulation of broadcasters and other spectrum users. As staff sat down with House bill-writing expert last week to begin drafting rewrite, it still had little more than outline and handful of options for spectrum fee.

Staffers know what it shouldn't be—percentage tax on users' revenues—and vaguely what it should be—some reflection of value of spectrum space occupied, based on such criteria as band width, signal's geographic coverage, user's location, and, perhaps most important, demand for space. In broadcasting, that would mean fee would be highest in big markets. Drafters still don't know how big fees would be, but think it would be good idea to phase them in over period of as much as 20 years, charging users, say, 15% first year and increasing amount yearly until maximum is reached.

Same size

Katz Television researchers have completed comparison of homes using TV in 28 markets for which February Nielsen sweeps have become available with HUT levels in same 28 markets in February 1977. Conclusion: no change. Katz thinks this should squelch concern once and for all over declining audiences.

Identity crisis

There are still strained relations between National Association of Broadcasters TV board and TV code board, stemming from confrontation last year after TV board overrode code board and drafted new code provision on TV sex (code board had recommended no action). NAB joint board chairman, Donald Thurston, subsequently tried, but failed, to win bylaws change restricting TV board to role of ratifying TV code board initiatives. TV board, at meeting in January, decided instead that two boards should strengthen their liaison by having representatives attend each other's meetings.

So TV board chairman, Kathryn Broman, sat through TV code board sessions last week (page 52), but code board chairman, Robert Rich, says better solution still needs to be found. Code board last week discussed such ideas as forming conference committees between

boards when disagreements arise or having joint board meetings (two have in fact scheduled get-acquainted session at NAB convention in April).

Film flam?

Some stations and national reps are becoming concerned with new wrinkle they think threatens to siphon off spot TV dollars. It's recent practice of motion picture studios to produce television special promoting new feature film release and offer it free to stations in return for “time bank” spots to be used later. Paramount began with special made at West Coast premiere of “Saturday Night Fever” and said it has six other “premiere parties” in mind. MCA (Universal Pictures) is doing same with its new release, “FM.” Stations feel if trend continues it could cut into estimated \$67 million spent in spot TV last year by film studios. Blair Television, for one, has sent advisory to its stations on subject.

Separation of powers

White House, which has enough domestic and international problems, is attempting to avoid one with independent agencies, including FCC. Problem arose when draft of executive order aimed at simplifying federal regulations and providing for more public participation in their preparation was circulated for comment. Draft dealt principally with executive branch but asked whether proposals should apply to independent agencies as well. Those agencies, including FCC, and some members of Congress have opposed suggestion on grounds independent agencies ought to stay independent. (FCC and other agencies have said, however, that they endorse President's goals and are already following some of his recommended procedures.)

To avoid confrontation, final executive order won't apply to independent agencies. White House will simply ask agencies to adopt its principles voluntarily.

Retaliation?

Some members of Federal Communications Bar Association are wondering whether its opposition to resolution that, among other things, affirmed constitutionality of FCC's fairness doctrine will cost FCBA its seat in House of Delegates of American Bar Association. Resolution, proposed by ABA's Sciences and Technology Section, would have substituted mandatory public access for case-by-case fairness oversight by FCC. With opposition of FCBA, resolution was defeated at House of

Delegates winter meeting (BROADCASTING, March 13).

Former FCC Commissioner Lee Loevinger, delegate from Science and Technology Section, disparaged FCBA in speech advocating adoption of resolution. He said FCBA represented narrow interests and excluded government lawyers. House of Delegates, in straw poll, voted to oust FCBA from seat it has held for 25 years. Last week Mr. Loevinger denied he was arguing for FCBA ouster. His criticism, he said, was “designed to set the record straight” on FCBA's credentials for opposing resolution.

Time out

National Association of Broadcasters is soon to file petition with FCC urging end to regulation by “raised eyebrow” of radio commercial time. FCC has no rule limiting commercials, but, NAB argues, regulates nonetheless through delegations of authority—process whereby commission staff can put license renewal application before full commission if station has carried commercial load exceeding 18 minutes per hour—standard borrowed from NAB's own radio code. NAB will argue that FCC has no authority to adopt time standards, but it will not object to FCC action in individual cases of extreme abuse.

Second front

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has asked subcommittee staff to look into CBS's involvement in latest boxing dispute between Muhammad Ali and Ken Norton over first challenge to new heavyweight champion, Leon Spinks. But he is making clear he is not out to get network. He says he has put counsel Harry M. (Chip) Shooshan and other staffers “on guard duty.” Action came in same week that FCC censured CBS Sports for mislabeling “winner take all” tennis (see page 24).

Mr. Shooshan has requested from CBS all documents relating to arrangements for telecasting next Spinks fight, but Mr. Van Deerlin said last week from what he knows, he doesn't think CBS has done anything wrong. Furthermore, if next Spinks fight ends up on closed-circuit TV, as is possible if it's with Mr. Ali, and not on CBS-TV which has \$1.5-million rights to Spinks-Norton fight, controversy will have moved outside subcommittee's jurisdiction, he says. Mr. Van Deerlin adds that his real motivation for doing anything at all is pressure from his district, San Diego, where Ken Norton lives.

Business Briefly

TV only

Mars □ Various candy products get four-month TV promotion starting in mid-April. D'Arcy-MacManus & Masius, New York, will seek spots in 150 markets during fringe time. Target: children, 6-11, teenagers and women, 18-49.

Church's □ Fried chicken chain places 12-week TV buy starting next week. Burton-Campbell, Atlanta, will buy spots in 25 markets during fringe, prime and prime access time. Target: adults, 18-34.

Valle's □ Restaurant chain arranges 11-week TV buy beginning next week. Arnold & Co., Boston, will schedule spots in 15 markets during fringe and daytime. Target: women, 25-54.

General Electric □ Major appliances gets three-month TV promotion starting in April. Adford Advertising, Atlanta, will handle spots in 30 markets during day, fringe and prime time. Target: total adults.

Jeno's □ Food products company

Rep appointments

- WJW(AM) Cleveland: Major Market Radio, New York.
- KWOW(AM) Pomona, Calif.: Market 4 Radio, New York.
- WTIC-AM-FM Hartford, Conn.: Katz Radio, New York.
- WATR(AM) Waterbury and WNLK(AM)-WLYQ(FM) Norwalk, both Connecticut: The Queen Co., Boston.

focuses on its pizza in TV and network campaign beginning next week and running through June. JFP & Associates, Duluth, Minn., will seek spots in eight markets during fringe and prime-access time, costing about \$450,000. Target: total women.

Hertz □ Car rental service launches 10-week TV buy beginning next week. Ted Bates, New York, will schedule spots in about 25 markets during late fringe and special time. Target: men, 25-54.

Chevron □ Chemical company focuses on its Ortho garden and home division in 10-week TV dealer participation campaign starting in early April. Doremus, Philadelphia, will select spots in about 25 markets during day and fringe time. Target: adults, 25 and over.

Dunlop □ Tire and rubber corporation slates six-week TV buy beginning in early April for its tires. Rumrill-Hoyt, New York, will buy spots in 60 markets during late fringe and news time. Target: total men.

Interstate Transmissions □ Repair and service group starts four-week to six-week TV drive in early April. Brewer Associates, Dearborn, Mich., will select spots during fringe and prime time in Detroit and Chicago, spending approximately \$66,000. Target: men, 18 and over.

Standard Brands □ Smooth 'N Easy gravy mix arranges six-week TV flight beginning next week. Ted Bates, NeizPrk, will select spots in 25 markets during day and fringe time. Target: women, 18 and over.

Northwest Industries □ Soft & Fade jean softener gets six-week TV promotion beginning next week. Bozell & Jacobs, New York, will seek spots in 25 markets during early fringe time. Target: total teen-agers and women, 18-49.

Coca-Cola □ Milkmate product gets six-week TV flight starting next week. Foote, Cone & Belding, New York, will buy spots in eight markets during day and early fringe time. Target: women, 18-49, and children, 6-11.

Stride Rite □ Children's shoe manufacturer starts six-week TV drive next week. AC&R, New York, will seek spots in nine markets during early fringe time. Target: total children.

Guild Wineries and Distillers □ Cribari wine gets six-week TV campaign beginning in late April. Mediators, New York, will handle spots in seven markets during all day parts. Target: women and men, 18-34.

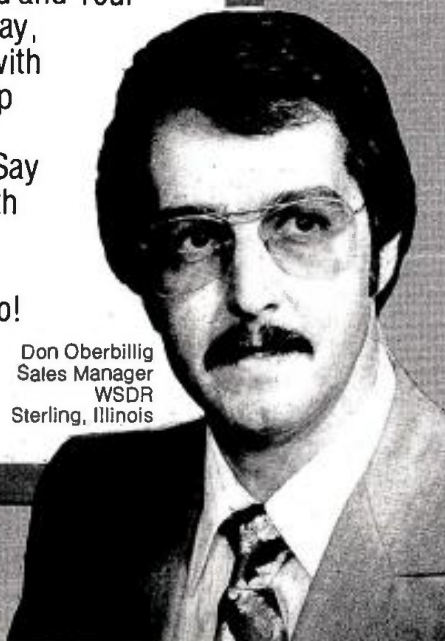
Wine Imports of America □ Giscabassi wine gets six-week TV flight starting next week. Keller Naver, New York, will buy spots in five or six markets during fringe and prime access time. Target: adults, 18-49.

K-Tel □ *Disco Rocket* album gets five-week TV push beginning late this month. Commonwealth Advertising, Minnetonka, Minn., will spend about \$400,000 in 45 markets during fringe time. Target: adults,

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18-34, and teen-agers.

Norlin Music □ Manufacturer and marketer of musical instruments features its Lowery organs in four-week TV drive starting in early April. Grey-North, Chicago, will seek spots in approximately 30 markets during fringe time. Target: total adults.

Champion Home Builders □ Manufacturer of mobile homes arranges four-week TV campaign for its Trans-Vans street van and camper beginning late this month. Burton Advertising, Detroit, will arrange spots in four markets during prime, prime access, early and late fringe time. Target: adults, 25-54.

H.J. Heinz □ Food products group features its 57 brand sauce in four-week TV campaign beginning in early April. Ketchum, MacLeod & Grove, Pittsburgh, will arrange spots in 54 markets during early fringe time. Target: women, 18-49.

Bell of Pennsylvania □ Telephone company slates four-week TV buy starting in early April for its "bargain hours" and long distance phone calls. Lewis & Gilman, Philadelphia, will schedule spots during day, fringe and prime time in five Pennsylvania markets. Target: adults, 25-64.

Allied Van Lines □ Long-distance mover schedules four-week TV campaign beginning in early April. Creamer Lois/FSR, New York, will handle spots in test markets during fringe time. Target: adults, 18-49.

Garcia □ Thumbar fishing reels receive four-week TV campaign beginning in early April. Bozell & Jacobs, Atlanta, will place spots in 24 markets during day, news and late fringe time. Target: total men.

Nalley's Fine Foods □ Magic Blend imitation salad dressing gets four-week TV campaign starting in early April. Della Femina, Travisano & Partners, Los Angeles, will seek spots in 22 markets during day, fringe and prime time. Target: women, 18-49.

Swedish Match □ Thum-thing

BAR reports television-network sales as of Feb. 26

ABC \$217,124,800 (36.4%) □ CBS \$200,628,600 (33.6%) □ NBC \$178,923,900 (30.0%)

Day parts	Total minutes week ended Feb. 26	Total dollars week ended Feb. 26	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	138	\$ 935,800	1,095	\$ 7,320,000	\$ 6,602,900	+10.9
Monday-Friday 10 a.m.-6 p.m.	1,012	16,288,700	8,160	133,684,900	116,313,600	+14.9
Saturday-Sunday Sign-on-6 p.m.	336	9,164,900	2,677	73,215,900	74,243,000	-1.6
Monday-Saturday 6 p.m.-7:30 p.m.	99	4,204,000	807	34,028,000	31,397,200	+8.4
Sunday 6 p.m.-7:30 p.m.	17	935,600	192	13,487,900	10,636,400	+26.8
Monday-Sunday 7:30 p.m.-11 p.m.	416	38,075,000	3,353	301,474,100	274,935,500	+9.7
Monday-Sunday 11 p.m.-Sign-off	215	4,437,000	1,678	33,466,500	33,885,500	-1.2
Total	2,233	\$74,041,000	17,962	\$596,677,300	\$548,014,100	+8.9

Source: Broadcast Advertisers Reports

disposable lighter gets three-week TV drive beginning next week. Independent Media, New York, will select spots in about 10 Northeastern markets during fringe time. Target: adults, 18-34.

Plumrose □ Sliced ham is highlighted in three-week TV push beginning next week. Scali, McCabe, Sloves, New York, will seek spots in about 25 markets during day, fringe and news time. Target: total women.

Martha White Foods □ Subsidiary of Beatrice Foods features its Byron's Bar-B-Que sauce in three-week TV promotion starting next week. Eric Ericson, Nashville, will place spots in four markets—Nashville, Atlanta and Birmingham and Montgomery, both Alabama, during day, fringe and prime access time. Target: women, 18-49.

Pennwalt Corp. □ Chemical specialties division starts two-week TV buy for its Pennswim pool chemical next week. Aitkin-Kynett, Philadelphia, will buy spots in 13 markets during news time. Target: adults, 18 and over.

Smithfield Packing Co. □ Company begins two-week TV flight for its various products in mid-April. Henry J. Kaufman & Associates, Washington, will select spots in four markets during day and early fringe time. Target: women, 25-49.

General Tire & Rubber Co. □ Tire division plans two-week TV push beginning in early April. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., will seek spots in 20 markets during prime and news time. Target: total men.

Radio only

Algonquin Gas □ Gas transmission company plans 26-week radio push starting in early April. Doremus, Boston, will buy spots in 13 New England markets including Boston, Hartford, Conn., and Newport, R.I. Target: adults, 18 and over.

Bacardi Imports □ Dennis & Huppert division features its Ghirelli Lambrusco in 10-week radio promotion beginning in April. Ross Roy/Compton, New York, will handle spots in three markets. Target: adults, 18-24.

Ronzoni Macaroni □ Paste products and spaghetti sauce company kicks off six-week radio promotion starting in early April. Firestone & Associates, New York, will handle spots in eight markets including Boston and Philadelphia. Target: women, 18-49.

Team Central □ Retail electronics stores begins four-week radio push next week. Grey, Minneapolis, will place spots in 67 markets. Target: men, 18-34.

U.S. Navy □ Recruiting division plans three radio flights beginning in April, May and June. Burrell Advertising, Chicago, will place spots in 16 black markets. Target: adults, 18-24.

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who want to be informed.

The answer to programming for the PTA,
the NAB, the FTC, the UJA and the USA.

THE NEW QUIZ KIDS

Produced by
Bennett/Katleman Productions
in association with



Columbia Pictures Television



YOUR DOG PROBABLY EATS BETTER THAN THEY DO.

Storer stations are concerned about the aged and are doing something about it.

Today for many of the 23 million Americans 65 and older, the term "Golden Years" is a cruel joke.

Nearly 1 in 6 lives in poverty, their small fixed incomes eaten alive by soaring inflation. One-third, it's estimated, get fewer than 3 meals a day. Some are starving. Others resort to eating from garbage cans.

This in a nation that last year spent more than \$1.6 billion for dog food, and over a half-billion for cat food.

To make matters worse, about two-thirds of our elderly live in cities or suburbs, where they're preyed upon by thieves, drug pushers and muggers. Often ill, and afraid to venture out, many live lonely desperate lives in small inadequately heated rooms.

Worse yet, it's figured that by the year 2,000, there will be 30.6 million Americans 65 or older—one out of every eight.

Obviously there's an urgent need for help. A need Storer Stations respond to by calling the plight of senior citizens to the attention of local communities in editorials and programming.

WJBK-TV in Detroit, for example, recently fought against the medical phenomenon called "transfer trauma" said to cause many elderly deaths. Due to budgetary considerations, a 200-patient Long Term Care Facility was to be converted into a psychiatric treatment center, and elderly patients scattered among other facilities. Heeding the pleas of WJBK-TV, legislators responded with overwhelming support for a grant to continue the Facility.

WSPD-TV in Toledo faced a different problem. A law designed to give heating bill discounts to the elderly and disabled was passed. But because of official foot-dragging, those who qualified had little over a month to apply. Application forms were hard to come by and the plan flopped. That is, until WSPD-TV took up

the cudgel for simplifying procedures and eliminating the deadline.

In San Diego, KCST-TV editorials gave enthusiastic support to a volunteer effort by local police. Their offer: free home inspections for senior citizens, to check doors and windows and recommend ways to make homes more burglar-proof. KCST-TV also threw its backing behind legislation to correct nursing home abuses with toll-free hotlines, surprise checks by the District Attorney, plus more.

Getting deeply involved in the vital affairs of the communities they serve is typical of all Storer Stations. We feel 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



For the record.

The Michigan legislature recently passed a concurrent resolution of tribute in honor of Kalamazoo's WKZO radio.

"To better serve the people in its 38-county coverage area," the resolution states, "WKZO has always planned programming with local needs in mind. Emphasis is placed on providing agricultural information for the area's many farmers. And WKZO has earned a reputation for outstanding coverage of professional, college and high school sports." The legislature also commends WKZO for being named the National Adult Contemporary Radio Station of the Year in markets of less than one million by the Billboard International Programming Forum.

We're honored by this recognition and especially proud that the legislature wrote, "The staff . . . is to be commended for their unwavering dedication to making WKZO responsive to the needs of its listeners." Doing our best is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island		
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Monday Memo[®]

A broadcast advertising commentary from Harold Levine, chairman, Levine, Huntley, Schmidt, Plapler & Beaver, New York

Missing ingredient: giving them the business news

After many years of viewing news programs on television, both as a consumer and an advertising executive, it is clear that the people who decide "all the news fit to broadcast" pay little or no attention to the demographics of their audience.

When is the last time you saw a business story covered with any kind of depth or intelligence on a television news program? Aside from the daily Dow Jones averages, it is usually only the sordid and sensational aspects of business that wind up on the screen.

Nevertheless, statistics show that the average audience for late news program is better educated, highly skilled professionals with above-average disposable incomes. Late news TV shows get 77% more men and women earning \$25,000 or more than the audience that watches prime time TV. This is obviously an audience with more than a passing interest in business.

Yet the "news" that shows up on these programs has little or no direct interest to the business community. Every evening, we are treated to some "personality" who spends almost 10% of the 30-minute broadcast on the weather. Do we really need to hear witty little sayings interspersed with the barometric pressure over Idaho? Why can't some of this time be spent explaining the relationship between the closing of a steel mill in Pittsburgh and the thriving Japanese steel industry?

Isn't it real news that these balance-of-trade problems end up affecting all of us? Yet for the average viewer of news on TV, the relationship between business and economics and the daily life of that viewer is never even touched upon, much less explained.

The facts are that studies show time and time again that the American public is practically ignorant when it comes to business or economics. A poll done by the Opinion Research Corp. last year showed that the average person estimated the annual after-tax profit of manufacturers in the United States to be 33% on sales. The actual average was 5.2%. Still other polls have shown that most Americans have only the vaguest notion what profits really are, and most of the time the information about business received by the consumer is biased—coming from consumer activists, college professors and poorly informed reporters.

Business has never been the best-loved of American institutions, but its standing these days in the media is either to be discounted or, even worse, ignored. Most TV



Harold Levine is chairman of Levine, Huntley, Schmidt, Plapler & Beaver Inc., New York. Mr. Levine formed his agency six years ago with his friend and partner, the late TV newsman Chet Huntley. At present, Levine, Huntley invests 70% of its clients' advertising dollars in television.

realize that corporations like Rockwell In- news operations have a sports editor, an entertainment editor, dozens of reporters, but how many have a full-time business editor? For that matter, I would dare say that TV journalists do not even possess a rudimentary understanding of business or business terms. I recall my former partner, the late Chet Huntley, decriing the fact that he never met a TV newsman who had a good basic education in banking, finance or economics. Even on the newspaper side, he said, "few business reporters have sound background or education in marketing or economics. Most often the business reporters come out of sports, entertainment or general news."

Consequently, business is pouring more and more advertising and public relations money into institutional campaigns to "educate" the public on the company's posture in the world. But what else can business do? The only business news that ever emanates from television is scandals and sensationalism. One cannot blame the business community for being 'paranoid' about its image as portrayed on TV.

Ironically, much of this counteradvertising is run on the same news programs that totally ignore any but the most damaging "news" from the business community.

It's as though the producers of TV news programs don't even watch the commercials on their own programs. Don't they

realize that corporations like Rockwell International, TRW, E.F. Hutton, Collins & Aikman, and Exxon, for example, advertise on these programs because they want to reach the businessmen and women who make up a large part of the audience for TV news?

Since everything on television seems to be geared to the young, it is interesting to note that the young people of the 70's are not totally turned off by business. Producers and programers of TV news programs would do well to note that enrollments in the nation's business schools are up dramatically over the past few years, belying the notion that the young are not interested in business.

Quite the contrary, not only are young people interested in business, but unlike generations before them, they now ask tough questions and demand real answers about how business and the economy operate. It is obvious that they will not get these answers from television news.

Yet, who can deny that what happens in the business world has both immediate and long-range effects on their life styles and the life styles of all Americans? Rarely is any attempt made to explain the function of business in our society, or as a matter of fact, the contributions that business continues to make to our way of life.

Television, the most potent force in modern society for informing and teaching, is an exciting medium. It can be used effectively to report real news events that influence our lives both directly and indirectly.

It is interesting to note that commercial television, for the first time in its history, is showing a decline in viewers. Public television on the other hand is gaining viewers as well as increased support from the business community.

Why? Can it be the public is tired of what the "experts" in programing think they know about what the public wants? Has the time finally arrived that the public has reached its saturation point of mindlessness that commercial TV offers both in prime time and on the news programs?

I am tired of watching news programs that are more concerned with the drama of the picture than the importance of the story. We really don't need to see a fire, a mugging, a street fight or a protest meeting specially staged for the cameras every evening. Often these stories aren't even important enough to hit the morning newspaper the following day.

If television news continues to ignore the "hand that feeds it," the business community will turn to alternative methods and media for getting its message across. In fact, many are already doing so.

Datebook

■ indicates new or revised listing

This week

March 19-20—Spring convention of *Kentucky CATV Association*. Executive Inn Rivermont, Owensboro, Ky.

March 21—Fifth symposium on microwave mobile communication as precede to *Institute of Electrical and Electronics Engineers Vehicular Technology Conference*. Denver.

March 21—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency, Washington.

March 22—*International Radio and Television Society's* 38th anniversary banquet. ABC Inc. is to receive 1978 Gold Medal of IRTS. Americana hotel, New York.

March 24—FCC's new date for comments in inquiry into possible changes in commission's form 395—annual employment report (Docket 21474). Replies are now due April 21. FCC, Washington.

Also in March

March 27—FCC's deadline for comments on proposal to expand cable television relay service band from 12.7-12.95 ghz to 12.7-13.20 ghz (BROADCAST-ING, Jan. 16). Replies are due April 26. FCC, Washington.

March 29—*NBC Radio Network* regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

March 31—*NBC Radio Network* regional affiliate meeting. Opryland hotel, Nashville.

March 31—FCC's new date for replies in its FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

March 31-April 1—*Society of Professional Journalists, Sigma Delta Chi*, region 4 conference.

Cascade Holiday Inn, Akron, Ohio.

March 31-April 1—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. New Orleans.

March 31-April 2—*Texas AP Broadcasters* convention. Galvez hotel, Galveston, Tex.

April

April 1—Great Lakes Radio Conference of *Central Michigan University* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich.

April 2-5—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturer's Foundation for Economic Freedom*. NAB headquarters, Washington.

■ **April 3**—*Alaska Broadcasters Association* meeting. Anchorage Westward Hilton, Anchorage.

April 5—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federation's* Advertising Hall of Fame. Waldorf-Astoria hotel, New York.

April 5—New England Advertising Research Day, sponsored by the *Advertising Research Foundation*. Sheraton Boston, Boston.

April 5-7—Annual worldwide conference and workshop of *American Forces Radio and Television*. Sportsmen's Lodge, Los Angeles.

April 5-8—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information; SFM Media Service Corp., New York, (212) 682-0760.

April 6—*Missouri Broadcasters Association* awards

presentation. Ramada Inn, Columbia, Mo.

April 7-8—*Society of Professional Journalists, Sigma Delta Chi*, region 6 conference. Minneapolis-St. Paul.

April 7-9—*Broadcast Education Association* 24th annual convention, Convention Center, Las Vegas.

April 7-9—*Society of Professional Journalists, Sigma Delta Chi*, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

April 7-9—*Women in Communications* meeting for Great Lakes region 2. Hollenden House, Cleveland.

April 7-9—*Women in Communications* meeting for South region 8. Carolina Inn, Chapel Hill, N.C.

■ **April 7-9**—NBC News managers conference. WMAQ-TV and Holiday Inn Plaza Mart, Chicago.

April 8—Meeting of the board of directors of the *Association of Maximum Service Telecasters*. MGM Grand hotel, Las Vegas.

April 8—Educational journalism convention of *Rutgers University*. Brunswick, N.J. Information: Joe Lasica, convention chairman, 266 Washington Avenue, Elmwood Park, N.J. 07407.

April 8—Career workshop for New England area, sponsored by *Women in Communications Boston chapter*. George Sherman Union building, Boston University, Boston.

■ **April 8**—Annual convention of *California AP Television-Radio Association*. Holiday Inn, Monterey, Calif.

April 9—*Association of Maximum Service Telecasters* 22d annual membership meeting. Las Vegas Convention Center, Las Vegas.

April 9—*Society of Broadcast Engineers* annual meeting. Las Vegas Hilton, Las Vegas.

■ **April 9**—Meeting of *National UHF Broadcasters Association*, open to all UHF operators. East meeting room complex, room B-1, Convention Center, Las Vegas.

April 9-11—Annual convention of *Illinois-Indiana Cable TV Association*. Forum Thirty hotel, Springfield, Ill.

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas Hilton, Las Vegas.

April 10-11—*New York State Cable Television Association's* spring meeting. Thruway Hyatt House, Albany, N.Y.

April 12—Deadline for reply comments in FCC inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

April 12—Annual meeting of *New England Cable Television Association*. Meadowbrook Inn, Portsmouth, N.H.

April 13—*NBC Radio Network* regional affiliate meeting. Sheraton Airport Inn, Phoenix.

April 13-14—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 13-14—Second annual *Texas Association of Broadcast Educators* Southwest broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

April 14—Regional meeting and sixth annual broadcast journalism seminar, sponsored by *William Allen White School of Journalism, University of Kansas*, and *region 6 of Radio Television News Directors Association*. Kansas Union on campus, Lawrence, Kan.

April 14-15—*Radio Television News Directors* region one seminar. Seattle.

April 14-15—*Women in Communications* meeting for Northeast region 6. Waldorf-Astoria, New York.

April 14-15—*Oklahoma AP Broadcasters* conven-

Major meetings

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

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

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

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

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

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

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

June 7-10—*Broadcasters Promotion Association* 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 will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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

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

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

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

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When the blizzard of '78 hit Ohio, Newscenter 7 was ready. Already on alert, news teams mobilized as the storm belted the Miami Valley.

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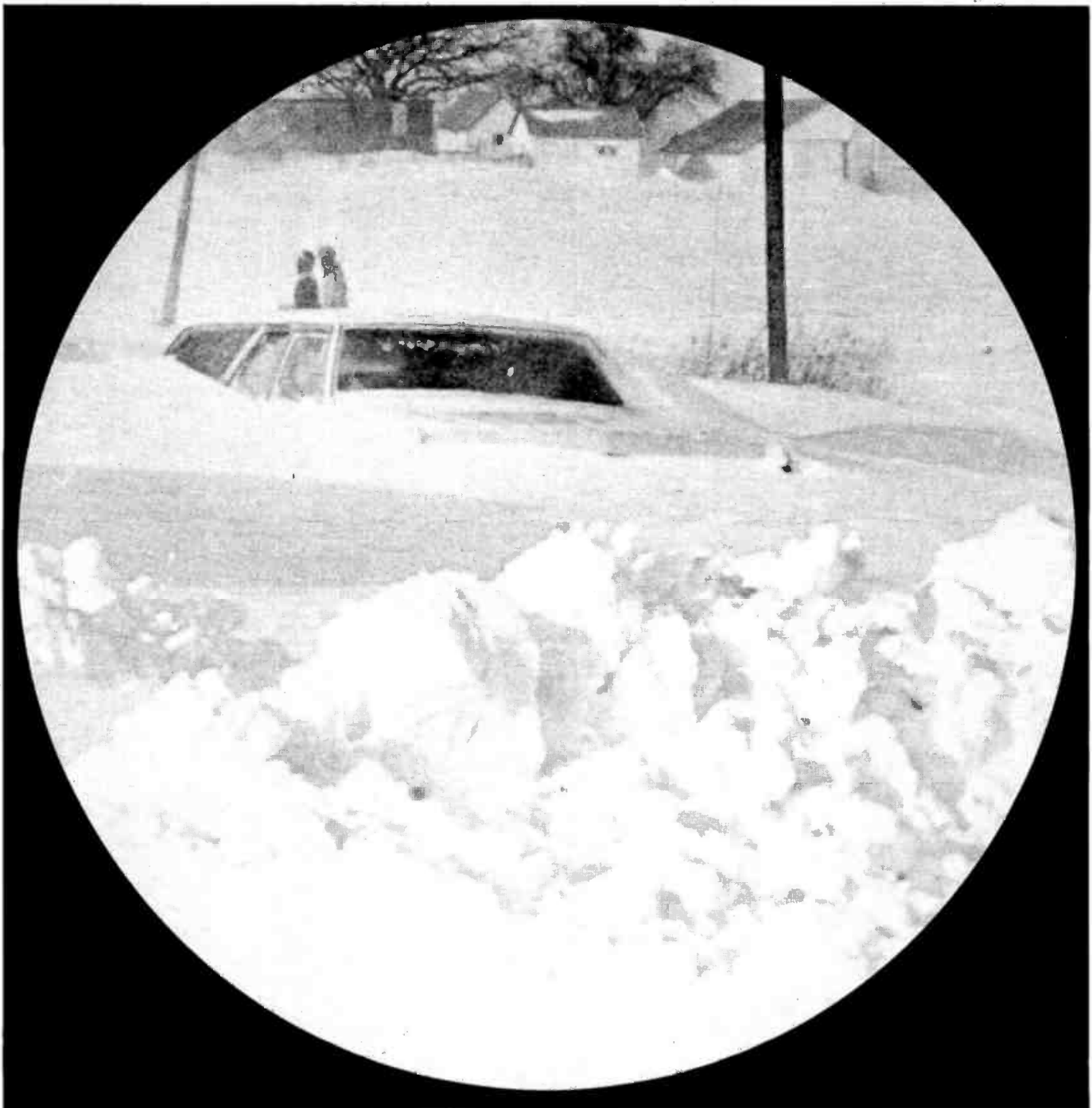
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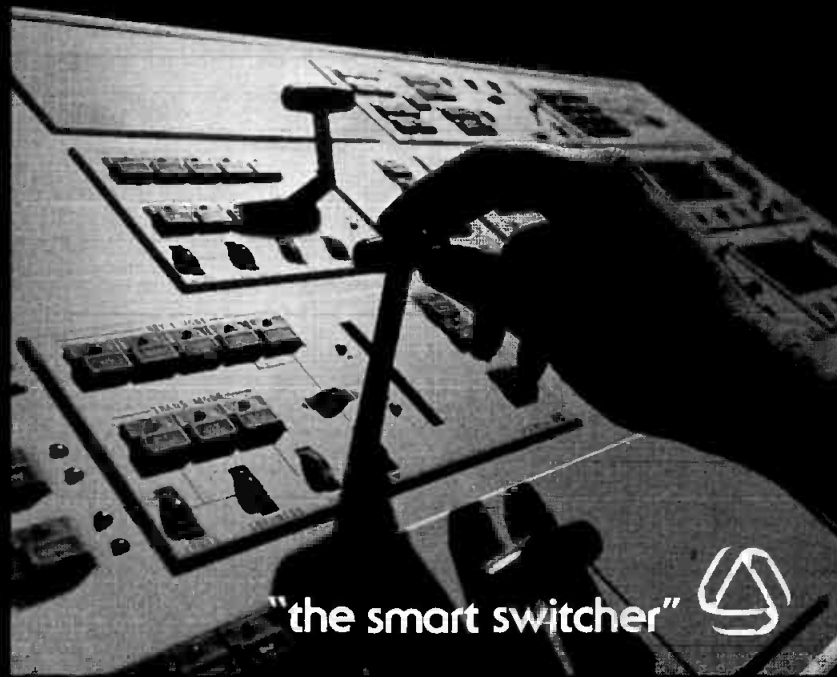
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tion. Hollidome, Oklahoma City.

April 14-16—*Women in Communications* meeting for West region 5. Snowbird Ski and Summer Resort, Snowbird, Utah.

April 14-16—*Women in Communications* meeting for Pacific Northwest region 1. Marylhurst Education Center, Portland, Ore.

April 15—Meeting of *region 14 of Radio Television News Directors Association*. University of South Florida, Tampa.

April 15—Regional workshop of *Radio Television News Directors Association and Department of Journalism, Duquesne University*. Duquesne University, Pittsburgh.

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

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

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

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

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

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

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

April 22—Meeting of *Radio Television News Directors Association* region 7 in conjunction with AP; UPI; Society of Professional Journalists, SDX; Indiana University and Purdue University, Indianapolis. Campus of last-named, Indianapolis.

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

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

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

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

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

April 25—*Tennessee Association of Broadcasters* sales seminar. Hilton Airport Inn, Nashville.

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

■ **April 27**—Symposium on television in the courtroom, sponsored by *Alpha Epsilon Rho, the National Honorary Broadcasting Society*. Lawson Hall, Southern Illinois University, Carbondale.

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

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

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

April 28-29—*New Mexico Broadcasters Association*

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

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

April 29-May 2—*Chamber of Commerce of the United States* 56th annual meeting. Washington.

April 30-May 2—*Action for Children's Television* seventh annual symposium on children's TV. Washington.

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

May

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

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

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

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

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

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

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

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

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

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

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

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

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

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

May 17-18—*Ohio Association of Broadcasters* spring convention. New Marriott East, Cleveland.

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

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

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

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

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

■ **May 23**—*National Radio Broadcasters Association* seminar on radio sales management techniques

and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.

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

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

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

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

June

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 16-18—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 18-20—Annual meeting of *NBC-TV affiliates*. New York Hilton, New York.

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

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

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

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

June 23-24—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

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

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

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

July

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

August

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

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

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

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

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

September

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

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

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

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

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

Sept. 17-20—*National Radio Broadcasters Associ-*

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ation annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

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

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

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

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

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

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

October

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

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

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

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

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

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

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

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

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

Oct. 29-Nov. 3—Society of Motion Picture & Television Engineers convention. Americana hotel, New York.

November

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

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

Nov. 26-30—Annual conference of North American Broadcast Section-World Association for Christian Communication. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

December

Dec. 5—Advertising Research Foundation Western conference. San Francisco.

Dec. 12-14—Midcon/78 electronics show and exhibit. Dallas Convention Center, Dallas.

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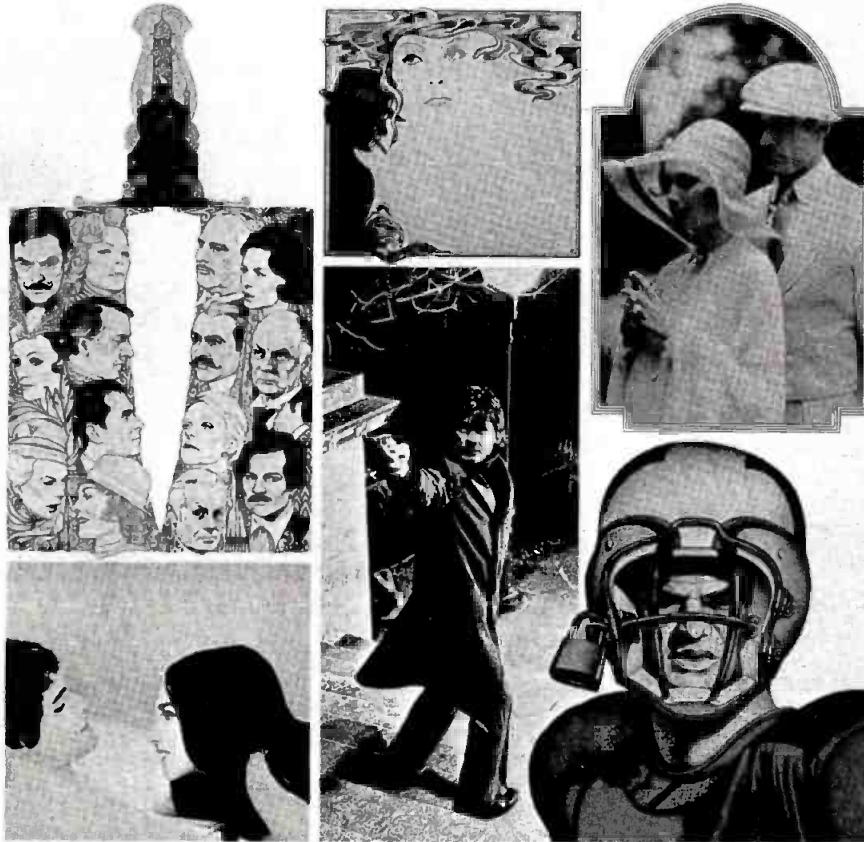
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Top of the Week

CBS licenses jeopardized by tennis deceptions; Wussler exits

FCC threatens short-term renewals for one, some or all of network's owned stations, but gives company 30 days to persuade commission that penalty is inappropriate; CBS Sports president, who had been demoted from TV network presidency, will become independent producer

CBS finds itself as close as any network ever has to the indignity and anxiety of having the FCC grant a short-term license renewal to one or more of its stations. The commission last week said such a sanction might be appropriate punishment for what it said was CBS's deception of the public in promoting four CBS "Heavyweight Championship of Tennis" matches in 1975 and 1976. But the network was given 30 days to provide information that might persuade the commission not to impose the sanction. Among other things the FCC wants to know: what actions CBS has taken to prevent repetitions of such deception.

The commission issued what amounted to an interim decision in the matter on Thursday, one day after CBS announced the resignation of Robert Wussler, a key figure in the events that led to the commission's action, as president of CBS Sports. He is to form his own production company with financial help from CBS Inc.

Although the commission did not take the final step of imposing a sanction, its action last week reflects the seriousness with which the commissioners view the matter. Three weeks ago, Chairman Charles D. Ferris appeared determined to have the commission grant short-term license renewals to one or more CBS stations ("Closed Circuit," March 6). And while no consensus had formed behind that idea, most commissioners felt something stronger was warranted than the letter of admonition recommended by the staff.

The commission vote last week was

unanimous, with Commissioners James H. Quello and Margita White concurring. But Mr. Quello, who had vigorously opposed the chairman's call for short-term renewals, issued a statement making it clear he had not changed his mind on that point; he disassociated himself from the conclusion that short-term renewals might be appropriate.

While the commission was postponing final decision in the CBS case, it was about ready to conclude its work in the investigation of ABC Sports coverage of the scandal-ridden U.S. Boxing Championship. The commission is said to be satisfied that while ABC appears to have been guilty of negligence, it did not commit deliberate fraud. A letter of admonition—being redrafted, among other reasons, to accom-

stituted false or misleading statements to the public. CBS knew before the second match, the commission said, that each losing player would receive at least \$150,000. (The first match was promoted by Tennis Championships Inc., the three others by William F. Riordan, who also was Mr. Connors's manager for the first two matches.)

■ The two host hotels—Caesar's Palace, in Las Vegas, for three matches, and the Cerromar Beach hotel, in Puerto Rico, for the fourth—apparently violated the payola statute. The commission said each of the four contracts provided that the promoters, in return for large payments, would assure identification of the hotels on television. Neither the promoters nor the hotels disclosed the identifications to CBS, and no network employe attempted



Wussler

modate a suggestion of Commissioner Joseph Fogarty's that ABC be asked to report on steps it is taking to prevent a recurrence of the errors revealed in the investigation—will probably be sent this week.

Much of what the commission disclosed in its report on the CBS matter had been aired before—in the report the House Communications Subcommittee prepared on the subject and in the report prepared by outside counsel retained by CBS to investigate:

■ Losers as well as winners in the four matches—all won by Jimmy Connors—were paid substantial sums of money (\$280,000, in the case of John Newcombe, in the second match). And CBS's promotion of the matches as winner-take-all, the commission said, "con-

to learn the details of the arrangements, although "many CBS executives were aware the hotels were paying large sums to the promoters," the commission said. (Mr. Wussler is said to have been told by Mr. Riordan before the second match that Mr. Riordan expected to receive \$300,000 from Caesar's Palace.)

■ CBS apparently violated the sponsorship identification section of the Communications Act by failing to "exercise reasonable diligence to learn" of the promoter's arrangements with the hotels regarding their identification on the telecasts.

That alleged violation was also tied in with a new disclosure in the commission's report—the "inaccurate statements" of Mr. Wussler regarding "complimentary rooms, food and beverages" he received

from Caesar's Palace in connection with the Connors-Newcombe match. The commission said Mr. Wussler stated he did not knowingly receive such services without charge when evidence indicates he did.

The commission also said that, contrary to his statements, Mr. Wussler may have been aware that other CBS employees were receiving similar considerations from the hotel.

"Appropriate announcements were required" when CBS executives received those considerations from Caesar's Palace and aired identifications of the hotel "that were not reasonably related to its use on the broadcast," the commission said.

Another "inaccurate statement" attributed to Mr. Wussler involved the true financial details of the third Connors match. The commission said evidence supports the statement of Mr. Connors's lawyer that he told Mr. Wussler that Mr. Connors would receive \$500,000 for the match, win, lose or draw.

With that as background, the commission said it did not conclude "at this time" that the findings "required designation for hearing" of CBS renewal applications. But, it said, a short-term renewal of one or more of the licenses "might very well be appropriate." (CBS's KNXT(TV) Los Angeles, whose renewal application has been deferred because of a petition to deny, is one station likely to be picked.) Nevertheless, the commission said, CBS was being given 30 days to offer data "showing grounds for possible mitigation."

The commission asked CBS to relate efforts taken to prevent a recurrence of the promotion practices at issue and any safeguards regarding new procedures in connection with the broadcast, advertising and promotion of sports events CBS has initiated or intends to initiate.

The commission also asked the network to report in detail on what it has done or intends to do "to inform the general public of the deceptive practices" and of the steps taken to prevent their recurrence. The commission's investigation disclosed only one effort, on May 14, 1977, on the part of CBS—by Pat Summerall—to inform the public of the truth.

□ The Wussler resignation announcement came at 6 p.m. (NYT) Wednesday (March 15), about 16 hours before the FCC met to consider censoring or penalizing CBS for its promotional handling of several "winner take all" tennis tournaments. Mr. Wussler denied that any connection existed between his departure and the FCC's deliberations, saying he had been discussing the move to independent production with Gene Jankowski, president of the CBS/Broadcast Group since last October. (Mr. Jankowski became CBG president at the same time Mr. Wussler was demoted from the TV network presidency he had held since April 1976).

"I know, being a journalist, it's a very logical conclusion to make [that there was



Ferris. For the prosecution



Quello. For the defense

a connection between the two events]," Mr. Wussler said Thursday. "I've got to tell you that I know nothing about that. During all those conversations with Jankowski [about the production deal], that was never raised once. Ask Jankowski or John Backe."

Mr. Jankowski denied that Mr. Wussler's leaving was related to the FCC problem. "It would have happened in any event," he asserted. Other sources said the possibility of Mr. Wussler's becoming an outside producer with CBS backing had been under consideration at least since last November.

Mr. Backe was reported to be out of the country on vacation late last week and could not be reached for comment. A spokesman, however, also denied any relationship between the Wussler resignation and the FCC matter, and said the idea of CBS financing his production efforts in return for first call on the product had been Mr. Wussler's.

The deal was agreed upon some time ago, "except for the flourishes," which were not finally worked out between CBS's and Mr. Wussler's lawyers until last week, a spokesman said. Then, he said, "word began to leak, and we had to go ahead and put out the announcement."

Mr. Wussler, he said, "wanted to make some money" and "there's a lot of money" in TV production and TV sports. "What people forget," the spokesman said, "is that Bobby is a bang-up producer. At CBS News and later at CBS Sports he was one of the best we had."

A successor to Mr. Wussler had not been named as of late last week, and he said he expected to remain in his post until April 15.

Some CBS sources said the "logical" replacement for Mr. Wussler would be Barry Frank, who had headed the sports department until Mr. Wussler stepped down from the network presidency to take command of sports as a separate CBS division last October (BROADCASTING, Oct. 24, 1977). Mr. Frank is now executive vice president, programming, for the division.

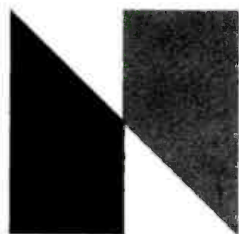
It was rumored in network sports circles that a power struggle of sorts had developed between Mr. Wussler and Mr. Frank

when the former resumed control of sports, and Mr. Frank had come close to leaving the division for his own production deals ("Closed Circuit," Feb. 27). When Mr. Frank changed his mind about two weeks ago, "that was the tip-off that Wussler was going," said a sports executive for another network. Asked if the knowledge that he would be leaving influenced Mr. Frank's decision to stay, Mr. Wussler said, "You'd have to ask Barry that, but I can only presume there was a tie there." Mr. Frank was on vacation last week and unavailable for comment.

Some sources speculated a possible stumbling block in Mr. Frank's way back to the president's chair might be his own connection with the controversial tennis issue. The promotional problems surrounding the events occurred under Mr. Frank's tenure as head of sports as well as under Mr. Wussler's, and as an executive at Trans World International before joining CBS, Mr. Frank had helped package the events from their inception. However, one CBS executive said last week, "I certainly haven't heard any other names mentioned."

Mr. Wussler has secured a multiple-year commitment from CBS which entails "a considerable sum of financial backing" through the full term of the agreement whether or not the network buys any programs from the new company, Mr. Wussler said. CBS is to have first refusal rights on any specials, made-for-TV movies, miniseries, sports or news programming Mr. Wussler produces, he said. He hopes to have the as-yet-unnamed company geared up to offer projects by the next pilot season a year from now. Current plans are to have headquarters near broadcast row in New York with offices in Los Angeles.

Mr. Wussler said the production deal grew out of various programming possibilities he had suggested to Mr. Jankowski during the last several months. "I was peppering him with all these ideas," Mr. Wussler said, "many of which were outside the sports area, and he said, 'Do you think you could do something like this for us on a full-time basis?' Finally over the course of January and



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early February I said to him, 'Well, maybe I should go off and form my own deal.'

The agreement was reached at the Muhammad Ali-Leon Spinks fight in Las Vegas, Mr. Wussler said, and lawyers for the two sides have been hammering out a "very sophisticated, very complex" contract since then.

Pressed about the possible link to the FCC and congressional investigations into the division's handling of various events, Mr. Wussler said he had not been in contact with representatives of either body other than socially since last fall, except for sending them copies of his new guidelines for promotion and coverage of sports broadcasts (BROADCASTING, March 13).

"I'm aware of the fact that the FCC is meeting on that today," he said Thursday. "We had been led to believe some time ago that they were going to handle this in February or late January, and I think if the FCC was going to ask for my head they would have been asking for my head then. I certainly don't think that CBS would be putting the kind of financial resources that it is into this arrangement with me if in fact the FCC had been asking for my head."

Mr. Wussler sounded tired, if not discouraged, the day after his resignation was announced. "I've been here 21 years, and I'm 41 years of age. You don't cut those umbilicals easily," he said. "But I was quoted in BROADCASTING six months or so ago that I wanted to get into other kinds of programming, and CBS has been kind enough to provide that opportunity. Let's see how good I am."

Audits & Surveys picks up RAB's TRAC-7 ball and runs with it

New computer-based ratings service will start in four largest markets this year, be in 20 in two years

Audits & Surveys Inc., New York, a leading independent marketing and media research firm, announced last week it was entering the radio audience measurement field, using the so-called "TRAC-7" system developed by the Radio Advertising Bureau ("Closed Circuit," Feb. 6).

The service, called A&S/TRAC-7, will deliver its initial reports covering fourth-quarter measurements this year in four markets, probably New York, Los Angeles, Chicago and Philadelphia, according to Solomon Dutka, A&S president. Mr. Dutka said he expected to expand the market list to 10 during 1979, be measuring 20 by the start of 1980 and go on from there.

TRAC-7—which stands for Telephone Radio Audience Cumulation, with 7 representing the number of days each respondent

is interviewed during a week—calls for continuous interviewing by telephone to gather not only average quarter-hour listening by daypart but also product usage information and data on the amount of time respondents spend with TV and newspapers. Quarterly reports are planned.

The gathering and compilation of information will be computer-based. The role of the interviewers, seated at computer-linked cathode ray tubes, will be limited to dialing the telephone numbers provided by the computer, asking the questions displayed on the CRT and entering the appropriate answers into the computer. The computer program has built-in error-prevention measures, according to A&S. For instance, if a respondent gives the call letters of a station not heard in that market, the computer tells the interviewer to challenge the answer. In addition, when the answer to one question has been entered, the computer provides the appropriate follow-up question for the interviewer to ask.

A&S officials estimated that, with the assistance of the computer, the average interview would be 10 to 12 minutes in length.

A&S field-tested the TRAC-7 system for RAB and the National Association of Broadcasters last September in Chicago to determine its feasibility. RAB planned to set up an industry-owned organization to provide radio measurements to TRAC-7 specifications but deferred that plan when it learned that "private enterprise"—presumably A&S—was interested in doing the job (BROADCASTING, Feb. 13).

Herbert Zeltner, head of his own consulting firm, who helped RAB develop TRAC-7, has been named development director for A&S/TRAC-7. The technical and statistical phases of the project will be supervised by Lester R. Frankel, executive vice president of A&S. A liaison committee of representatives of station management, station reps, advertisers and agencies is being formed.

A&S officials did not disclose their rates but said they would be competitive with those of Arbitron Radio, the principal syndicated radio rating service. Arbitron currently measures 164 markets from one to four times a year.

Mr. Dutka said he had received indications of interest from stations in medium-sized and small as well as large markets but is just now beginning to formally offer the service.

He said samples would include only one person per household, to be interviewed daily for a week, with questions dealing with listening only during the past 24 hours—and usually within 12 hours of the time listening actually occurred—to minimize memory loss. Continuous measurements, he noted, would immediately show the effects of any hypoing done by stations during other services' measurement periods.

RAB officials called A&S's move "a positive development" and also said the TRAC-7 methods and name would be

available to any other research organizations wishing to use them. They said some interest had already come from two custom research firms.

Networks keeping wary watch for jump in number of pre-emptions

Boom in syndication as evidenced at NATPE is cause for some concern, although all three, for the record, don't expect it to amount to much

Television network officials are girding for an onset of program pre-emptions among their affiliates in the months ahead, as programs unveiled at the National Association of Television Program Executives convention approach air dates (BROADCASTING, March 13).

ABC and NBC authorities agree that the syndication surge will have an impact on network clearances, but at each network the hope is that the biggest impact will strike the two others. CBS sources say they don't expect pre-emptions to increase "unless," as one put it, "spot and local business goes through the roof." They're keeping an eye out nevertheless.

Officials of ABC-TV, at the crest of the prime-time ratings and strong in other dayparts as well, say clearance levels have never been better than now, in all dayparts. Except for occasional pre-emptions for special local broadcasts, such as local basketball or public service programs, they place their prime-time clearances at "close" to 100%. "Don't hold me to this," one executive said, "but I believe that in the top 100 markets we have only two affiliates with prime-time movies."

The worst ABC clearance problem is in late night, "where we still have a ton of delayed broadcasts," followed by the mid-day period where a number of stations have local news at noon.

"There's more good [syndicated] product out there now," an ABC official said. "I'm sure it will have an effect on all three networks, but I honestly don't think it will be significant for ABC. We have tremendous support from our affiliates, and that was also true when we were at the bottom."

CBS-TV sources expect pre-emptions—but not any more than in the past, and some say there may be fewer. They say they base this expectation on reports from a number of major-market affiliates that they don't plan to increase their syndicated program inventory and in some cases intend to reduce it, due to syndicated pricing. One affiliate in "an important market" was quoted as saying he planned to drop almost entirely out of the syndication market.

CBS authorities won't say what their

clearances levels are, but they're believed to be above 95% in prime time.

NBC-TV's are also said to be "above 95%." Sources there concede some erosion since introduction of the prime-access period but say it's not a serious problem yet—the "above 95%" comparing with "97.5% to 98% or so" in the best years.

The erosion, according to those sources, developed from several factors. As one put it: "The access rule gave stations an opportunity to set up budgets for program acquisitions. Also, some stations have opened their arms to barter—barter is not the dirty word it was a few years ago. Also, their Washington guys are encouraging a lot of stations not to take just everything that comes down the network pipe. And, of course, we've all had, shall we say, some program disappointments."

No easy answers for the FCC in its cable inquiry

'Facts' from NAB and NCTA are 180 degrees apart; broadcasters' comments claim there's real economic damage to small TV's

The National Association of Broadcasters and the National Cable Television Association last week presented two independent

studies in the FCC's just-the-facts inquiry into the economic relationship between cable and broadcast television, but the facts did not quite jell. NAB found that cable does "pose a demonstrable threat to the maintenance and further development of broadcast television service." NCTA, on the other hand, found that "no such evidence exists" to support the contention that cable saps broadcast viewers.

The two organizations submitted their studies as comments in the FCC's inquiry came due last week. Other comments, most of which were filed by broadcasters, supported the NAB position that cable poses a serious financial threat to television.

NAB's study, prepared by Wharton EFA Inc., Philadelphia, said, "As one would expect, increasing the number of imported distant signals on cable decreases local station audience." And smaller UHF stations "with a relatively poor signal quality" suffer the largest reduction in audience when the broadcaster is competing against a cable television system.

Such local stations, the study said, are also "apt to be the marginal stations in a given market." Those least able to survive a cut in audience "suffer the largest loss," the study concluded.

But, it also found, in slightly larger markets—where there are three or more local stations "with high signal quality"—stations "are not as strongly impacted by increasing the number of imported distant signals."

NAB declared, "in words befitting *Dragnet's* Detective Joe Friday," that (1) cable carriage of distant signals diverts audience from local stations, (2) audience losses suffered by stations due to cable "will lead to comparable losses in revenue to the local station" and (3) "revenue reductions will reduce the local stations' ability to serve the public."

But NCTA said that such conclusions represent "a totally inaccurate representation of the relationship between cable and broadcasting." NCTA admitted a "minimal" loss of broadcast audience to cable—"less than 8%"—but insisted that "UHF stations, particularly independents, benefit through the increased audience levels resulting from cable."

Furthermore, the cable association said, intermedia competition has a "positive impact" on broadcasters in that it forces them "to make a greater effort to serve the public."

The NCTA study also spent considerable space attacking what it called the FCC's "intuitive model" of the cable-broadcast competition. It attacked the commission's basic assumption in the inquiry—"that the increased viewing options available on cable would cause a decline in local station audience"—and called the model "a totally inaccurate representation of the relationship between cable and broadcasting."

"Cable competition," NCTA submitted, "will, contrary to the assumptions of the static 'intuitive model,' have a positive

In Brief

Combined Communications Corp. and Gannett Co. were reported to be holding merger talks last week. Officials at both companies refused to comment on reports. Earlier in week, CCC acknowledged it had been holding "exploratory" talks with larger company with eye toward merger (see story, page 36).

For first time in 33 years, next **CBS board of directors won't have Frank Stanton as member**, according to proxy statement going out to shareholders over weekend. Former president (1946-71), who retired as vice chairman in 1973 and who will be 70 years old today (March 20), said he isn't standing for reelection because of plan approved by board few years ago requiring some members to go off board at age 70. Departure doesn't affect his contract as CBS consultant, which runs through 1987 and which paid him \$180,000 in 1977. Proxy statement shows Chairman **William S. Paley** and President **John Backe** were highest paid officers-directors in 1977 at \$500,000 each. **John A. Schneider**, president of CBS/Broadcast Group until named senior VP in October, received \$267,679, and **Gene F. Jankowski**, who succeeded him as broadcast group president, received \$139,435. In addition, 1977 cash payments under Performance Incentive Plan for 1974-76 period totaled \$222,941 for Mr. Paley, \$102,887 for Mr. Backe, \$137,813 for Mr. Schneider and \$17,330 for Mr. Jankowski. They also received contingency awards toward 1977-80 performance period, not payable before 1981, of \$206,300 for Mr. Paley, \$201,633 for Mr. Backe, \$105,380 for Mr. Schneider, \$100,414 for Mr. Jankowski. Not included are CBS payments into investment fund in proportion to their own contributions.

Julian Goodman, board chairman of NBC, told meeting in Springfield, Mass., last Friday (March 17) that television's outstanding contribution has been in area of national, international and local news and informa-

tion. Speaking at **25th anniversary of WWLP (TV) Springfield, Mr. Goodman** pointed out that TV has become primary source of news for most Americans and promises to solidify its position in future as technology and satellite communications permit medium to provide instant reports from around world.

National Organization for Women's **Kathy Bonk**, who has played leading role in NOW chapters' efforts to promote interests of women at television stations around country, struck note of conciliation in talk at Federal Communications Bar Association luncheon last week. "**We're not in business of taking licenses away**," she said. "**What we want is a dialogue**." And she said NOW's talks with stations constitute "learning process" in which NOW members and station personnel learn neither side has horns. ("When we first go into a station," she related, "they think we're going to burn the place down.") Ms. Bonk, who is chairperson of NOW's National Media Committee, made it clear she was concerned not only with employment of women in broadcasting. In response to question, she said **FCC "is at the bottom" of list** in Washington in terms of hiring women for "top staff jobs." She said Federal Trade Commission is "fabulous" with hiring women. "I was disappointed to see the network inquiry jobs go to two white men," she said.

Home Box Office will begin serving Arlington, Va. (suburban Washington) cable system, Artec, when new system begins operation this summer. HBO will feed pay cable programming via RCA Satcom satellite to Artec-owned earth station in Arlington. Artec's John D. Evans said company's "primary commitment" was to Arlington county, but it was **interested in expanding** to other Washington suburbs in Northern Virginia. Mr. Evans also said he saw "no reason why we couldn't" eventually cross Potomac and **build system in capital itself**.

Time Inc. is now owner of *Washington Star*. Joë L. Allbritton's sale of newspaper for \$20 million plus \$8 million in obligations was closed last

impact on broadcasters." The association also declared that "current regulation of cable television harms broader public-interest considerations by unnecessarily restricting freedom of choice."

NCTA's position received support from the Department of Justice which, as it has in a number of other cable proceedings, said restrictions on cable are unnecessary and not in the public interest. "What the commission should do," Justice said, "is set forth its basic policy guidelines and make clear its intention to propose substantial cable 'deregulation.'" One policy guideline Justice suggested was, "Don't equate injury to existing firms or their profits with injury to the public."

Other comments filed tended to support the broadcasters' side of the argument, however. Key Television Inc., licensee of KEYT-TV Santa Barbara, Calif., for example, bared a great deal of its private financial information in an effort to demonstrate the adverse effects of cable competition.

Because of cable systems in its area of coverage, Key said, its network programming competes head-to-head with network-owned KABC-TV Los Angeles, 160 miles away. Key said that almost 80% of the homes in Santa Barbara that receive viewable signals from both KEYT and KABC-TV "stated they would watch ABC network programming" on the O&O and not on the local station. Key called that a "significant lack of audience loyalty" that was directly attributable to the presence of a

cable system in its viewing area.

"A reduction of audience," Key said, "has been, and will continue to be, translated into reduced station revenues."

But, Donald D. Agostino, a professor of communications at the University of Indiana at Bloomington, studied several smaller markets in the Midwest and found that "viewers tightly clustered their viewing on the three local commercial network-affiliated stations." He also found that "the additional channels cable delivers were not used to provide alternatives to network viewing."

The Commissioner of Baseball urged "the commission to recognize that audience fragmentation has adverse effects, not only upon the broadcaster, but upon the program supplier and ultimately the public interest."

And William F. Turner, president of KCAU-TV Sioux City, Iowa, told the FCC that broadcasters "in the one-hundred-plus markets feel especially threatened by a proliferation of cable television."

The Association of Maximum Service Telecasters noted that the commission ought to be "concerned with the impact of cable expansion on the willingness of private entrepreneurs to invest in the construction and development of new broadcast stations."

AMST was also quite critical of the questions the commission raised in its notice of inquiry. "Virtually none" of the points raised by the FCC was relevant to the "critical impact issues" of the cable-

broadcast competition, AMST said. Because of that, "it seems very unlikely that the comments" will "effectively address all of the important facets of the broad impact issue." The group concluded its comments with a list of questions the commission "should have posed but did not."

The Public Broadcasting Service also submitted comments in the proceeding and raised a heretofore little discussed problem of noncommercial broadcasters which, it felt, was exacerbated by cable competition. According to PBS, local station fund-raising efforts are severely affected by the presence of imported and often substantially wealthier stations on cable. The result, PBS said, was that the local station "loses the funds which the audience might have contributed directly" and also "might lose a portion" of its community service grants (money given to noncommercial stations according to a 2.5:1 nonfederal to federal matching formula).

(Interestingly, at the same time the FCC was being told by PBS of the adverse economic impact of cable systems on noncommercial television, the Corporation for Public Broadcasting, the funding arm of the public television network, announced that cable increases the public television audience, but this same audience contributes money to public television based on affluence rather than a preference for the programming that appears on public television stations.

(The CPB studies on the effects of cable

Wednesday. Next step in his sale of WJLA-TV Washington to Combined Communications Corp., however, remains to be taken. Commission two weeks ago reaffirmed his original approval of transfer, but parties have been delaying closing.

FCC is seeking help on how to implement laws dealing with **political broadcasting**. It adopted two inquiries on general subject last week, one to determine whether it should adopt guidelines or rules to make sure that federal candidates receive "**reasonable access**" on radio and television, other to revise its definition of "**legally qualified candidate**." Another instance of heat between Chairman **Charles D. Ferris** and Commissioner **James H. Quello** came up during discussion on first of those issues. Chairman said he felt candidates' wishes were not being given enough weight. Commissioner countered with mention of licensee's "journalistic" decision as to when to "give time." Rebutted chairman: "Sell, not give."

Ave Butensky, president of Dancer-Fitzgerald-Sample's Program Syndication Services subsidiary, named president of newly formed **Viacom Television Program Group**. Reporting to Mr. Butensky are Henry Gillespie, Viacom Enterprises president; Elliot Abrams, vice president-feature films acquisition, and Art Zeiger, vice president-program acquisition. Mr. Butensky reports to Ralph Baruch, Viacom International president and chief executive officer.

Bill Moyers, chief correspondent for **CBS Reports**, will be returning to **Public Broadcasting Service** after contract expires in August to revive weekly **Bill Moyers' Journal**. Mr. Moyers gave up series two years ago to join CBS News. In statement he praised CBS but said he didn't get "either the satisfaction or the impact I want from television through irregularly scheduled broadcasts," missing "variety of subject" and "flexibility of format." He said he may also produce documentaries independently. (One report said he's making arrangements with ABC News, but that network denies it.) **Staying put, however, is Robert MacNeil**, ex-



Butensky



Moyers



MacNeil

ecutive editor of PBS's **MacNeil/Lehrer Report**, who had been talking with ABC News. Mr. MacNeil said "we did not agree" on "nature and scope" of proposed job, which he later said "was one of the anchor positions." He explained there were differences regarding "editorial input" and over-all "it wasn't worth making the jump." Mr. MacNeil's PTV contract expires July 31, and he admitted "gestures" were made "to make it more attractive to stay" at PBS. But, he added, "it is attractive to stay, period."

Martin Rubenstein, vice president-general manager of ABC News, has been named executive vice president-administration, **Mutual Broadcasting System**, Washington.

Chief Judge David Bazelon of U.S. Court of Appeals in Washington is recuperating in Boston hotel from prostatectomy in Massachusetts General Hospital on March 3. Judge Bazelon's office in Washington said operation revealed no malignancy and that judge, who was released from hospital on March 10, is expected to return to Washington this week. There was no firm date for his return to work.

Federal Communications Bar Association's annual seminar is scheduled for Sept. 14-17 at Homestead, in Hot Springs, Va.

on public television viewing and fund-raising contributions are to be published next month. They do not show the financial impact, if any, on noncommercial stations, but they do show, CPB said, "that cable should not be expected to influence viewer financial support except in instances where cable extends the local public TV station's market.)

Other comments in the inquiry were also filed by Taft Broadcasting, Capital Cities Communications, the ABC Television Affiliates Association, McGraw-Hill Broadcasting and others.

FCC wants to put some teeth in its top-50 policy or yank them all out

It starts up inquiry to determine if it's desirable to come up with enforceable rule on limiting group ownership in big markets

The FCC last week made it clear it wants either to get rid of its top-50 policy—designed to promote diversity of ownership of television stations in the major markets—or make an honest policy, or rule, of it. If Chairman Charles D. Ferris has his way, it will be the latter.

For 13 years, the policy has been on the FCC's books as a monument to futility.

It was adopted in an effort to slow a trend toward concentration of ownership of television stations in the major markets. And it requires an applicant for a fourth television station—or a third VHF—in the top 50 markets to demonstrate a compelling public interest showing in support of a grant.

But for 13 years, every applicant involved managed to persuade the commission that a grant would outweigh the public interest in diversity of ownership.

So at its meeting last week, the commission initiated a notice of inquiry and proposed rulemaking aimed at helping it determine whether the policy has any value.

The commission asked for comment on:

- Whether the policy should be retained, terminated or modified, and whether, if kept, it should be made part of the rules.

- Whether there has been a trend of concentration of television ownership in the top-50 markets, and, if so, whether that is undesirable.

- Whether the policy has determined competition and diversity on a nationwide basis by locking into place existing multiple owners, including the networks.

- Whether the current multiple-ownership rules effectively serve the same purpose as the top-50 policy.

- The number of markets that should be considered.

- The standard for measuring those markets and whether a separate standard should be used for UHF.

- Special considerations for licensees exchanging stations or trading up or down in the top 50 markets.

- The dominance of an applicant's stations in the market.

The commission also asked whether it should take into consideration the cumulative number of top-50 households served or the percentages of top-50 homes reached, rather than deciding cases on a case-by-case basis. The commission noted that a station in New York, the number one market, had the potential for reaching more homes than seven stations in markets 44 through 50.

Chairman Ferris, who during the meeting frequently characterized the top-50 policy as "no policy," appeared to be looking forward to the proceeding. He said he regarded it "not as a recommendation that we get rid of the policy" but as a way of providing a "rational basis" for the policy. (In a separate statement after the commission acted, the chairman said the policy serves no purpose other than to generate "useless paper and fees for the communications bar.")

For a time, it seemed that the chairman favored making the grant of any application pending during the proceeding subject to whatever action is taken. However, members of the staff and Commissioner Margita White suggested that would not be fair, and he later retreated from that position. The commission accepted the staff's recommendation that it deal with all applications during the pendency of the proceeding under existing policy.

The staff said two applications are affected—Post-Newsweek Stations' proposal to swap WTOP-TV Washington for the Evening News Association's WWJ-TV Detroit and Metromedia Inc.'s proposal to purchase KDOG-TV Houston.

NTIA expected to be born this week

Executive order is about ready for Carter signature; it's said it will give new agency sufficient authority in telecommunications

The long wait for presidential action completing the reorganization plan that creates the National Telecommunications and Information Administration out of the functions and responsibilities of the Office of Telecommunications Policy and the Department of Commerce's Office of Telecommunications is, officials last week were insisting, all but over.

Bureaucratic arguing over the text of the executive order implementing the plan—an order that has already gone through five major drafts since September—was said on Friday to have virtually ended. A final draft which all parties are prepared to accept is expected to be submitted to Presi-

dent Carter for signature this week.

At about the time the order is signed, the White House will submit to the Senate the nomination of Henry Geller, former FCC general counsel, to head NTIA, which is to become part of the Department of Commerce. Mr. Geller will carry the title of assistant secretary of commerce.

The job of drafting the executive order began even before the executive branch reorganization plan which involved the elimination of OTP became effective on October 19, 1977, with passage of the deadline for either house of Congress to veto it.

In drafting an order providing for the merging of OTP and OT functions, the persons involved had the delicate and difficult job of clarifying the relationships OTP had with other agencies of government—the Department of Defense, General Services Administration, Office of Management and Budget, among others—without, at the same time, modifying the plan that was submitted to Congress.

The drafting process went forward under the increasingly anxious watch of members of Congress, such as Senator Ernest Hollings (D-S.C.), who had complained that the original plan did not provide for sufficient authority for the proposed NTIA. He felt the successive drafts were stripping it of even the authority specified in the plan.

Two weeks ago, the worst fears of Senator Hollings and OTP officials ready to switch to NTIA appeared to have been realized. A new draft from the Office of Management and Budget's reorganization group was seen as denuding NTIA of some of its major responsibilities. ("Closed Circuit," March 13).

However, early last week, White House sources gave assurances the executive order would be consistent with the plan submitted to Congress. And late in the week, after meetings of Mr. Geller, Commerce Department officials and representatives of OMB's reorganization team, various interested parties proclaimed themselves reasonably satisfied. Mr. Geller said he was "comfortable" with the draft.

It's understood the draft assures the new NTIA authority to "develop and set forth" telecommunications policies, including those relating to regulation of the telecommunications industry, provide for the coordination of telecommunications activities of the executive branch, and manage the government side of the electronic spectrum. NTIA is also seen as OMB's lead—though not sole—adviser in the procurement of telecommunications systems for the government.

Still uncertain at last week's end was whether the secretary of commerce will—as OTP's director was—be described as the President's "principal" adviser on telecommunications policy. The argument against using the adjective is that other agencies are paramount in certain areas of telecommunications matters—OMB in procurement, for instance.

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U.S. Postal Service



FCC sought to subvert court on format rule, groups charge

Commission's holding that changes are best left up to the licensee is termed 'unprecedented defiance'

The FCC stands accused by a number of citizen groups of attempting to overrule a decision of the U.S. Court of Appeals in Washington. The court, the groups maintain, shouldn't let the commission get away with it.

The charges are made in briefs seeking reversal of the FCC in its entertainment-format proceeding, in which the commission, following an inquiry, held that the determination of such formats is best left to the discretion of licensees and the regulation of the marketplace (BROADCASTING, Aug. 2, 1976).

The commission's action followed a series of decisions of the court, culminating in one involving WEFM(FM) Chicago in 1974, in which the court directed the commission to hold hearings in station-sale cases in which members of the public complain about the proposed purchaser's plans to abandon a format not otherwise available in the market.

"The commission has used its inquiry not to inquire into ways of facilitating or enforcing the court's statutory decision in WEFM," said WNCN Listeners Guild and the Citizens Communications Center in the lead brief, "but to overrule it. This the commission lacks all power and authority to do, and its attempt must be deemed null and void."

"The commission's action," said Classical Radio for Connecticut Inc. and Committee for Community Access in another brief, "constitutes an unprecedented defiance of this court" and the principle that government must operate within the law.

The commission clearly expected its order to be appealed and appeared to attempt to take some of the edge off what seemed a challenge to the court when it acknowledged that it and the court had reached conflicting conclusions on the issue. The commission said that in such a situation: "If the tension implicit in [their] relationship is to be creative rather than destructive ... it is incumbent upon [them] to step back and rethink [their] entire position."

But CRC and CCA said the court should "ignore" what they said was the FCC's effort, in effect, to obtain reconsideration by the court of its WEFM decision—a decision, they noted, the commission did not seek to appeal to the Supreme Court.

The court decisions leading up to the commission order that is now being

challenged led to the preservation of classical, rock, jazz and other music formats. And the United Church of Christ and six groups concerned with broadcast service for Spanish-speaking persons said, in a joint brief, that the court was correct in interpreting the Communications Act as requiring more than that format decisions be left to the play of the marketplace. "Minority needs must be met if technically and economically possible," the brief said.

All three briefs argued that serving such needs serves the First Amendment as well, by promoting "diversity" of programming. CRC and CCA also said, in response to the argument that government interference in broadcasters' decisions on formats violates that amendment, that what the broadcaster selling his station is really concerned about is the possibility of a lost sale and, perhaps, a lost profit. The law does not protect "such a private economic interest at the cost of injury to the public interest in diversity of programming," the brief added.

Indeed, a friend-of-the-court brief filed in behalf of five citizen groups, including the Consumer Federation of America, cites the Supreme Court decision in the 1969 Red Lion case to support the argument in favor of the public's rights. The court held that it is "the right of the public to receive suitable access to social, political, aesthetic, moral and other ideas and experiences which is crucial here." And, it added, in balancing that right against the broadcaster's, "it right of the viewers and listeners ... which is paramount."

Beyond the substantive arguments and the contention that the commission was attempting illegally to overturn an appeals court decision, the appellants criticized the procedures the commission followed in conducting its inquiry as unfair to citizen groups and biased in favor of broadcasters.

The briefs claimed that the commission failed to encourage adequate public participation in the inquiry—that it did not make an affirmative effort to solicit comments from members of the public and that it failed to grant extensions of time to groups requesting them—and that it did not consider all of the comments that were filed by those supporting the court decisions. What's more, they said that while the commission refused groups' requests to conduct studies on the questions at issue, it relied on two staff studies on which the parties, the briefs noted, had not been given an opportunity to comment. (They are referred to as "secret" studies in the WNCN Listeners Brief.)

WNCN Listeners and CCA have been involved in format-change litigation with broadcasters. WNCN Listeners' opposition to a decision by WNCN(FM) New York to abandon a classical music format in favor of rock resulted in Starr Broadcasting's sale of the station to GAF Broadcasting, which has promised to retain classical music (BROADCASTING, May 3, 1976). CRC has petitioned the commission to reconsider its approval of the proforma transfer of control of WTIC-AM-FM Hart-

ford, Conn., because of an abandonment of the FM's classical music format and, on the same grounds, has petitioned for denial of the stations' renewal applications (BROADCASTING, March 6).

Pay for what you play is proposed by copyright chief

Ringer tells Congress broadcasters should be made to pay performer royalties

The head of the U.S. Copyright Office last week recommended that Congress enact legislation to create performer royalties, saying she finds no evidence that the new fees would be a hardship on broadcasters, who would bear a large share of the payments.

Register of Copyrights Barbara Ringer, in a report requested by Congress when it passed its sweeping copyright-reform law two years ago, also rejected broadcasters' arguments that they already virtually underwrite the record industry by giving free air-play to records. Said Miss Ringer: "There is no question that broadcasting and jukebox performances give some recordings the kind of exposure that benefits their producers and individual performers through increased sales and popularity." But she called the benefits of free air-play "hit-or-miss," bringing significant success to some "hit records," but not enough to "justify the outright denial of any performing rights to any sound recordings."

Miss Ringer turned aside another broadcaster argument—that the royalties could drive marginal radio stations out of business and force healthy ones to change their programming—saying a study she commissioned concluded the new royalty payments would not disrupt broadcasting service. "There are arguments aplenty to the contrary," she said, "but there is no hard evidence to support them."

Miss Ringer said she supports performer royalties because she feels record performers constitute "a vital artistic profession," which, in keeping with the principle of copyright protection, should be encouraged by Congress. "The lack of copyright protection for performers since the commercial development of phonograph records," she said, "has had a drastic and destructive effect on both the performing and recording arts."

She proposed specific legislation to Congress following the outline of a bill already pending in the House by Representative George Danielson (D-Calif.). The proposal would have broadcasters pay royalties either on a "pro-rated" basis, determined by the amount of program time actually devoted to playing music, or on a "blanket" basis according to total advertising receipts. The formula for the

former would be determined by the Copyright Royalty Tribunal, but for the latter, the fees are spelled out in the Danielson bill: Radio stations with gross revenues of \$25,000 to \$100,000 would pay \$250 annually; stations with between \$100,000 and \$200,000 would pay \$750; those with \$200,000 or more, 1% of their net receipts. For television stations, gross revenues of \$1 to \$4 million would incur a \$750 royalty; receipts of \$4 million or more, \$1,500.

Miss Ringer's recommendations are sure to trigger "I told-you-so" reactions from broadcasters, who have questioned why Congress entrusted the performer royalty study to someone with an admitted bias. Miss Ringer has testified in support of the proposal before Congress in past years and acknowledged in the introduction of the paper she submitted last week that "Congress could hardly have expected me to abandon beliefs and convictions based on many years of personal research and experience in the field." But she defended her comments nonetheless as being "honest and unbiased" and "based on a fresh review" of the evidence. She added that she hoped the expected attacks on her recommendations will not undermine the documentary material attached, which she said is "full and objective." Based on work by copyright office staff members and independent contractors, the material includes legal, historical, international and economic perspectives of performers royalties.

While Miss Ringer's opinion was expressly sought, the final decision still rests with Congress. Hearings have been scheduled on Representative Danielson's bill before Representative Robert Kastemeier's (D-Wis.) Judiciary Subcommittee March 29-30 (rescheduled from March 28-29) in Hollywood, at which broadcasters, jukebox distributors, record companies and other interests potentially affected by the measure are invited to testify. Another hearing to take testimony from Miss Ringer, originally scheduled in Washington March 21, has been postponed to a date yet unannounced.

Multimedia and McClatchy say good-bye to deal

Swap of Stockton and Greenville stations called off; it would have eliminated two crossownerships

A major deal that was to have dissolved two existing newspaper-television crossownerships fell through last week as Multimedia Inc. and McClatchy Newspapers announced that they would not conclude their year-old deal swapping the former's WFBC-TV Greenville, S.C., for the latter's KOVR-TV Stockton, Calif.

Wilson C. Wearn, president of

Multimedia, said last week that the parties agreed to kill the deal after the "initial term" of their contract expired and they had not "resolved all of the legal complications" surrounding it. According to Mr. Wearn, Multimedia was "willing to extend the contract on the same terms," but McClatchy, which was to have paid Multimedia \$3 million as a part of the swap, was "asking for better terms" to which Multimedia would not agree. Also, three petitions to deny the sale had been filed.

Although the deal fell through, Mr. Wearn said, Multimedia is "as concerned as we were before" about the crossownership issue. He admitted that the deal had been made in the first place "only because we felt it prudent" to move ahead and break up their crossownership in Greenville. He said he "never did like the idea" of swapping, and "I still don't like it."

C.K. McClatchy, vice president of the California company, said that "mutual changes in the market positions of both stations," coupled with the lengthy stay of the application at the FCC prompted their decision not to go through with the swap.

Mr. McClatchy said they would have been willing to continue the transaction "on new terms," but he refused to comment on what they might have been. "I'm not going to discuss what didn't happen," he said.

Multimedia also owns the *Greenville News and Piedmont*, and McClatchy owns the *Sacramento Bee* in the same market as KOVR.

NAB's Zeifang says government stands in way of progress

But he adds that local service will win future for broadcasters

Donald Zeifang, the National Association of Broadcasters senior vice president for government relations, gave an old charge a reverse twist last week: It's not broadcasters who are protecting the status quo. It's the government.

In a speech to the Indiana Broadcasters Association in Indianapolis, Mr. Zeifang said that more and more radio stations spring up, but the government clings to the concept that it should review their formats to protect diversity. Broadcasters continue to increase the time of access for their audiences, he said, but government continues to talk about mandatory access. Radio has become the most effective mechanism to promote records. "Why then does the government [still] seriously consider creating a copyright monopoly that would permit record companies to pass the buck to broadcasters to pay performers for the privilege of making them stars?"

Mr. Zeifang said government continues to follow the same "muddleheaded ... refrain: that government knows best, government can do it, leave it to govern-

ment." Its latest "bomb," he said, is the proposal by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) for a "spectrum use fee" that broadcasters would pay for the support of public broadcasting. "Even though this program is for all the public," he said, "the people that are supposed to pay for it are you, the people whose audience and advertisers are being taken away daily by these subsidized competitors."

Looking to the future, he predicted that localism will become a pivotal issue sustaining commercial broadcasting amid developments in new technologies such as satellites and cable. "It will continue to be the broadcaster who will be providing local service to all the people," he said.

Viacom, Sonderling propose marriage

Tentative merger is set, but there are many hurdles to clear, not the least of which is the FCC

Viacom International Inc. and Sonderling Broadcasting Corp. agreed in principle last week to merge. Under the terms of the agreement, Viacom, the surviving company, will issue one share of a new convertible preferred stock or \$25 for each share of Sonderling—making the merger a \$27,675,000 deal. According to the announced terms, no more than 49% of Sonderling will be exchanged for cash.

The agreement requires that prior to the merger, Sonderling will spin off its motion picture theater operations and WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago) to Egmont Sonderling, chairman and president of the Miami-based group, who, with other members of his family, owns approximately 25% of the public company.

Although the agreement in principle was approved by the Sonderling board last Tuesday (March 14), the transaction is subject to Sonderling obtaining a favorable investment banking opinion, entry into a definitive agreement and its approval by the boards and stockholders of both companies, FCC approval and the receipt of a favorable tax ruling, said the companies' joint announcement.

The Sonderling group includes KDIA(AM) Oakland, Calif.; WOL(AM)-WMZQ(FM) Washington; WAST(TV) Albany, N.Y.; WWRL(AM)-WRVR(FM) New York; WDIA(AM)-WQUD(FM) Memphis; KIKK(AM) Pasadena, Tex.- KIKK-FM Houston. It has also reached an agreement to acquire WDAS-AM-FM Philadelphia for \$4 million (BROADCASTING, Jan. 17, 1977).

Viacom, also publicly traded, reached an agreement last year to acquire WHNB-TV Hartford-New Haven, Conn., for \$15 million (BROADCASTING, June 20, 1977). The firm currently is engaged in program syndication and cable-system operation.

For the past year, Sonderling has been the subject of an FCC investigation of allegations of payola or plugola at its WOL. Furthermore, commission sources have

said, the FCC has put a hold on the W DAS-AM-FM transfer application because those stations, owned by Max Leon, are themselves being investigated for similar charges.

William B. Ray, chief of the commission's complaints and compliance division, said he was "not sure" how the commission would act on the proposed merger. Under normal procedures, Mr. Ray said, the commission defers action on applications that "might go to a hearing."

One more snag develops in San Francisco station deal

Proposed three-way station sale, already under fire on programing grounds, is challenged with charges of ex parte contacts

A three-way FM station-transfer case that involves a proposal to open the door to station ownership in San Francisco to a black group and that is already complicated by a petition to deny filed by a local group concerned about losing a "unique" format has taken on another level of complexity: It involves a charge, which has been denied, that the black group violated the commission's ex parte rules by hiring two media activists to contact FCC personnel with a view to expediting commission action on the applications.

The stations—all in San Francisco—are CBS's KCBS-FM, Family Stations' KEAR(FM) and National Science Network's KMPX(FM). Under the plan, CBS would buy KEAR (more powerful than KCBS-FM) for \$2 million; and Family Stations would buy KMPX for \$1 million. KCBS-FM would be sold to Golden Gate Radio Inc. for \$850,000 (BROADCASTING, Sept. 6, 1976).

Golden Gate is owned by Lloyd Edwards and his wife, Barbara, who are black, a circumstance that would normally be an argument in favor of commission approval of the three-sided transfer. However, the net effect of the exchanges would be the disappearance of KMPX's format featuring "big band" and jazz music of the 1920's, 30's and 40's. For Family Stations would continue its religious programming and CBS, its "mellow sound," while Golden Gate would introduce an "adult contemporary" format.

It was to prevent the loss of KMPX's "unique" format that a local group, The KMPX Listeners Guild, was organized, and filed a petition seeking denial of the KMPX sale (BROADCASTING, Nov. 15, 1976).

And it was the guild that introduced the ex parte charge, which was based on a court suit the activists in question—Marcus Garvey Wilcher and Edwin Terry—filed in Oakland, Calif., municipal court against Golden Gate and PACT, a corporation that assists minorities in entering business. Messrs. Wilcher and Terry alleged failure to pay them the full amount they said Golden Gate was committed by a con-

tract to pay them—\$2,075, plus reimbursement for newspaper advertisements—for opposing the guild's petition and undertaking various efforts to expedite FCC approval of the transfers, including "direct contact with [former] Commissioner Benjamin L. Hooks... and influential staff members in the [commission's] Renewal and Transfer Division."

The contract was signed by the president of PACT, Louis M. Barnett, on Oct. 29, 1976. According to the suit, Golden Gate paid Messrs. Wilcher and Terry \$1,000 but, on Nov. 16, 1976, notified them they "would no longer accept plaintiffs' services." The suit sought \$1,075 "in lost earnings," as well as \$3,000 for each of the plaintiffs "in loss of reputation and loss of awarding of other contracts." A settlement in the suit was reached two weeks ago.

The guild said that execution of the contract constitutes a violation of the ex parte rules, and warrants denial of the Golden Gate application—which would collapse the three-station sale. The guild is also seeking an order requiring Golden Gate to pay the guild's attorneys' fees.

Golden Gate, however, said no ex parte violation occurred. It said the contract in question was signed before the guild's petition to deny, Nov. 1, 1976. Thus, "there was no restricted proceeding" in which ex parte contacts were barred, Golden Gate said. What's more, it said, the complaining parties were ordered to desist not on Nov. 16, as they contend, but on Nov. 2, after Golden Gate's Mr. Edwards was advised by counsel, on Nov. 1, that the proposal would violate the commission rules if a petition to deny the sale was filed. (Golden Gate pointed out in a response, however, that the contract requires that "95%" of the "effective work" be completed "within 20 days" after the Guild's petition is filed.)

Golden Gate also pinned a large share of the responsibility for the contract on Mr. Wilcher, who since the early 1970's has been prominent figure in citizen group dealings with San Francisco area stations. The pleading said that Mr. Wilcher "represented" that he might be able to persuade guild leaders not to file a petition to deny and that PACT signed the contract "not knowing that Mr. Wilcher proposed action that would be violative of the commission's rules if the guild filed a petition, and unnecessary if the guild did not file."

Furthermore, the pleading said, "the original plan was to concentrate solely on local personnel in the guild, and not the FCC, despite what the purported agreement states."

Golden Gate buttressed its case on March 7 with an affidavit from Mr. Wilcher supporting its assertion that no ex parte contacts were made. Mr. Wilcher said that neither he nor Mr. Terry, nor anyone acting on their behalf, contacted FCC commissioners or staff, nor did they solicit help from persons outside the commission in contacting anyone at the FCC in connection with the applications. However, one commission official said the fact that ex parte contacts were not made might

not be determinative. If the contract was designed to produce "improper contacts," he said, "that might cause a problem."

Meanwhile, the applications in the case, which have been pending some 18 months, are expected to reach the commission's agenda in the next several weeks. Staff members who have working on them hope to see final commission action by the end of April.

Why the delay? One official said the case is a "tough one." On the one hand there is a minority ownership issue, and "we have court cases on both sides," he said. The staff has been faced with questions of whether and to what degree the commission should concern itself with uniqueness of format, in accordance with one line of cases (see page 32) and whether a decision should be made based on race in accordance with another. And those questions are independent of the others raised by the guild with its allegations of ex parte activity.

The National Science Network, which claims KMPX is losing money—\$137,133 in 1976 and a total of \$734,246 for the five years ending in 1975—apparently is not suffering while the commission ponders the case. The contract calls for CBS to pay NSN \$8,000 a month during the life of the agreement.

Climbing the corporate ladder at CBS Inc.

Purcell is named senior vice president, while Frank becomes chief operating officer of publishing division

John R. Purcell, president of the CBS/Publishing Group, last week was named to the additional post of senior vice president. CBS Inc. Stanley D. Frank, president of Holt, Rinehart & Winston and of its parent CBS Educational Publishing division since 1974, was appointed executive vice president and chief operating officer of the CBS/Publishing Group.

Mr. Purcell succeeds Peter A. Derow, who left the CBS senior vice presidency after six months to return to the presidency of Newsweek Inc. (BROADCASTING, March 6). Mr. Purcell, like Mr. Derow, will coordinate all corporate staff work and have reporting to him the vice presidents of administration, corporate affairs, development, finance, law and CBS Washington.

The announcement by CBS President John D. Backe did not mention two responsibilities that had been in Mr. Derow's portfolio, but CBS spokesmen said Mr. Purcell has them anyway: advising on future diversification plans for CBS and working with the presidents of the four CBS operating groups—broadcast, records, Columbia and publishing—to help define and establish corporate policy (BROADCASTING, Aug. 22, 1977).

Mr. Purcell joined CBS in February 1977

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Purcell

Frank

from the Gannett Co., where as senior vice president for finance and business operation his responsibilities included acquisition work involving the negotiation of some 30 agreements in nine years. The CBS/Publishing Group under his leadership last year boosted sales 80%, to \$397 million, and increased profits 10.5%, to \$26.2 million.

Dr. Frank joined CBS in 1974 from Science Research Associates, the publishing subsidiary of International Business Machines Corp., where he had served in a variety of posts since 1961, including that of vice president, marketing/operations, in 1972-74.

Pepping up the Pioneers

There's a move afoot to put new life in organization for broadcast industry's veterans

A movement to revitalize the Broadcast Pioneers is being launched with the nomination of a new slate of officers and directors, and membership and fund drives are scheduled to start soon.

Edwin F. Pfeiffer of WPRI-TV Providence, R.I., Pioneers president, announced last week that the nominating committee had proposed Norman E. Cash, vice chairman of the Television Bureau of Advertising, for president. As another first step in the revitalization program, Robert H. Boulware, former executive director of the International Radio and Television Society, has been hired as executive director.

The organization, formed in 1942 under the leadership of the late newsman H.V. Kaltenborn, has been active in many areas but has become much less so in the last year or two, especially since the deaths last summer of Robert J. Higgins, its long-time treasurer, and Meyer H. (Shap) Shapiro, executive secretary.

Mr. Cash and Ernest Lee Jahncke Jr., retired NBC vice president and former Pioneers president who was enlisted late last year to develop a reactivation program, discussed their hopes and plans for the organization at a news conference in New York last week. President Pfeiffer had planned to participate but was kept in Providence on business.

Mr. Cash and Mr. Jahncke said they hoped to double the membership, currently at 800, in the next year and especially to attract younger people who

don't think of themselves as "pioneers" but who nevertheless are pioneering in the sense of being part of new developments in, say, programing, sales or technology.

Mr. Cash suggested that, as an organization devoted to communications, membership might be opened to people in public radio and television and "down the line we might think about cable."

Messrs. Cash and Jahncke did not indicate whether they might favor a change in the requirement that members have at least 20 years' service in broadcasting or a related business. They did suggest that perhaps the name Broadcast Pioneers is no longer appropriate, and were most emphatic in urging that the organization's image must be changed, as Mr. Jahncke put it, "from a bunch of old fogies to an organization of real professionals."

Nor could they be specific about fund-raising goals, except to give some personal impressions of what may be needed. Mr. Cash at one point mentioned the possibility of a fund that "would throw off \$20,000 or \$30,000 a year," and Mr. Jahncke also noted that 1,600 members at the current rate of \$20 a year would provide \$32,000 in annual income. At another point, in discussing the need for permanent financing for the Pioneers' established library project, Mr. Jahncke spoke of perhaps an endowment totaling \$2 million.

Both men emphasized, however, that in speaking of such things as funds, goals and a possible name change they were giving personal views, since such matters must be decided by the board if not the full membership.

One of the Pioneers' main services, handled through its nonprofit, charitable arm, the Broadcasters Foundation, is to assist needy people who have been identified with broadcasting in the past, or the spouses of such people. Currently the foundation is providing "modest" assistance to about a dozen people, Mr. Cash said, but he and Mr. Jahncke agreed there undoubtedly are many others who deserve help and said the organization would like to know about them.

"This industry is so affluent that it can certainly afford to seek out the people who need help," Mr. Cash asserted.

Chief fund-raiser for the foundation in the past has been the annual Mike Award dinner honoring distinguished stations. The dinner was not held last year and will not be held this year but will be revived in 1979.

Among other ongoing Pioneers activities are the Broadcast Pioneers Library, housed in the National Association of Broadcasters headquarters building in Washington; Broadcasters Hall of Fame Awards presented posthumously to persons who have made significant contributions to broadcasting; up to five annual awards to individuals for outstanding service over many years, and an association with the University of Georgia under which the Pioneers serves as host at the annual Peabody Awards luncheons.

The next Peabody luncheon is sched-

uled May 3 at the Hotel Pierre in New York. More detailed plans for the organization's revitalization program are expected to be made then.

"People don't think of the Pioneers as an institution," Mr. Cash said, "but they should." He envisioned it as both a fellowship organization and one with serious purposes. In addition to what it is doing now, he said he would like to see it expand into other areas such as endowing chairs at "meaningful journalism schools" and making grants to communications arts students showing exceptional promise.

Mail ballots for the current election were scheduled to begin going out late last week. The nominees, chosen by a committee headed by Donald Mercer of NBC, are the following in addition to Mr. Cash:

Dan Calibraro, WGN-AM-TV Chicago, and Harold Niven, NAB, vice presidents; Geraldine H. McKenna, Westinghouse Broadcasting Co., secretary; Mr. Jahncke, treasurer; and the following for board members: Leslie G. Arries Jr., WIVB(TV) Buffalo, N.Y.; Harold L. Neal Jr., ABC Radio; Sam Cook Digges, CBS Radio; Mr. Mercer; Roy Danish, Television Information Office; Robert McConnell, WISH-TV Indianapolis; Robert Ferguson, WTRF-TV Wheeling, W.Va.; Don Brewer, Westinghouse Broadcasting; Art Harrison, Sonderling Broadcasting; Joseph Baudino, retired vice president of Westinghouse Broadcasting; Jack Fritz, John Blair & Co.; Otis T. Gaston, WKZO(AM) Kalamazoo, Mich., and Mr. Boulware.

A lot of talk about Combined

Rumors fly about CCC take-over or doing some taking over of its own; nothing's going to happen, says Eller

Combined Communications Corp. last week confirmed reports that the Phoenix-based broadcast and publishing giant had been holding talks with a major corporation interested in acquiring CCC. But Karl Eller, president of CCC, told BROADCASTING such talks are held "all the time," and a report that his company was ripe for a take-over was "one of those rumors that just leaked out." The company also confirmed that it was discussing a "significant" acquisition of its own with another party.

Mr. Eller said the company is continually "exploring opportunities" but, at this time, "nothing's happened and nothing's going to happen." He said the company issued a statement announcing it was in the "preliminary stages" of "exploratory conversations with a larger company regarding a possible combination of the two." He said the company confirmed rumors of its talks after its stock price rose "dramatically" early last week, and its lawyers insisted that some sort of announcement would be necessary. Mr. Eller refused to identify the other company.

Mr. Eller also refused to comment

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 irensboro/Winston-Salem/High Point WGHF-TV (ABC)



ENTERTAINMENT



further on Combined Communications' possible acquisition of another company and would not discuss whether the other company is a broadcasting firm. Mr. Eller did volunteer, however, that reports that the company was talking with the Coca-Cola Bottling Co. of New York, parent of WIXT(TV) Syracuse, N.Y. (formerly WNYS-TV) were "not true." He said, too, that for now his company's primary concern is to close its deal to acquire WJLA-TV Washington.

Larry H. Israel, former president of The Washington Post Co., who formed a buying group owned 51% by Coke New York and acquired the Syracuse station earlier this year, also said Combined Communications was not acquiring the firm.

CCC's announcement triggered a barrage of rumors throughout the station trading business that even one high-ranking Combined Communications official contributed to. Alvin Flanagan, president of the corporation's broadcast division, said he was not privy to information surrounding the acquisition talks. Any company big enough to acquire Combined Communications, he said, would have to be one whose name is known "in every household" in the country. "I heard it was Exxon," Mr. Flanagan said jokingly.

Combined Communications has almost seven million shares outstanding and they were each selling in the mid-30's last week. One media broker estimated that an offer would have to be somewhere in the \$45-per-share range.

Changing Hands

Announced

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

■ **WBUT-AM-FM** Butler, Pa.: Sold by Larry M. Berg and Guy A. Travaglio to Brandon Communications Systems for \$453,000. Sellers have no other broadcast interests. Buyer is owned by W. Frank and Elva Jean Brandon and their sons and daughters. One son, Robert C. Brandon, is president and general manager of WPGW-AM-FM Portland, Ind. Brandon family has no other broadcast holdings. WBUT is 250 w daytimer on 1050 khz. WBUT-FM is on 97.7 mhz with 720 w and antenna 290 feet above average terrain.

■ **WULA-AM-FM** Eufala, Ala.: Sold by Vogel-Milligan Corp. to WULA Inc. for \$225,000. Seller is principally owned by William R. Vogel, owner of WTCB(AM) Flomaton, WBL(AM) Evergreen, WHOD-AM-FM Jackson, all Alabama; WNOI(FM) Flora, Ill.; WGNS(AM) Murfreesboro, Tenn.; WIFN(FM) Franklin and WPFI(FM) Scottsburg, both Indiana, and WDOH(FM) Delphos, Ohio. Buyer is principally owned by R.E. Hook, who also owns 55% of WRAG(AM) and 100% of WAQT(FM) both Carrollton, Ala.; 55% of WRUS(AM)-WAKQ(FM) Russellville, Ky.; 50% of WSLG(AM) Gonzales and KRUS(AM)-KXKZ(FM) Ruston, both Louisiana, and

80% of WMAG(AM)-WQST(FM) Forest, Miss. WULA is on 1240 khz with 1 kw day and 250 w night. WULA-FM is on 92.7 mhz with 3 kw and antenna 79 feet above average terrain. Broker: Chapman Associates.

■ **WMGL(FM)** Pulaski, Tenn.: Sold by SBG Enterprises Inc. to Jay D. Austin and his wife, Grace M. Osgood, and Mr. and Mrs. Robert Lochte for \$250,000. Seller is owned by Charles R. Solomon, Ben Irvin and Roger Wright, who have no other broadcast interests. Buyer, Mr. Austin, is associated with Commerce Union Bank of Tennessee. Ms. Osgood is management consultant there. Mr. Lochte is producer for noncommercial WTCI(TV) Chattanooga. WMGL is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

■ **KVRA(AM)-KVRF(FM)** Vermillion, S.D.: Sold by Siouxland Broadcasting Inc. to Viking Communications Ltd. for \$180,000, plus \$20,000 covenant not to compete. Seller is principally owned by Ralph Macy, who has no other broadcast interests. Buyer is owned by Charles W. Halverson and Gerald F. Guth, owners of Wausau, Wis., land development firm. They have no other broadcast interests. Kvro is 500 w daytimer on 1570 khz. KVRF is on 102.3 mhz with 3 kw and antenna 255 feet above average terrain. Broker: Chapman Associates.

■ Other station sales announced last week included: WCDQ(AM) Hamden, Conn., and KBRJ(AM) Boise, Idaho (see page 58).

Approved

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

■ **WPRW(AM)** Manassas, Va.: Sold by Prince William Broadcasting Corp. to Kenneth Thompson and Robert McKee Jr. for \$900,000, plus \$150,000 covenant not to compete. Seller is principally owned by Harold H. Hersch and Harry Sells, also principals of WJRO(AM) Glen Burnie, Md. Mr. Sells is also Washington communications attorney. Mr. Thompson is Washington-area building contractor. Mr. McKee is former general manager of WAVA-AM-FM Arlington, Va., recently sold by Arthur Arundel for \$2.5 million (BROADCASTING, Oct. 17, 1977). WPRW is on 1460 khz with 5 kw full time.

■ **WHET(AM)** Waltham, Mass.: Sold by Charles River Broadcasting Co. to Anthony R. Martin-Trigona for \$850,000. Seller is principally owned by Theodore Jones, owner of WCRB(FM) Waltham. Buyer, Chicago attorney and real estate investor, is self-described "consumer advocate and public-interest litigant" who has distinguished himself over years by bringing political broadcasting issues before FCC and courts. Mr. Martin-Trigona formerly owned WTAF(TV) Marion, Ind., which has been off air for several years. WHET is on 1330 khz with 5 kw fulltime.

■ Other station sales approved last week included: KSNM-AM-FM Pocatello, Idaho (see page 58).



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3/20/78

Denver DA loses round one in diary tampering case

The Denver district attorney has been forced back to the drawing board in his attempts to press felony charges against two employes of one of the city's top radio stations for allegedly tampering with Arbitron rating diaries.

A circuit court judge on March 10 dismissed indictments against Harold Moore and Bud Elliot Stambaugh, program manager and news director, respectively, of KHOW(AM) Denver, on grounds that the indictments did not spell out clearly enough the criminal conduct charged ("In Brief," March 13). Richard Spriggs, Denver's chief deputy district attorney, said last week he planned to ask the grand jury to issue new, more complete indictments at its next meeting, scheduled for March 16. Mr. Spriggs added that the grand jury is still hearing evidence on the district attorney's charges that other Denver stations may be involved in tampering (BROADCASTING, Jan. 9, Feb. 20).

Mr. Spriggs termed the judge's dismissal of the charges a "technicality." Mr. Moore and Mr. Elliot [Mr. Stambaugh's professional name] had been charged with directing employes of the station to fill out one or more diaries for Arbitron's April-May 1976 survey. An attorney for Mr. Moore, Mike Dimanna, contended that the judge's dismissal was based on more than a technicality, since there is no evidence that altered diaries ever reached Arbitron (the rating service's policy is to destroy its diaries 11 months after they are processed). Merely filling out the diaries "is just not criminal," Mr. Dimanna said, although he does not acknowledge that Mr. Moore actually did so. "They're trying to fit a set of facts to a crime, and they've lost round one," he said.

Carter near to naming five for CPB's board

West Coast types dominate list of possibilities; two are from public television stations

The White House is reported close to a final decision on its nominees for five spots on the Corporation for Public Broadcasting's board of directors.

White House aides say the present list contains at least eight names, but that more may be added before final recommendations are made to the President. Members of the public broadcasting community in Washington say published reports naming five persons said to be the White House's choices square with their information as to the names on the final list.

They include two men who are members of boards of local noncommercial stations—Paul Friedlander, Seattle businessman, of KCTS-TV there, and Ralph Guz-

man, professor at University of California, Santa Cruz, of KCET(TV) Los Angeles.

The rest of list is also heavily West Coast-oriented—Kathleen Nolan, president of the Screen Actors Guild and member of the board of the National Citizens Committee for Broadcasting, and Geoffrey Cowan, professor of law at the University of California at Los Angeles. The fifth name mentioned is that of Howard White, of New York, an International Telephone & Telegraph executive who last year had been mentioned as a possible choice for the FCC.

Meanwhile, the White House has not yet decided whether to press forward with the nomination of Irby Turner, former chairman of the Mississippi Public Television Commission. Senate action on the nomination was stalled last fall, after some citizen groups accused Mr. Turner of anti-civil-rights activities (BROADCASTING, Nov. 7, 1977). The charges have been investigated by the Federal Bureau of Investigation.

Media Briefs

Let's talk. Association of Maximum Service Telecasters has petitioned FCC to hold oral argument in short-spaced VHF drop-in proceeding, in which commission is considering adding five VHF channels to table of allocations. AMST, which is leading opposition to drop-in proposals,

said in pleading last week that issues involved are "important, complex and otherwise particularly suited for oral argument." Final round of comments in proceeding were filed two weeks ago (BROADCASTING, March 13). Amount of comments filed—docket includes 18 volumes—calls for sharpening process oral argument can provide, AMST said.

Looking. Affiliated Publications Inc., publisher of *The Boston Globe* and owner of four radio stations, is looking for new broadcast properties, according to company's executive vice president, William O. Taylor. Mr. Taylor said radio stations are "more within our means" than television or most print media. API's broadcast group now includes: WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati.

Detroit-D.C. swappers offer assurances to blacks

The Post-Newsweek Stations Inc. and the Evening News Association have committed themselves to advising and encouraging minorities interested in acquiring broadcast-station ownership. The commitments are in letters the companies' counsel have written to Pluria Marshall, chairman of the National Black Media Coalition, in response to concerns he expressed in connection with the proposed

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AM/FM Combination in growing coastal community. Currently grossing in excess of \$200,000/yr. Price, including real estate, is \$475,000—terms \$140,000 down balance over 9-years.

*A Confidential Service to
Owners & Qualified Buyers*

swap of PNS's WTOP-TV Washington for ENA's WWJ-TV Detroit.

In the main, the letters deal with such matters as programing, equal employment opportunity proposals, and plans for keeping in touch with community needs.

PNS and ENA will provide existing and prospective minority broadcasters with engineering and financial advice they request in acquiring stations. And when they learn of a station for sale in which they are not interested, PNS and ENA will provide the seller or broker with names of up to 12 minority broadcasters from a list supplied by NBMC.

Better employment picture

Almost half of the women employed in the broadcasting last year held positions in the higher-pay categories, the FCC announced. Furthermore, the commission noted, 64% of minority group members working full time in broadcasting held higher-paying jobs.

The commission said that in 1977, 37,588 women worked full time at broadcast stations. Of those, 17,911 (48%) held jobs in either managerial, professional (on-air talent, copy writers, etc.), technical or sales areas. The commission said that in 1976 only 43% of the women broadcast employees held positions in one of those four categories.

Of the 17,362 minority group members employed full time in the industry, the commission said, 11,106 held upper-category jobs. In 1976, 63% of the minorities were in the higher-paying positions.

Breaking the employment statistics down even further, the commission reported that women held 19.7% of official and managerial positions, 20.1% of the professional jobs, 23.1% of those in sales, 6.1% of technical jobs and 90.1% of the office and clerical posts.

Minorities held 7.4% of the management positions, 12.2% professional, 7.3% sales, 13.5% technical and 22.3% office and clerical.



Helping out. RCA President Edgar H. Griffiths (1) presents a check for \$20,000 to Dr. Edward Bloustein, president of Rutgers University, Brunswick, N.J., as the first installment of an RCA pledge of \$100,000 toward the university's \$33-million capital development program.

Cablecasting

Teleprompter's economy version of pay cable introduced in New York

'Uptown' offers a limited feature schedule, matinee price

In an effort to lure basic cable subscribers as well as to offer pay cable subscribers a service cheaper than that of Home Box Office, Teleprompter Corp.'s New York City system has introduced "Uptown," a \$3.95 monthly package of one big-name feature, one entertainment special and four specialty films.

HBO lately has put its average at 14 new movies per month as well as entertainment specials and encores. Teleprompter Manhattan Cable TV claims 13,000 HBO subscribers paying a \$9 monthly charge, out of an over-all 50,000 subscriber count. (Teleprompter's system covers northern Manhattan; Time Inc.'s system has the south.)

The major film, rotating every four weeks after multiple play ("Taxi Driver" this month, "The Late Show" in April), will have run on HBO some three to six months earlier. The entertainment special (some deals already have been worked out with Columbia Pictures' cable service) and the specialty films—including black, kung fu, chiller and romantic comedy fare—generally will be new to the system.

No X-rated films are to be included and Teleprompter claims to have designed the service to the character of the upper Manhattan population. HBO's movie supply subsidiary, Telemation Program Services, has been working closely with Teleprompter.

Program costs (excluding equipment conversion and the like) for "Uptown" are expected to run Teleprompter the equivalent of a third or less of the \$3.95 per subscriber, according to the system's director of programing, James Miller. He said that many of the programs have been bought on a per-subscriber basis.

Will the New York City effort be the forerunner of systemwide packages? Bill Bresnan, Teleprompter cable division president, said: "It's too early to talk about it."

In addition to the "Uptown" offering, the system also has beefed up its basic ser-

vice and has changed the name to "Metrovision." The new service includes distant signals of WSBK-TV Boston and WTAJ-TV Philadelphia and additional "cherry-picking" from other stations. A Reuters wire and a horse racing channel have been picked up and another channel now offers a program guide for conventional and cable television offerings.

Canada says no to pay television at this time

Indications now are that programs would be foreign-made, says CRTC, which wants home-grown product

The Canadian Radio-Television and Telecommunications Commission has rejected proposals for introducing pay television in that country, largely because it has not been demonstrated that pay programing would be predominantly Canadian-made.

There are some pay TV services now at hotels in Toronto and Vancouver, but their fare, mostly U.S. movies, fails to meet the government's standard for a nationwide system, the commission said. The Canadian Broadcast Act requires that most of the programing on a pay system would have to be produced in Canada.

The commission's decision was based on about 140 submissions it received at public meetings last June. As in the U.S., broadcasters who commented were against pay TV. Cablecasters were for it.

Although the commission rejected the idea for now, it anticipated that pressure for pay TV will continue and may one day prevail over anti-pay TV forces. With that in mind, the commission set out several objectives for a pay service.

Pay TV in Canada, the CRTC said, should consist of a single national network run by the government, some private entity or a combination of the two. It suggested that a benchmark be set of at least 50% Canadian-originated programing, and further suggested that some of the revenues generated by the system might go toward the support of Canadian program production. The commission also suggested that rules be adopted to protect programs now on over-the-air television from being siphoned into a pay TV system.

The brass is not quite as green at NCTA. Two months after disclosure of the top executive salaries at the National Association of Broadcasters (BROADCASTING, Jan. 23), it's learned that officials of the rival National Cable Television Association are also doing reasonably well—although not on a par with their NAB counterparts. NCTA President **Robert L. Schmidt** is drawing \$90,000 a year during the last two years of a contract that runs until January 1980. (NAB President Vincent Wasilewski draws \$105,000 in base pay plus \$15,000 deferred.) NCTA's Executive Vice President **Thomas E. Wheeler** earns \$60,000. (NAB's Executive Vice President John Summers earns \$75,000.) Other key NCTA salaries: **Stuart Feldstein**, vice president and general counsel, \$45,000; **Wally Briscoe**, senior vice president, \$41,000; **Robert Luff**, vice president-engineering, \$39,000; **Robert Johnson**, vice president-pay cable, \$36,000; **Lucille Larkin**, vice president-public affairs, \$33,000; **Kathie Hilton**, vice president-research, \$32,000.

Slow-down in spot last year shown in TVB statistics

New yearly high in billings reached on only 4% gain; other media, as an advertiser category, make biggest again; Time Inc., as a company, up the most; record number of brands promoted

Spot television's humdrum pace in 1977 was documented by figures released by the Television Bureau of Advertising which showed a 4% gain over 1976 which, nevertheless, amounted to a record \$2.3 billion.

Citing data compiled by Broadcast Advertisers Reports, TVB said publishing and media scored the largest percentage category gain among 1977's spot advertisers, up 78% to \$75.4 million, followed by records and tape, radio and TV sets, up 37% to \$142.8 million; agriculture and farming, up 21% to \$15.7 million; horticulture, up 20% to \$17.3 million, and jewelry, optical goods and cameras, up 18% to \$26.2 million.

Time Inc. showed the largest increase among individual advertisers, up 159% to \$18.2 million. Others posting large gains in 1977 were Nissan Motors Corp., U.S.A., up 127% to \$12.8 million; Ford Auto Dealers Association, up 67% to \$8.8 million; Philip Morris, up 60% to \$10.4 million; Milton Bradley Co., up 59% to \$13.2 million, and Quaker Oats, up 51% to \$17 million.

TVB said a record number of brands—10,888—were advertised by 2,426 national and regional advertisers in 1977.

The 30-second commercial now accounts for \$1.9 billion, or almost 83% of all spot TV investments. The 60-second spot was in second place with \$331.7 million, or 14% of the total, while the 10-second commercial was third with less than 3% of spot TV expenditures.

TOP 100 NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS-1977

1. Procter & Gamble	\$114,624,600
2. General Foods	67,561,200
3. Pepsico Inc.	37,762,100
4. General Mills	36,205,000
5. Lever Brothers Co.	35,926,400
6. American Home Products Corp.	35,248,200
7. Colgate Palmolive Co.	34,256,100
8. William Wrigley Jr. Co.	31,978,900
9. Chrysler Corp.	29,790,200
10. American Tel & Tel Co.	28,970,700
11. Kraftco	28,330,200
12. Ford Motor	28,033,600
13. Coca-Cola	27,263,400
14. General Motors	26,713,400
15. International Tel. & Tel.	26,427,900
16. A. H. Robins Co.	21,880,600
17. Nestle Co.	21,530,600
18. Warner-Lambert	20,158,600
19. Bristol-Myers	18,940,800

continues on page 44

Spot TV Investments: When and how

	1976	1977	% of Total	% Chg.
TOTAL	\$2,228,558,200	\$2,311,512,600	100.0	+ 4
<i>Time of day</i>				
Daytime	511,517,700	556,908,500	24.1	+ 9
Early evening	592,678,000	584,002,900	25.3	- 1
Nighttime	677,374,900	711,555,200	30.8	+ 5
Late night	446,987,600	459,046,000	19.8	+ 3
<i>Length of commercial</i>				
10 seconds	50,480,000	56,015,900	2.4	+11
20 seconds	8,200,300	7,336,500	0.3	-11
30 seconds	1,885,758,400	1,916,422,300	82.9	+ 2
60 seconds	284,119,500	331,737,900	14.4	+17

There's no competition for Harris' new Criterion 90

Unbeatable Price and Performance

Harris now offers a professional tape cartridge machine priced as much as \$300 below similar competitive models.

Superior design techniques and high production capabilities allow Harris to pass on these great savings to the broadcaster.

The rugged features of the Criterion 90, computerized testing and strict quality control are combined to guarantee reliable performance through years of use.

Call today to order the Harris Criterion 90 tape cartridge machine...217/222-8200...or contact Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301...and SAVE.

30-DAY FREE TRIAL OFFER



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



20. Mattel	\$18,813,500	79. FAS International	\$5,820,000
21. Time	18,225,000	80. Action Marketing	5,706,100
22. Mars	18,129,300	81. GRT Corp.	5,663,300
23. Borden	17,221,000	82. H & R Block	5,571,900
24. Kellogg	17,122,700	83. Crane-Norris Marketing	5,558,600
25. Quaker Oats	17,016,900	84. Stroh Brewery	5,472,900
26. Triangle Publications	14,954,400	85. Oldsmobile Auto Dealers Assn.	5,467,200
27. Dial Media	14,176,100	86. Kimberly Clark	5,426,500
28. Beatrice Foods	13,725,100	87. Union Oil Co. of Calif.	5,410,000
29. Scott Paper Co.	13,527,100	88. E & J Gallo Winery	5,395,100
30. Toyota Motor Distributors	13,294,800	89. American Motors	5,313,900
31. Milton Bradley	13,228,400	90. H. J. Heinz	5,262,900
32. Mego International	12,902,300	91. The Clorox Co.	5,120,100
33. Nissan Motor Corp. USA	12,836,500	92. American Express	5,095,600
34. CPC International	12,789,900	93. Dodge Auto Dealers Assn.	5,087,600
35. Norton Simon	12,520,300	94. Olympia Brewing	4,994,500
36. Revlon	12,463,500	95. Pillsbury	4,946,200
37. Nabisco	12,080,300	96. Phillips Petroleum	4,942,900
38. North American Phillips	11,942,000	97. Heublein	4,940,900
39. Gillette	11,857,500	98. Dr Pepper	4,873,200
40. General Electric	10,664,600	99. Melville	4,761,200
41. Philip Morris	10,376,200	100. Squibb	4,686,200
42. RCA Corp.	10,211,200		
43. Esmark	9,972,800		
44. K-Tel International	9,944,800		
45. Volkswagenwerk A. G.	9,588,500		
46. American Dairy Assn.	9,470,800		
47. Standard Oil Co. of Ind.	8,865,000		
48. CBS Inc.	8,814,700		
49. Ford Auto Dealers Assn.	8,809,100		
50. Sterling Drug	8,677,900		
51. Audio Research	8,660,800		
52. Ralston Purina	8,524,600		
53. Consolidated Foods	8,388,800		
54. Ideal Toy	8,366,000		
55. Ronco Teleproducts	8,109,600		
56. American Can	8,052,800		
57. Richardson Merrell	7,996,500		
58. Anheuser Busch	7,995,500		
59. Campbell Soup	7,844,700		
60. Seven Up	7,794,700		
61. Trans World Airlines	7,739,300		
62. Royal Crown Cola	7,643,900		
63. Chesebrough Ponds	7,368,100		
64. Carnation	7,366,400		
65. Standard Brands	7,202,400		
66. UAL Inc.	7,043,700		
67. Alberto Culver	6,930,200		
68. Standard Oil Co. of Calif.	6,896,100		
69. Block Drug Co.	6,840,700		
70. Schering-Plough	6,618,900		
71. Hasbro Industries	6,447,300		
72. Liggelt Group	6,308,200		
73. Eastern Air Lines	6,273,800		
74. Jos. Schlitz Brewing	6,196,400		
75. K. Hattori & Co.	6,182,000		
76. Miles Laboratories	6,091,600		
77. Chevrolet Auto Dealers Assn.	5,999,300		
78. American Airlines	5,963,800		

Note: Investments classified as "Retail/Local" by BAR (i.e. General Foods' investment for Burger Chef, investments by JC Penney Co. Inc., Sears, Roebuck & Co., etc.) are not included in the above.

HRTS's pick of the ads

**British spots are best in TV;
Baldwin Piano's are tops in radio**

A series of three commercials for the British Egg Authority won top television honors in the 18th annual International Broadcasting Awards of the Hollywood Radio and Television Society. McCann-Erickson Ltd., and Morgan & Mount, both London, were the agency and production house, respectively, involved with the winner.

The HRTS judges picked a series of three commercials for the Baldwin Piano & Organ Co., entered by the Northlich & Stolley agency, Chicago, and produced by Dick & Bert, Chicago, as the cream of the radio entries.

The competition drew entries from 47 countries. The awards ceremony took place last week at a Los Angeles dinner attended by some 1,000 broadcasting and agency executives. At the ceremony, Edward Asner, who plays the title role in CBS-TV's *Lou Grant* series, was honored

as the society's "Man of the Year."

The list of other HRTS category winners, with agencies and production houses:

Television

Live action, 60 seconds, English language, "Conway Savings," Manufacturer's Bank, Young & Rubicam, New York; Gomes-Loew, New York.

Live action, 60 seconds, non-English language, "Cherub," Kleenex Tissues, JIMA Dentsu Advertising Ltd., Tokyo; AOI Promotion, Tokyo.

Live action, 30 seconds, English language, "Four Generations," Ford Motor Co., J. Walter Thompson, New York; Ray Corwin Productions, New York.

Live action, 30 seconds, non-English language, "A Sick Room," AIU Insurance Co., JIMA Dentsu Advertising Ltd., Tokyo; AOI Promotion, Tokyo.

ID's, 10 seconds or less, "Rabbi," Bay Area Rapid Transit; Chiat/Day Inc., Los Angeles; Johnson & Cowan, Hollywood.

Animation, "Dessin Anime," Harpic Liquid, Reckitt & Colman, ECOM Advertising, Paris; Tony Blum Productions, Paris.

Combination, "Trays No. 2," Fisons Ltd., Benton & Bowles Ltd., London; Olinskyfilm, London.

Humorous, "Beauty," *Sunday Times*, no agency, Picture Palace Productions, London.

Video tape, "Three Harids," Jeyes Ltd., Wilson Hartness Advertising, Dublin; GPA (Ireland) Ltd., Dublin.

Public service, "College Level Entrance Program," CLEP, McDaniel & Charles Associates, Ltd., New York; Myers & Griner-Cuesta, New York.

Local (one market), "Rolls-Royce," Wedgwood, Josiah & Sons, Ltd., Footé Cone & Belding, Toronto; Paul Herriott Productions, Toronto.

Radio

Musical, 60 seconds, "Unfinished Yogurt Song," Knudsen Dairy Products, Allen & Dorward Inc., San Francisco; Art Twain Productions, Oakland.

Musical, 30 seconds, "Hollywood Squares," wxyz-TV Detroit; J. Walter Thompson Co., Dearborn, Mich.; Ron Rose Productions, Southfield, Mich.

Humorous, 60 seconds, "Milk Gourmet," California Milk Advisory Board, Cunningham & Walsh, San Francisco; Dick & Bert, Chicago.

Open, 60 seconds, "McScramphasit," McDonald's Systems Inc.; Needham, Harper & Steers, Chicago; Walt Kraemer Creative Services, San Francisco.

Open, 30 seconds, "Time for Tea," Pan American World Airways, Carl Ally Inc., New York; Judrac Productions, New York.

Local (one market), "Delicious," The New York Deli, Post Oak & Westheimer, Houston; Bob Green Productions, Houston.

Public service, "Right Moment," Church of Jesus Christ of Latter-Day Saints, Direct, Bonneville Productions, Salt Lake City.

Sintronic
AM-FM TRANSMITTERS

LOUD AND
CLEAR IN THE U.S.
& 37 OTHER COUNTRIES

Sintronic CORPORATION
212 WELSH POOL RD., LIONVILLE, PA 19353 • (215) 363-0444
Sintronic Corporation is a subsidiary of Singer Products Co., Inc.
Integrity and dependability since 1937

'77 was good, and '78 should be better

DDB report places TV expenditures up 13% over 1976 and predicts they'll hit \$8.4 billion this year

Doyle Dane Bernbach, New York, estimated last week that television expenditures in 1977 reached \$7.6 billion, a 13% increase over 1976, and projected that TV spending would increase by 11% to \$8.4 billion this year.

This information was contained in DDB's annual "Media Trends" report, which placed total 1977 advertising in the U.S. at \$37.8 billion. The agency predicted that advertising in 1978 would be \$41.8 billion.

Radio's spending in 1977 was estimated at more than \$2.5 billion, a jump of 12%. Doyle Dane Bernbach said network radio rates during the year climbed by 14% and spot radio's 9%. The agency forecast that in 1978 network radio billings would increase by 11% and spot radio by 7%.

The report said there was a downward trend in TV usage in 1977 but pointed out that analysis showed it is the older segment of the population that is watching less TV. DDB said viewing was up among the 18-24 age group and the sharpest decline was among the 55-and-over segment.

DDB predicted there would be a "slowing down" of TV rates this year, and said network prices would be up about 12% and spot TV about 7%.

TV stations wary of 15-second ads

Payne warns they'll increase clutter; SRA says they'll be opposed at the local level

If the networks continue to accept 15-second spots, it seems certain they'll be flying in the face of stiff resistance from stations.

The subject was elevated two weeks ago at the convention of the National Association of Television Program Executives convention in Los Angeles at a meeting of NBC-TV affiliates (BROADCASTING, March 13). Leading the charge against the short-form advertisement was Ancil Payne (KING Broadcasting, Seattle), chairman of the board of delegates of the NBC Television Affiliates. Mr. Payne tied his criticism of the 15-second spot to the 45-minute format being used by Procter & Gamble.

"The board of delegates is dead set against 15-second spots," Mr. Payne said after the meeting.

"P&G pays for one minute, uses 45 seconds and allows stations to use the remaining 15 seconds for a public service announcement," Mr. Payne said. "Stations don't sell public service spots, so this 15-second spot is adding to the clutter of a station. When is it going to stop?"

"Can you imagine a station break with

four 15-second spots on both sides of an ID, plus credits and other nonprogram material?"

Last week, the Station Representatives Association claimed that virtually all of the TV stations represented by its members are opposed to 15-second spots.

M.S. Kellner, SRA managing director, said stations complain about the clutter and segmentation the 15-second spots would create. He noted that SRA recently signed an agreement with Broadcast Advertisers Reports to monitor commercials with a view toward uncovering "odd-length" spots.

Mr. Kellner said thus far there have been only a few instances of the use of 15-second commercials by stations, but sta-

tions almost unanimously are opposed to their use in any combination, and added: "If 15's happened to double in number, the public perceives there are three times as many commercials on the air."

A number of national reps queried echoed Mr. Payne's remarks and one said that although the use of 15-second spots are only in the infant stage, the trend could grow. He added that stations are "upset by any change that upsets the prevailing pattern."

It is known that piggyback 30-second spots (two 15-second units) have been carried on networks for Admiral, Clairol and Mr. Coffee, and stations also are apprehensive that this practice might spread ("Closed Circuit," Feb. 13).

These four men have come to a decision about cable television



Speaker Thomas P. O'Neill
U.S. House
of Representatives



Rep. Lionel Van Deerlin, Chairman
House Subcommittee
on Communications



Sen. Ernest B. Hollings, Chairman
Senate Subcommittee
on Communications



Charles Ferris, Chairman
Federal Communications
Commission

Next month, four of Washington's most influential decision makers on the future of communications will address National Cable Television Association's convention commemorating the 30th anniversary of the cable industry.

The place is Rivergate Convention Center—four days of conferences nearly 45,000 net square feet of exhibits, and all of New Orleans.

The topic is the future of cable: a new communications act, an omnibus cable bill, the information you need.

cable78

Don't get left out

APRIL 30-MAY 3 NEW ORLEANS

For details contact:
NCTA Convention Center
918 16th Street, N.W.
Washington, D.C. 20006
(202) 457-6705



National Cable Television Association

Another for ABC, even with reruns

Mixed bag of old, new and second-time-around shows gives network ratings win despite a low average for first week of March; CBS is second

In a somewhat unusual week of reruns, specials and second-season premieres, ABC-TV won March 4-12 with its lowest prime-time average in 10 weeks, a 19.9. CBS-TV came in second with an 18.8, one point ahead of NBC-TV's 17.8.

ABC filled more than half its schedule with reruns, intending, a spokesman for the network said, to save some original episodes for use this spring. NBC ran 27% reruns and CBS 19%, according to figures compiled by ABC.

ABC's reruns were by no means all throwaways. The two-hour *Happy Days* repeat on Tuesday, for example, pulled a 50 share, the highest-rated show of the week (it featured Fonzie's discovery by a Hollywood talent scout). Against it, *CBS Reports: Who's Minding the Bank* came in with a 16 share, the lowest-rated show of the week, while NBC's new *Chuck Barris Rah Rah Hour* came in with a 22.

A bit surprising was the 29 share pulled by ABC's repeat Friday of the made-for-TV movie starring John Travolta, "Boy in the Plastic Bubble." NBC also repeated a powerhouse made-for-TV movie, "Sybil," which pulled 26 and 25 shares in the network's events slots on Monday and Tuesday.

Third-season premieres were sprinkled throughout the week, primarily by CBS. On Wednesday, *The Return of Captain Nemo* came in at 8-9 p.m. in a direct face-off with a potential new ABC comedy/variety show, *That Special Thing on ABC*. CBS's *Nemo* won that battle, with a 28 share to ABC's 21, but NBC's *Ringling Brothers* circus special outperformed both with a 40 share.

On Friday, CBS plugged in *The Incredible Hulk* in the 9-10 p.m. time period and it looked strong with a 34 share against NBC's *Rockford Files* and the latter half of "Boy in the Plastic Bubble." Following *Hulk* was another CBS debut, *Husbands Wives and Lovers*, which faced NBC's *Quincy* and ABC's *Charlie's Angels*. That was the angels' second flight of the week (the first was a rerun), and it was thrown in as a spoiler for CBS's premiere, a technique ABC has been using in the past several weeks. *Angels* scored only a 30 share, enough to help hold back *Husbands* to a 26. *Quincy* beat both with a 35.

ABC also started a new show in its regular time period during the week—*Having Babies*, which is in temporarily for *Family* at 10-11 p.m. Tuesday. The show pulled a 32, a drop of 10 share points from its lead-in, *Three's Company*.

Following other recent schedule

changes, CBS's new Monday night line-up remains solid. The lead-off hour of *Good Times* and *Baby, I'm Back* was pre-empted for a highly praised special, *The Body Human: The Red River*, which pulled a 23 share. But from 9 to 11 p.m., against movies on ABC and NBC, *M*A*S*H*, *One Day at a Time* and *Lou Grant* scored 40, 39 and 37 shares, respectively.

Several of NBC's newer series showed new signs of life. *Black Sheep Squadron* on Wednesday and *CHiPs* and *James at 16* on Thursday all scored their highest numbers of the season—30, 31 and 27 shares, respectively. *Class of '65*, also on Thursday, scored a 31 share, much higher than usual. One of NBC's most recent entries, *Quark*, scored a 26 share in its lead-off spot Friday (8-8:30 p.m.), continuing a very gradual decline for the lavishly produced science-fiction satire. *Project UFO* on Sunday pulled a 31, also slightly less than previous outings.

For ABC, the *Love Boat* and *Fantasy Island* combination on Saturday remained strong—the former scored a 41 share, the latter a 43—as did *How the West Was Won* on Sunday, which pulled a 34.

NBC's 'Mr. Talent' leaving after almost 20 years

Dave Tebet, famous for catching and keeping big-time stars, exits on May 1 to head a new TV division for Levine firm

David Tebet, the man who signed some of NBC-TV biggest stars during almost 20 years as chief talent coordinator for the network, has been released from his contract there to head a new television arm of Joseph E. Levine Presents Inc.

Mr. Tebet will leave NBC on May 1, a year before his contract expires. Both he and NBC-TV President Robert Mulholland described the separation as amicable. "The contribution David has made to NBC-TV over the years is incalculable," Mr. Mulholland said. "We will miss him enormously and wish him success in this new and challenging venture."

In his new post, Mr. Tebet will be in charge of developing made-for-TV movies for the Levine company. He called the opportunity to work for "one of the last great movie moguls" a "once in a lifetime" offer. He is to have a five-year contract.

Asked last week to list some of the talents he had been responsible for bringing to NBC, or for keeping there, Mr. Tebet mentioned Johnny Carson, the late Freddie Prinze, Dean Martin, Michael Landon, Angie Dickinson and, more recently, O.J. Simpson and Steve Martin. He is credited with convincing Johnny Carson to stick with the *Tonight* show when the star had tired of the program after its first three years on the air (an offer of paid vacations turned the tide). Mr. Tebet is still closely associated with the star and show.

In a recent profile of Mr. Carson in *New*



Tebet

Yorker magazine, Mr. Tebet was described by one television executive as "the ambassador of all NBC's good will—he sprinkles it around like ruby dust" and by another as "vice president in charge of caring." Mr. Tebet himself told BROADCASTING last week, "I happen to get along with actors. I love them, and I think they feel that way about me, too."

He joined NBC in 1956 as a general program executive, coming from a publicity career that included work for top Broadway production firms and for *Your Show of Shows* in television. In 1959 he proposed that NBC form a talent relations department, and Robert Sarnoff and Robert Kintner appointed him to head it. He's held that position ever since, while gradually taking on other responsibilities, including the production of some NBC specials.

Mr. Tebet's title in leaving NBC is senior vice president, and he believes his contentment with that position is partly responsible for his longevity at the network. "They know I'm not plotting to become president or chairman of the board," he has said. "As a matter of fact, I'm not interested in any other job in this building ('Profile,' April 29, 1974)."

No big deal on ratings mixup

Nielsen reissues ratings that had been fouled up by 'enhancement,' finds most not all that far off; broadcasters say it's a warning

Shuddering only to think what might have been, network researchers last week appraised the effects of A.C. Nielsen's computer foul-up and found, they said, little to worry about.

As expected, the discrepancies in program ratings for the seven-week period in question turned out to be minor for the vast majority of programs—usually within tenths of rating points (BROADCASTING, March 13). In any event, some sources said, once the networks and advertisers got the real numbers, it was business as usual in analyzing what they meant in

terms of actual versus anticipated audiences delivered. And with scatter buys predominant, "the effect over an entire ad schedule doesn't mean anything," one researcher said.

The network ratings committee, CON-TAM (committee on nationwide television audience measurement), met with representatives of Nielsen last Tuesday (March 14) to discuss the problem, a session one participant described as basically a finger-wagging affair. "It really was designed to put Nielsen on notice that they've got to be more careful in the future," said Phil Luttinger, director of national television research for CBS-TV. He said Nielsen's people promised to study the error to determine how it entered the sample undetected, and that they may establish some new policy guidelines to prevent similar problems in the future.

(As reported, Nielsen said it instituted an "enhancement program" to improve its efficiency and in the process failed to include computer instructions to account for delayed broadcasts and late ratings reports.)

Nielsen last week worked up composite correction sheets for the two pocket pieces that had to be reissued, Jan. 9-22 and Jan. 23-Feb. 5. For the first, 18 programs out of 417 listed had their numbers changed, with the largest variation being a 1.9 point drop for an ABC *Afterschool Special*. Only one other program, CBS-TV's Phoenix Open golf telecast, changed by as much as one point.

In the Jan. 23-Feb. 5 period, 206 programs out of 425 were revised. Of the revisions, 19 shows changed by one rating point or more, and five of those exceeded two points' difference. The most dramatic revision was accorded ABC-TV's Jan. 23 broadcast of the Bing Crosby golf tournament, which went from a 9.2 rating and 21 share in the incorrect report to a 6.2/14 in the corrected version. Because of the nature of the problem, programs that changed most significantly were almost all sports and news broadcasts, or shows that experience rescheduling by affiliates, such as ABC-TV's *Soap* and *Family* (which follows *Soap* in the regular line-up).

Prime-time averages for the February sweep periods of both Nielsen and Arbitron Television were affected only minimally. ABC's average went from a 21.9 to a 22.0, CBS's stayed where it was, at 19.4, and NBC's increased from a 17.6 to a 17.9.

Now it's Maude's turn to tire of weekly series

Beatrice Arthur, star of the CBS-TV series, *Maude*, has announced she will not return for the program's seventh season next fall.

Citing fatigue with the Maude character, Ms. Arthur said she expects to pursue other offers in film, theater and television. She has commitments to do specials for CBS and may eventually star in another

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series for the network.

Maude's future had already been tentative because of the lagging ratings. The show has pulled this year. A pilot had been made exploring a change of format, in which Maude and her husband, played by Bill Macy, would go to Washington after Maude's appointment to a vacant congressional seat. According to a spokesman for Tandem Productions, the show still could go on with a new central character, if CBS was interested, but one CBS source doubted that would happen.

CBS brings in two for Saturday night

Mary Tyler Moore's anchorman and Rhoda's ex-husband return in series of their own for tryout; 'Randall' and 'Newhart' benched

CBS-TV has set Saturday night time periods for two new sitcoms that will join the network's schedule April 8.

The Ted Knight Show, starring Mary Tyler Moore's vain anchorman as the boss of an escort service, will go in at 8:30-9 p.m. NYT, replacing the *Tony Randall Show*. *Another Day*, starring Joan Hackett and David Groh (Rhoda's former husband) as "a married couple who find humor in pursuing their share of the American dream," will follow *Knight* at 9-9:30 p.m. *The Jeffersons*, formerly in that time period, will move up to the 8-8:30 p.m. time slot, taking out the *Bob Newhart Show*.

CBS's announcement said that "future scheduling plans for the rest of the season will be announced" for *Newhart* and *Randall*. (Bob Newhart has decided not to return for another season in any case.) The network has 13 episodes of *Another Day* completed and six of *Knight*, and unlike the purposely experimental short runs of many entries at this stage of the season, both are to be left on indefinitely. CBS's Saturday line-up has fared poorly in the ratings for most of this season.

Doing it themselves

Case & McGrath form production arm with projects on tap for all three commercial networks

Case & McGrath Inc., New York, has formed a production company subsidiary that is developing three movies, two comedy series and a one-hour dramatic program for the three networks.

Merrill Grant, senior vice president for C&M who heads Grant Case McGrath Enterprises, New York, considers it unusual that an advertising agency is financing and producing its own TV productions. He noted that other agencies involved in TV programming restrict themselves to distribution and arranging sponsorship.

The agency's entry into actual produc-

tion was undertaken because it believes there is opportunity today for programming from diverse sources and it has a strong desire to make its TV presence more visible, according to Mr. Grant. He said the agency bills about \$33 million, of which approximately 80% is in TV.

The development projects that are in script form are two movies for NBC and one for CBS; one comedy series for NBC and one for ABC, and the hour dramatic special for NBC. Mr. Grant said they would be ready in time for telecasting in January 1979. He said he would serve as executive producer or co-executive producer on all the programming.

Mr. Grant joined Case & McGrath less than two months ago after serving as president of Don Kirshner Productions and as executive producer on many of the company's TV programs for the past three and a half years. Earlier Mr. Grant had been an executive in the media and programming departments of Benton & Bowles and Grey Advertising, both New York, and with Viacom Enterprises in program development.

ACT takes its fight to the supermarkets

Local members will distribute 'warning' tags for TV sets

Action for Children's Television is launching a new TV education campaign that includes the distribution of red and white "TV reminder tags" to be hung directly from the family set. They read: "Reminder: Too much television can be harmful to your child."

Tags printed in English and in Spanish were to be passed out at supermarkets, libraries and pediatrician's offices in major



cities across the country last Saturday (March 18) to kick off the project. ACT members in more than 100 cities will continue to distribute them and hopes are to eventually have a million or more in circulation.

Inside the tag are suggestions for how parents can participate in their children's viewing habits. "You can help your child," it says, by choosing, watching and discussing TV programs with him or her. Also provided is a list of questions for parents to ask their children, such as "what have you learned from TV" about food,

teachers, the city, police, cars, doctors, guns and yourself?

John Ryor, president of the National Education Association, has endorsed the campaign as "a convenient and clever way to involve parents and to encourage their supervision of their children's viewing."

'Evening' show sees daylight in syndication

Group W stations' access show is now offered to other outlets for localizing as 'PM Magazine'

What began as a local prime-time access venture at KPIX(TV) San Francisco and later spread to all five Westinghouse Broadcasting Co. television stations will be available outside the group this fall.

Group W last week announced plans for a *PM Magazine* program service, built out of its *Evening Magazine* strip. Under a cooperative arrangement to begin this September, outside stations are expected to be able to duplicate the *Evening* format. Group W stations will be supplying two seven-minute "national" stories per day, as well as three two-minute informational pieces from outside contributors.

At this point, nine major market non-Group W stations are said to be on board, with participation limited to between 12 and 20 for the first year. Group W isn't naming the members; it claims competitive reasoning makes it best for the stations to make their own announcements.

According to Win Baker, president of the Westinghouse television station group, "it is not our intention to make available *Evening Magazine* in its present form. What has evolved with the *PM Magazine* program service... involves incorporating national story material into locally produced programs which have the same basic format."

As further explanation, Bill Hillier, national executive producer of *Evening* and executive producer of *PM*, said "we don't expect it" and would be "disappointed" if stations carried both daily long-form stories. A probable arrangement, he said, would be for a station to use one and then make its own local version of the other. Also available to the stations in the cooperative will be *Evening's* back inventory of stories.

Mr. Hillier added that the outside stations in the cooperative are buying the concept and graphics and would be expected to localize stories with introductions, epilogues and commentaries. Contractual arrangements, varying from market to market, require locally produced programming to be fed back to the cooperative, he said. All local work is to be done with minicams in keeping with the *Evening* format.

Group W stations will be retaining the *Evening* title while others will start up with *PM*. The stories are to be distributed on tape. As to expected profits, Mr. Hillier said during the first year the outside sta-



Cronkite, Stapleton, Godfrey

Accessories after the fact

CBS celebrated its golden anniversary six months late last Monday night with cocktails, dinner and dancing at a gala preview of CBS-TV's week-long, nine-and-a-half-hour *CBS: On the Air* look-back at the first 50 years. New York's push Four Seasons restaurant was wall-to-wall people—some 420 in all, including national and out-of-town television press, other guests, CBS brass and 40 past and present stars of CBS radio and television. After 75 minutes of excerpts from the anniversary program, to be broadcast March 26-April 1, CBS newsman Walter Cronkite presided over the cutting of the giant birthday cake, attended by Jean Stapleton of *All in the Family* and long-time CBS TV and radio entertainer Arthur Godfrey. Among the brass and stars on hand (and pictured here) were CBS Inc. President John D. Backe and Gene F. Jankowski, president of the CBS/Broadcast Group, and Robert A. Daly, president of CBS Entertainment, and Phyllis George of CBS Sports. Highlights of the anniversary show include an appearance by CBS Chairman William S. Paley (shown at the taping). Mary Tyler Moore, who with Mr. Cronkite is co-host of the anniversary series, also appeared at the party—on tape. Alexander Cohen, executive producer, was there live.



Mr. and Mrs. Jankowski



Daly, George

tions "are basically covering our costs of distribution." Group W Productions will be handling *PM* sales and distribution.

Currently, Mr. Hillier said, among Group W stations, about 60% of the *Evening* show is local and the remainder is taken from sister stations. Earlier this month as a National Association of Television Program Executives conference panelist, Mr. Hillier had put a \$2.5-million price tag on the show for Group W.

Rushnell takes over 'Good Morning, America'

ABC-TV has handed responsibility for its *Good Morning, America* show to Squire D. Rushnell, the network's vice president of children's programs. A new title comes with the job—vice president, children's

and early morning programing, ABC Entertainment.

Lewis Erlicht, ABC's East Coast vice president of programs, to whom Mr. Rushnell will report, absorbed the *Good Morning, America* duties when Robert Shanks left them to produce ABC's upcoming news magazine, *20/20*.

Mr. Rushnell has been in charge of children's programing at ABC since 1974. He has had extensive experience with morning talk show production in the past, beginning in 1964 when he was executive producer of *Bob Kennedy/Contact* for Westinghouse's WBZ-TV Boston. Later he became a consultant for Group W's stations, helping establish several morning talk shows around the country including *Tom Snyder/Contact* at KYW-TV Philadelphia, according to ABC.

He joined ABC's WLS-TV Chicago in 1969 to produce another morning talk show.

It's back to the drawing boards more than ever for the networks

Shows in development for next season set record numbers for all three, with themes of sex, fantasy and nostalgia, according to Dancer-Fitzgerald-Sample

The three commercial TV networks are developing a record number of shows—149 of them—for possible use on their fall prime-time program schedules, according to a report issued last week by Dancer-Fitzgerald-Sample.

The agency's study compares this fall's crop with the 119 shows it said were in development last spring for the current

season, and with the 104 projects for the 1976-77 season. CBS-TV and NBC-TV are "notably more active in development" this year, DFS said, with CBS increasing its projects from last year's 37 to 56, and NBC going from 43 to 54. ABC is "just slightly ahead" of its pace last year, according to DFS, going from 33 to 39 projects.

As for trends next fall, DFS noted the following themes as being particularly evident: Sex, "ranging from cheerleaders, to roller derby girls, stewardesses, co-ed dorms, unwed couples living together and female James Bonds"; fantasy, "a return to the simpler 1960-like formats involving mermaids, escapism and magical powers of body and mind transposition"; nature, "with zoo veterinarians, wildlife reserves and oceanic adventures"; space and "other trendy subjects like skateboarding," and nostalgia, "as represented by the potential revivals of *Lassie* and *Maverick* in new formats." (For listings of most of the projects in the works, see BROADCASTING, Feb. 27, March 6, 13).

By network, DFS figures that ABC's pilots break down into 44% comedy, 44% drama and 12% variety; CBS's into 60% comedy, 37% drama and 3% variety and NBC's into 46% comedy, 46% drama and 8% variety.

Program Briefs

Mobil carries on. Mobil Oil Corp. has acquired American rights to *Royal Victorians*, 13 half hours that had been kept on shelf by CBS-TV for past five years. CBS-TV never exercised its option to air BBC production, reportedly for lack of confidence in show's audience pulling power. Mobil, through SFM Media Service Corp., later this year will be lining up stations to air it on 13 consecutive weeks beginning in January. Title will be changed.

Run up NBC's flag. WEZL(FM) Charleston, S.C.; KBEE(AM) Modesto, Calif.; WRDO(AM) Augusta, Me., and WRNB(AM) New Bern, N.C., have joined NBC Radio. WKMC(AM) Altoona-Roaring Spring, Pa., will affiliate with that network on April 1.

Two to CBS. KXXO(AM) Tulsa, Okla., and WOKE(AM) Charleston, S.C., are to affiliate with CBS Radio March 13.

BFA adds. Broadcast Foundation of America reports it has added 46 stations as members or subscribers during 1977, raising total to more than 500 in U.S., Canada, Europe and Asia. Foundation distributes programs from various nations, including public affairs, cultural and musical presentations.

Holy day programing. Tapes of *An Easter Special from St. Matthews's Cathedral*, half-hour radio special produced by Gene Valentino for Archdiocese of Washington, are being offered free for broadcast Easter Sunday (March 26). Inquiries to: Father Maurice Fox, director of communications for archdiocese, (202) 783-1465.

Syndication's not the same. The National Association of Television Program Executives last week provided the official breakdown of first-run programs entered in the organization's marketplace earlier this month. And as had been borne out from a preliminary profile immediately following the conference (BROADCASTING, March 13), stereotypes of what belonged in syndication continued to diminish.

To those who not long ago might have said original comedy can't be done in syndication, this year there were 14 new entries. Similarly, there were 12 original drama series. In other categories, variety shows flourished, documentaries were noticeably on the increase and science fiction was showing its face more strongly.

Over-all, NATPE said about 200 distributors (176 in suites) had offered about the same number of programs during the conference. But with some withdrawn or postponed, the final count of entries (at least three episodes) still in the market was put at 145. That list too is sure to decrease.

The breakdown by program category: game, 11; sports, 11; documentary, 28; talk/interview, 14; science fiction, 3; variety/music, 18; comedy, 14; drama, 12; instructional, 20 and children's, 14. Add to that 16 off-network series new to first-run syndication as well as new feature film packages.

New First-Run Product

Title	No. Episodes	Length	Category	Distributor
Africa	5	Hours	Documentary	NTN Entertainment
All In The Castle	26	1/2 hours	Children's	J. Walter Thompson
All Star Charades	26	1/2 hours	Game	TAT/Tandem
Alphabet Soup	52	1/2 hours	Children's	Bruce A. Raymond Co.
America Sings	54	1/2 hours	Music	TV Syndication Group
America 2-Night	26	1/2-hour strip	Comedy	TAT/Tandem
Americans	13	Hours	Documentary	Time-Life
Armchair Thriller	26	1/2 hours	Drama	D. L. Taffner
As We See It	26	1/2 hours	Documentary	TVAC
Battle of the Planets	78	1/2 hours	Sci-fi	Sandy Frank Film Syndication
Bazooley	100	4 minutes	Children's	Lexington Broadcast Services
Beautybreak*	130	2-min strip	Instructional	Raymond Horn Productions
Bill Crosby Cup. The	10	Hours	Sports	Hughes Television Network
Bill Dance Outdoors	26	1/2 hours	Sports	Advanswers Media
Bonkers	26	1/2 hours	Variety	ITC Entertainment
Bonne Aventure, La	20	15 minutes	Instructional	TVAC
Carrascalendas	130	1/2 hours	Children's	TVAC
Catch A Rainbow	6	1/2 hours	Children's	Boston Broadcasters
Celebrity Cooks	379	1/2 hours	Instructional	Bruce A. Raymond Co.
Cheap Show, The	26	1/2 hours	Comedy	20th Century-Fox
Christians, The	13	Hours	Documentary	Granada Television
Cirole of Stars	3	Hours	Variety	TeeVee International
City Lights—The Brian Linehan Show		1/2-hour strip	Interview	Baron Enterprises
Classic-World	7	or weekly 1/2 hours and 2 Hours	Children's	NTN Entertainment
Comeback	26	1/2 hours	Documentary	American International Television
Comedy Shop	26	1/2 hours	Comedy	J. Walter Thompson
Computer Roulette	104	2 minutes	Game	Vipro Inc.
Connection	16	1/2 hours	Game	Bruce A. Raymond
Contemporary Woman*	65	3 minutes	Instructional	Allworld Telefilm
Corner, The	10	1/2 hours	Drama	TVAC
Country Matters	13	Hours	Drama	Granada Television
Crown Court	150	1/2 hours	Drama	Granada Television
Daring Breed, The	26	1/2 hours	Documentary	Home International Television
Dateline San Francisco	26	Hours	Drama	Quinn Martin
David Horowitz Consumer Review	26	1/2 hours	Instructional	Burt Rosen Television
David Sheehan's Focus On Hollywood Now!	35	1/2 hours	Talk	Representatives International
Designery, The	13	1/2 hours	Instructional	Vipro Inc.
Disappearing World	26	Hours	Documentary	Granada Television
\$1.98 Beauty Show, The	26	1/2 hours	Comedy	Sandy Frank Film Syndication
Donna Fargo Show	26	1/2 hours	Music-variety	Metromedia Producers Corp.
Dr. Who	98	1/2 hours	Sci-fi	Time-Life
Down Home U.S.A.	52	1/2 hours	Music	TV Syndication Group
Drawing From Nature With Capt. Bob	154	1/2 hours	Instructional	Boston Broadcasters
Enjoy Being Beautiful	130	1/2 hours	Instructional	Bruce A. Raymond Co.
Europe, Mighty Continent	13	Hours	Documentary	Time-Life
EveryDay		90-min. strip	Talk	Group W
Explorers Of The World	6	Hours	Documentary	Bruce A. Raymond Co.
Follow The Sea	13	1/2 hours	Documentary	Tricentennial Productions
Forest Spirits	7	1/2 hours	Documentary	TVAC
Froozles, The	26	1/2 hours	Documentary	TVAC
Gangway For Comedy	130	1/2 hours	Instructional	Syndicat
Gettin' Over	52	1/2 hours	Comedy	Rhodes Productions
Good For You	13	1/2 hours	Instructional	TVAC
Gold Coast	130	1/2-hour strip		Allworld Telefilm
				J. Walter Thompson

Title	No. Episodes	Length	Category	Distributor
Guinness Book of World Records	6	Hours	Documentary	Metromedia Producers Corp.
Hawaiian Experience	26	1/2 hours	Documentary	Western International
Hee Haw Honeys**	26	1/2 hours	Comedy	Lexington Broadcast Services
High Hopes	130	1/2-hour strip	Drama	Y&R Ventures
Hollywood	13	Hours	Documentary	D. L. Taffner
Honest Al's A-OK Used Car And Trailer Rental Tigers**	26	1/2 hours	Comedy	Program Syndication Services
How About	65	1-1/2 minutes		BD Productions
How-To House	65	1/2 hours	Instructional	Bruce A. Raymond Co.
Imus Plus		90-min. or 60-min. weekly	Talk	Colbert Television Sales
Incredible World of Adventure	31	1/2 hours	Documentary	20th Century-Fox
Infinite Factory	52	1/2 hours	Instructional	TVAC
Jim Nabors Show*	130	Hour strip	Variety	Syndicast
Johnny Carson Pro-Am Tennis*	13	1/2 hours	Sports	Interpublic Television
Just for Fun	26	1/2 hours	Game	Western International
Love Affair Game, The	65	1/2 hours	Game	Frank Bresee Productions
Love Experts	130	1/2-hour strip	Talk	Viacom
Madhouse Brigade	26	1/2 hours	Comedy	MG Films
Marlo and the Magic Movie Machine	31	1/2 hours	Children's	Group W
Marriage Counsellor	130	1/2 hours	Talk	Bruce A. Raymond Co.
Master Bridge	26	1/2 hours	Instructional	TV Syndication Group
Melting Pot, The	130	1/2-hour strip	Instructional	Metro Productions Inc. TV Syndication Group
Michel LeGrand & Friends		Hours	Music	Syndicast
Mind Matters	130	5 minutes	Interview	Allworld Telefilm
Mondo Real	28	1/2 hours	Drama	TVAC
Movie Magic	26	1/2 hours	Children's	Janus Films
Nashville Swing	26	1/2 hours	Music	Arcadia
National Enquirer	26	Hours	Documentary	20th Century-Fox
New Avengers, The	26	Hours	Drama	Television Reps Inc.
New Dating Game, The	35	1/2-hour strip	Game	Firestone Syndication
New Quiz Kids	26	1/2 hours	Game	Columbia Pictures
Next Step Beyond, The*	24	1/2 hours	Docu.-drama	Worldvision
Night Bird*	13	Hours	Talk	Lexington Broadcast Services
Numero Uno	13	1/2 hours	Documentary	20th Century-Fox
Of People, Places & Things	26	1/2 hours	Documentary	Of People, Places & Things Inc.
Olympic Games	8	1/2 hours	Sports	Baron Enterprises
On Trial*	26	1/2 hours	Drama	Syndicast
Pacific Bridges	6	1/2 hours	Documentary	TVAC
Palestine	4	Hours	Documentary	D. L. Taffner
Peter Applebyward Presents	26	1/2 hours	Music	Arcadia
Peter Lupus Body Shop	130	1/2 hours	Instructional	Four Star
Please Stand By	24	1/2 hours	Comedy	Viacom
PM Magazine		1/2 hour strip	Magazine	Group W
Powww!	13	90-min. strip	Game	M. A. Kempner
Premiere Fever	6	1/2 hours or 65 5 minutes	Variety	Hughes Television Network
Que Pasa, U.S.A.?	28	1/2 hours	Comedy	TVAC
Real People, The	7	1/2 hours	Documentary	TVAC
Rebop	52	1/2 hours	Children's	TVAC
Rock-World	11	1/2 hours	Music	NTN Entertainment
Roger Ramjet & The American Eagles	31	1/2 hours	Children's	Bloom Film Group
Roobarb Pals	140	5 minutes	BBC cartoons	Arcadia
Sacred Space, The	39	1/2 hours	Documentary	TV Syndication Group
Seventh Sense, The	26	1/2 hours	Documentary	Rhodes Productions
1774	26	1/2 hours	Comedy Soap	Rhodes Productions
Shabby Tiger	7	1 hours	Drama	Granada Television
Shape Up with the Stars	130	1/2 hours	Instructional	Bruce A. Raymond Co.
Showdown of the Dreamteams*	26	1/2 hours	Game	Syndicast
Sorority 62*	24	1/2 hours	Comedy	Lex Broadcast Services
Soupy Sales Show	130	1/2-hour strip	Comedy	Viacom
Sports Challenge	18	1/2 hours	Game	Paracom
Sports Specials*	10	1/2 hours	Sports	Bandera Enterprises
SportSpecial of the Month	12	90-mins live	Sports	Trans World
Star Force	26	1/2 hours	Sci-fi	Hughes TV Network
Stars On Ice	24	1/2 hours	Variety	Peter Rodgers
Starscope with Ariene Dahl	385	1-1/2 minutes	Instructional	Organization
Stranger Than Fiction	26	1/2 hours	Documentary	Rhodes Productions
Superstars of Wrestling	79	Hours	Sports	Bruce A. Raymond Co.

continues on page 52

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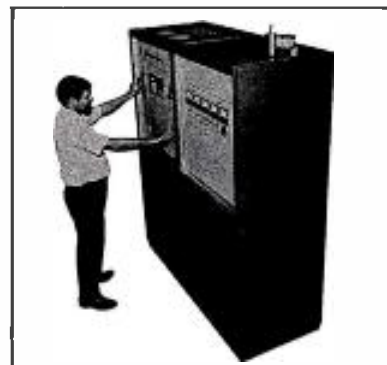
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continues from page 51

Title	No. Episodes	Length	Category	Distributor
Talkbacks**	52	1-1/2 minutes	Talk	Raymond Horn Productions
Thacker's World	26	1/2 hours	Documentary	Bruce A. Raymond Co.
That Nashville Music	26	1/2 hours	Music	Advanswers Media/Programing
This Was America	6	1/2 hours	Documentary	Boston Broadcasters
Three Misfits	26	1/2 hours	Comedy	Four Star
Thrillmaker Sports*	13	1/2 hours	Sports	Bandera Enterprises
Tic Tac Dough		1/2-hour strip (26 weeks)	Game	Colbert Television Sales
Tommy Nelson Show, The	13	1/2 hours	Music	Tricentennial Productions
Tony Brown's Journal	13	1/2 hours	Talk	Show Biz Inc.
Truth with Jack Anderson	26	Hours	Interview	Syndicast
Unicorn Tales	8	1/2 hours	Music	Program Syndication Services
Unknown, The*	130	1/2 hours	Interview	Syndicast
Unknown War, The	20	Hours	Documentary	Air Time International
Vegetable Soup	78	1/2 hours	Children's	TVAC
Vic Franklyn*	26	1/2 hours	Music	Arcadia
Vin Scully On Sports	1	2-1/2-mins strip	Sports	J. Walter Thompson
Vision On	32	1/2 hours	Children's	Time-Life
Watch Me	26	1/2 hours	Talk-interview	J. Walter Thompson
Watch Your Mouth	26	1/2 hours	Instructional	TVAC
Way It Was, The	18	1/2 hours	Sports	Paracom
What's The Score?	26	1/2 hours	Sports	Bruce A. Raymond Co.
Wonda-World*	130	1/2 hours	Children's	NTN Entertainment
World Full of Music	26	1/2 hours	Music	Television Program Distribution Co.
World War II: G.I. Diary	25	1/2 hours	Documentary	Time-Life
Young Chefs, The	13	1/2 hours	Instructional	Bruce A. Raymond Co.

Off-network series

Barney Miller	122	1/2 hours	Comedy	Columbia Pictures
Captain Inventory	129	1/2 hours	Children's	Taft, H-B
Carol Burnett & Friends	120	Hours	Variety	Carol Burnett Distribution
Chico & The Man	88	1/2 hours	Comedy	Warner Bros. Television
David Wolper Specials of The Seventies	30	Hours	Documentary	Warner Bros. Television
For A Better World II*	5	Hours	Documentary	J. Walter Thompson
Gambit	260	1/2 hours	Game	Rhodes Productions
Gong Show	130	1/2 hours	Game	Firestone
Good Times	109	1/2 hours	Comedy	TAT/Tandem
	or			
	157			
Groovy Goolies, The	104	1/2 hours	Children's	Metromedia Producers Corp.
Krofft Superstars	137	1/2 hours	Comedy	Gold Key
Novels for Television	33	Hours	Drama (mini-series)	MCA TV
Rat Patrol	58	1/2 hours	Drama	United Artists
Sanford & Son	136	1/2 hours	Comedy	TAT/Tandem
Streets of San Francisco	120	Hours	Drama	Jim Victory
Welcome Back, Kotter		1/2 hours	Comedy	Warner Bros. Television

*Barter **Barter or cash



More out going. The National Association of Broadcasters television code board, meeting in Washington three days last week, decided to continue scheduling two or three public meetings a year, similar to those last fall in San Diego and Boston. The group is in the midst of a review of the NAB code operation, which includes re-examinations of the TV code, children's advertising guidelines and commercial time standards. Also being studied by the Code Authority is a proposed NAB broadcast self-regulation seminar. Board members present last week were: (seated, l to r) Michael Kievman, Cox Broadcasting Corp., Atlanta; code board Chairman Rich; NAB TV board Chairman Kathryn Broman of Springfield Television Broadcasting, Springfield, Mass. (who attended after the TV board voted last January to establish closer ties with the code board); Alfred Schneider, ABC; (standing, l to r) Leavitt Pope, WPIX(TV) New York; Donn H. O'Brien, CBS; Wallace Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Herminio Traviesas, NBC, and James Conley, Meredith Broadcasting, New York.

Defective capacitor in color sets will be replaced by Zenith

Zenith Radio Corp. has decided to pay for the replacement of a defective part installed in as many as 1.2 million of its color television sets.

The part is a four-lead capacitor, which prevents direct current electricity from reaching internal circuits. When the capacitor fails, the set will not work, and other parts, including the picture tube, may be damaged. Several set models sold between January 1974 and April 1975 contain the faulty part.

The replacement program was initiated after the New York State attorney general's office took the position that, since the company's warranty policy covered the cost of replacing defective capacitors, owners of the sets should be notified of that opportunity and of the fact that their sets contained the part. After Zenith agreed to so notify New York owners, it extended the plan nationwide.

Owners are to be notified by mail that they have until June 30 to take their sets to an authorized repair shop, and that Zenith will reimburse them for the costs. The price of the repairs price in New York could go as high as \$59 per set.

Arnie aims for a million-dollar hole

NBC-TV and the Colgate-Palmolive Co. have added a \$1-million attraction to the broadcast of the Colgate-Dinah Shore Winners Circle golf tournament next month—a sweepstakes centering on whether Arnold Palmer can hit a hole-in-one.

Here's how it works: During the broadcast, Mr. Palmer will drive 21 golf balls on the par-three 17th hole of the Mission Hills Country Club in Palm Springs, Calif., where the tournament will be held. Each ball will be numbered.

Participating viewers, informed of the contest via advertisements in *TV Guide* and in more than 450 Sunday newspaper supplements, will have sent in entry forms marked with two numbers—one to represent the ball they hope will make a hole-in-one, the other to represent the ball that makes it closest to the hole if there is no hole-in-one.

If Mr. Palmer makes a hole in one, all the entries with the number of that ball as their hole-in-one choice will be thrown into a hopper for a drawing. The winner gets \$1 million. If he doesn't score a hole-in-one, all the entries that correctly picked the number of his closest-to-the-pin ball will similarly be thrown in a hopper. The winner gets a new car and \$20,000. Other prizes to be awarded include more cars, sailboats, color TV sets and watches. The broadcast will be on Saturday, April 1 (5-6:30 p.m. NYT) and Sunday, April 2 (4-6 p.m.).

The Broadcasting Playlist™ Mar 20

Contemporary

Last This week	This week	Title □ Artist	Label
1	1	<i>Staying Alive</i> □ Bee Gees	RSO
3	2	<i>Night Fever</i> □ Bee Gees	RSO
2	3	<i>Love is Thicker Than Water</i> □ Andy Gibb	RSO
4	4	<i>Emotion</i> □ Samantha Sang	Private Stock
5	5	<i>Sometimes When We Touch</i> □ Dan Hill	20th Century
7	6	<i>Can't Smile Without You</i> □ Barry Manilow	Arista
6	7	<i>Just the Way You Are</i> □ Billy Joel	Columbia
8	8	<i>Lay Down Sally</i> □ Eric Clapton	RSO
10	9	<i>Our Love</i> □ Natalie Cole	Capitol
14	10	<i>Jack and Jill</i> □ Raydio	Arista
32	11	<i>How Deep is Your Love</i> □ Bee Gees	RSO
27	12	<i>Ebony Eyes</i> □ Bob Welch	Capitol
13	13	<i>Peg</i> □ Steely Dan	ABC
17	14	<i>Thunder Island</i> □ Jay Ferguson	Asylum
28	15	<i>Falling</i> □ LeBlanc & Carr	Big Tree/Atlantic
29	16	<i>If I Can't Have You</i> □ Yvonne Elliman	RSO
21	17	<i>I go Crazy</i> □ Paul Davis	Bang
16	18	<i>What's Your Name</i> □ Lynyrd Skynyrd	MCA
23	19	<i>Dust in the Wind</i> □ Kansas	Kirshner
22	20	<i>Sweet Talkin' Woman</i> □ Electric Light Orchestra	UA/Jet
26	21	<i>Wonderful World</i> □ Art Garfunkel	Columbia
20	22	<i>The Way You Do the Things You Do</i> □ R. Coolidge	A&M
24	23	<i>We'll Never Have to Say Goodbye</i> □ Dan & Coley	Atlantic
12	24	<i>We Are the Champions</i> □ Queen	Elektra
18	25	<i>Theme From "Close Encounters"</i> □ Meco	Millennium
19	26	<i>Dance Dance Dance</i> □ Chic	Atlantic
34	27	<i>More Than a Woman</i> □ Bee Gees	RSO
9	28	<i>Baby Come Back</i> □ Player	RSO
33	29	<i>Hot Legs</i> □ Rod Stewart	Warner Bros.
37	30	<i>Always and Forever</i> □ Heatwave	Epic
36	31	<i>Goodbye Girl</i> □ David Gates	Elektra
35	32	<i>Thank You for Being a Friend</i> □ A. Gold	Elektra/Asylum
31	33	<i>Running on Empty</i> □ Jackson Browne	Elektra/Asylum
30	34	<i>Come Sail Away</i> □ Styx	A&M
44	35	<i>The Closer I Get to You</i> □ R. Flack/D. Hathaway	Atlantic
—	36	<i>With a Little Luck</i> □ Wings	Capitol
47	37	<i>Count on Me</i> □ Jefferson Starship	Grunt
46	38	<i>Flashlight</i> □ Parliament	Casablanca
15	39	<i>Theme from "Close Encounters"</i> □ John Williams	Arista
39	40	<i>Happy Anniversary</i> □ Little River Band	Capitol
45	41	<i>Before My Heart Finds Out</i> □ Gene Cotton	Ariola
38	42	<i>Name of the Game</i> □ Abba	Atlantic
42	43	<i>Which Way is Up</i> □ Stargard	MCA
34	44	<i>More Than a Woman</i> □ Tavares	Capitol
43	45	<i>Feels So Good</i> □ Chuck Mangione	A&M
41	46	<i>You're in My Heart</i> □ Rod Stewart	Warner Bros.
11	47	<i>Short People</i> □ Randy Newman	Warner Bros.
—	48	<i>Movin' Out</i> □ Billy Joel	Columbia
—	49	<i>This Time I'm in For Love</i> □ Player	RSO
49	50	<i>Fantasy</i> □ Earth, Wind & Fire	Columbia

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

Playback

Taking off. Today is the official release date for *With a Little Luck* (Capitol)—the newest Wings' single—but it's already represented on "Playlist" as the biggest debut of the week (at 36). Radio stations received early copies of the record and many music directors added it out of the box. The RKO chain of radio stations is playing it, among others, and Dave Sholin, music coordinator, calls the record "a smash. It's Paul McCartney ... and it's a good record." Steve Meyer, national promotion manager of Capitol records, says it's "classic Paul McCartney. The production is magnificent ... he really put his heart and soul into it." Wings' last single, *Mull of Kintyre*, never reached "Playlist's" top 50. Mr. Meyer of Capitol explains "people in this country didn't understand *Mull of Kintyre*. It was a personal song for McCartney." *With a Little Luck* will be on the upcoming *London Town* album. **C&W=W&W.** On the country side of "Playlist," Waylon Jennings and Willie Nelson are a "combination that sells every time." So says Jerry Stevens of WHK(AM) Cleveland where *Mamas Don't Let Your Babies Grow Up to Be Cowboys* (RCA) is the number one record (as it was on "Playlist" Feb. 20, moving down to three this week). "It gets away from the old fiddle and twang. It's almost a progressive country record that a lot of people can identify with," says Mr. Stevens. But Willie Nelson is moving on his own at the moment: he has two current singles out called *Georgia on My Mind* (Columbia) and *If You Can Touch Her at All* (RCA).

Country

Last This week	This week	Title □ Artist	Label
4	1	<i>Someone Loves You Honey</i> □ Charley Pride	RCA
1	2	<i>Do I Love You</i> □ Donna Fargo	Warner Bros.
3	3	<i>Mamas Don't Let Your Babies ...</i> □ Wayton & Willie	RCA
15	4	<i>Ready for the Times to Get Better</i> □ C. Gayle	United Artists
7	5	<i>Walk Right Back</i> □ Anne Murray	Capitol
17	6	<i>Return to Me</i> □ Marty Robbins	Columbia
20	7	<i>Soft Lights & Hard Country Music</i> □ M. Bandy	Columbia
21	8	<i>I Cheated on a Good Woman's Love</i> □ B. Craddock	Capitol
18	9	<i>A Lover's Question</i> □ Jacky Ward	Mercury
6	10	<i>What Did I Promise Her Last Night</i> □ Mel Tillis	MCA
8	11	<i>Two Doors Down</i> □ Zella Lehr	RCA
5	12	<i>Don't Break the Heart ...</i> □ Margo Smith	Warner Bros.
23	13	<i>Don't Feel Like Sinnin' to Me</i> □ The Kendalls	Ovation
12	14	<i>If I Had a Cheating Heart</i> □ Mel Street	Polydor
2	15	<i>Woman to Woman</i> □ Barbara Mandrell	ABC
13	16	<i>I Love You ...</i> □ Ronnie McDowell	Scorpion
10	17	<i>Yes Ma'am</i> □ Tommy Overstreet	ABC
14	18	<i>Running Kind</i> □ Merle Haggard	Capitol
25	19	<i>Bedroom Eyes</i> □ Don Drumm	Churchill
16	20	<i>Bartender Blues</i> □ George Jones	Epic
11	21	<i>I Just Wish You Were Someone I Love</i> □ L. Gatlin	Monument
—	22	<i>Everybody Loves a Rain Song</i> □ B.J. Thomas	MCA
24	23	<i>Hearts on Fire</i> □ Eddie Rabbitt	Elektra
—	24	<i>Every Time Two Fools Collide</i> □ K. Rogers & D. West	UA
22	25	<i>I've Got a Winner in You</i> □ Don Williams	ABC

Bucks or scoops, which is the motivation behind TV journalism?

Sixth duPont-Columbia University study points out that while profits were up in 1976-77, quality and amount of news fell short of medium's capacity

"At three-fourths of the nation's commercial [television] stations, news budgets and staffs had been increased. The typical [newscast] was no longer a 30-minute rip-and-read time filler but an elaborately equipped, manned and presented operation running, in many instances, an hour or more. News had never been so important, nor so well-heeled. But, under such apparently favorable circumstances, was it allowed to do the best job it could?"

The answer to this question, posed in "Rich News, Poor News," the sixth Alfred I. duPont-Columbia University survey of broadcast journalism, for 1976-77, comes across as no.

"The good news in broadcasting in 1976-77 had to do with profits," wrote Marvin Barrett, director of the duPont-Columbia survey and awards. "The bad news ... had to do with the quality and nature of the fare with which the profits were earned. Somewhere between the good news and the bad was 'the news.'"

The 244-page study, said to represent two years of research, was based on reports from 80 duPont correspondents in major markets, as well as from news and public affairs directors. Supervision at the Columbia University Graduate School of Journalism came from Dean Elie Abel and a five-member jury: Richard T. Baker, Columbia journalism professor; Edward W. Barrett, former journalism school dean and new publisher of the *Columbia Journalism Review*; Michael Arlen, *New Yorker* magazine television critic; Dorothy Height, president of the National Council of Negro Women and National News Council board member, and Michael Novak, author, media critic and Syracuse University religion professor. The survey has a March 29 publication date from Thomas Y. Crowell Co., New York. Price: \$5.95.

As mentioned, not all the news was bad. Notable examples of high-quality broadcast journalism in the eyes of the surveyors were singled out for duPont-Columbia awards and citations (BROADCASTING, Feb. 20). All winners this year came from the television sector.

However, among the conclusions reached in the survey:

- "The failure of hour-long network news was a major setback for the forces of responsible broadcasting."

- "The regular weekly prime-time

commitment to broadcast journalism remained on two networks—ABC and NBC—at zero." CBS, however, was praised for *60 Minutes* and for its *Who's Who* prime-time magazine attempt. (Both ABC and NBC currently are preparing weekly news magazines.)

- "As broadcast news became increasingly important to the American public there had been, rather than an enthusiastic acceptance of this added responsibility, a steady resistance to it on the part of network and local stations."

- And from those surveyed, corporate ownership at times was blamed for "the milking of broadcast operations, the hiring of news consultants to jazz up the news in the interest of maximizing profits, and the manipulation of news items and ad schedules to benefit other members of the corporate family."

- There was "virtual unanimity" among business leaders responding to the survey that "broadcast journalism was superficial, ill-informed and biased in its treatment ... of business news."

- "While women are making gains on the air and in the credits, the duPont-Columbia correspondents ... estimate only one of five on-air reporters and producers are women."

- Despite some promising experiments, "as of January 1977, only 117 of the 3,715 cable systems operating nationwide had public access channels—and many of them were unused."

Of the news presented in 1976, the survey found much of it to be "fragmented and repetitive," explaining that the "limitations and idiosyncracies of television had infected not only the viewers but the very events the medium chose to cover."

Emphasis on foreign news was said to be down, while coverage of terrorism was up. According to the report, almost one-fourth of all the news directors surveyed said they had an incident of terrorism in their communities.

While the survey was able to cite examples where there wasn't sensationalism, it did claim that "exploitation of sex to increase news ratings characterized an increasing number of local stations," including those owned and operated by the networks. It added that 50% of the stations surveyed admitted that their local newscasts were influenced by the ratings sweep periods.

Over one year, the news directors reported the use of a consultant at least once up from 30% to 50%. Fifty-seven percent thought the influence of consultants had stabilized, 27% said it was increasing and 14% thought it was on the decline.

Regarding competitive pressures, 65% said they had increased; 33% thought they were about the same, and only 2% claimed they were declining. Eighty-five percent, according to the survey, said that their news budgets were up and 75% cited staff increases. Seventeen percent said more time had been allotted for news.

Investigative journalism was said to have remained at the same level or increased by all but 4% of the news directors.

The report claimed that most of the investigative efforts showed up either as minidocumentaries or as single items or series within newscasts. Four out of five news directors reported they use the minidoc form regularly. The duPont-Columbia survey found an improvement in quality as well as a growing number of minidocs.

Although "there were many impressive exceptions," the surveyors found that "the most conspicuous were often devoted to lurid and superficial treatments of promotable subjects." And, the report later added: "In even the best of these investigative efforts there was an uncomfortable feeling that more time and fewer interruptions would better inform and serve the public."

The use of electronic newsgathering equipment also was on the rise, with 72% of the stations claiming that their ENG investment was up. However, the report said the growth had reached a point where ENG "was no longer an instrument for outflanking the competition."

Anchors and young reporters were averaging a two-year tenure at a station and according to the report, "the most alarming symptom of a TV news establishment in upheaval was the shifting about that was taking place at the supposedly stable network news operations."

Heavy on the minds of many surveyed, according to the report, was the position of broadcast news operations belonging to large corporations. "Siphoning of profits, especially from the news, with a resulting ceiling on budget and staffs, had been mentioned with increasing frequency ... in recent years," the report said. It cited FCC figures to show that "a ceiling on time for news and public affairs had been reached nationwide despite climbing profits ..."

But especially disturbing, the report said, was the lobbying efforts by broadcasters. "Nothing that broadcasting did seemed more directly opposed to the pledge to serve the public interest, convenience and necessity than its lobbying presence in the nation's capital. The report said that it would be "impossible" to know if the lobbying stances were filtered down to the newsroom, but that the lobbyists and the politicians they dealt with were aware of those newsrooms and the power they wielded was, however, quite obvious." In particular, broadcasters' stance against the move to create a consumer protection agency was hit.

As to broadcast coverage of business news, comments from both the industry and journalism sides were presented. The key word among business leaders, however, was "distrust" exhibited by journalists.

At the local level, business coverage was reported to be up by 92 news directors, and 123 said they had begun or increased consumer reporting. With an increased commitment, positive responses from local businessmen were said to have been forthcoming.

However, there were still 150 reports from news directors surveyed of attacks on

stations by businesses, including 58 threats of canceling advertisements and 31 actual cancellations. Thirty-six lawsuits were said to have been entered, with damages as high as \$6 million sought. Public television also reported that benefactors had been lost.

Nevertheless the report said the broadcasting industry "militated against thorough coverage of any subject, including business..." in the same way that affiliates chose not to let network news expand, due to "bottom line" considerations.

In summing up, the correspondents "reported an increasing professionalism in news and public affairs in their respective communities, more money, bigger staffs and a substantial allotment of time. But there was ambivalence still about how this impressive commitment might best be used—to serve the community or to make more money."

No news is bad news for WPIX

Station calls off national news program, citing opposition by members of ITNA against use of its feeds by new venture

WPIX(TV) New York's hopes to originate a half-hour, bartered national news program for independent stations (BROADCASTING, Feb. 6) have been dashed—at least for the near term.

In a Telexed message to 15 stations said to have been supporting the project, John

Corporon, WPIX vice president, news, said: "I regret to inform you that we are temporarily shelving our plan... A bloc of stations within ITNA [a news feed cooperative of 10 independents] have successfully mounted a campaign to prevent the use of ITNA news materials in any national news program."

Mr. Corporon explained that the no-go position for the program, which was to have been satellite-distributed, prevailed at a Los Angeles meeting earlier this month "with acceptance by members of a legal opinion ruling out use of ITNA materials..." nationally.

The position was that ITNA's bylaws and licensing agreement forbid the use of material outside individual members' local markets.

In a further memo to his news staff, Mr. Corporon said that "while we do not necessarily agree... we do not wish to create a storm which might wreck or disable ITNA."

He said that WPIX has not abandoned the national news idea but "the prospects of getting the news airborne this year are very remote."

When questioned later, Mr. Corporon expressed the belief that the opposition (he said it was led by Metromedia station members, as well as KPLR-TV St. Louis and KTVU(TV) Oakland Calif.) may have developed from fear of increased competition among independents in certain markets. But taking his own side, he claimed that although one ITNA member might have exclusive rights to the national program over another, there would be nothing to stop another national news program from using the same ITNA feed.

To duplicate the feeds now available from ITNA, Mr. Corporon estimated it

would add \$750,000 to the \$2.5-\$3.5 million cost of the project.

Amex is bullish on stock market news

Exchange is beefing up its free telephone audio services

The American Stock Exchange is expanding its service for radio stations and has installed new equipment in a move to reach more broadcasters—and listeners—around the country.

The programs, available without charge, include hourly 90-second telephone reports on activity in Amex stocks, daily market reports tailored to specific geographic regions and distributed by AP Radio, taped comments on breaking news and an expanded schedule of interviews with Amex executives.

The taped telephone material is said to be of broadcast quality. The hourly 90-second market reports, updated each hour from 11:05 a.m. NYT to 3:05 p.m. and with a closing report at 4:30, are divided into three segments separated by a brief pause, enabling stations to use only portions of a report or to insert station breaks or commercials. The confidential telephone number to reach the tape will be provided on request from John J. Sheehan, press relations vice president, American Stock Exchange, 86 Trinity Place, New York 10006.

Jerry Conway, former news director of WOR(AM) New York, is director of the Amex communications center and supervisor of the expanded radio service.

Fates & Fortunes

Media

William B. Colvin, manager of marketing and resource development, corporate, for Buford Television Inc., group station owner, Tyler, Tex., appointed senior VP. **Errol Kapellusch**, general manager-resources, of BTI subsidiary, BTI of Lufkin (Tex.), named executive VP of subsidiary.

Joseph R. Shields, general manager-marketing, KXON-TV Sioux Falls, S.D., appointed president and general manager-marketing, with FCC approval of sale of station by Buford Television Inc. to Gillett Broadcasting Co. **Jack L. Rea**, general manager-resources, assumes additional title of VP.

Newly elected VP's Susquehanna Broadcasting, York, Pa.: **Jack Herr**, VP-administration; **George Hyde**, VP-marketing and development; **Eric Bosch**, VP-national sales, New York, and **Jim Davey**, VP-general manager, Susquehanna's WARM(AM) Scranton, Pa.

David C. Weinfeld, general manager, WKST(AM) New Castle, Pa., named VP-general manager, WECQ(FM) Geneva, N.Y.

Michael Owens, VP, Buck Owens stations (KNIX-AM-FM Phoenix and KZZZ [AM]-KXXX [FM] Bakersfield, Calif.), named VP-general manager KNIX-AM-FM.



Dick Dixon, station manager, KOIT(FM) San Francisco, named president-general manager.

Perry Kidder, general sales manager, WMT-AM-FM Cedar Rapids, Iowa, named general manager.

Jim Throneberry, owner-manager, KBUF-AM-FM Garden City, Kan., appointed manager, KXXV(AM)-KINX(FM) Colorado Springs, in which

he has acquired interest.

Nancy Taylor, sales manager, WKFD(AM) Wickford, R.I., appointed station manager.

George Loar, controller of Amaturo Group, group owner based in St. Joseph, Mo., named VP of Amaturo's KQTV(TV) there.

Monte Gast, general sales manager, KWST(FM) Los Angeles, named station manager.

John Lynch, VP-general sales manager, KFMB-AM-FM San Diego, joins XETRA Tijuana, Mexico, as executive VP-general manager.

Julie Osler, manager of national publicity and promotion, Public Broadcasting Service, New York, named associate director of public information there. **Karen Kershner**, manager of program information, named associate director of public information for PBS's Washington operation.

Linda Weir, sales secretary and sales research assistant, WNAC-TV Boston, named research specialist there.

Ernest F. Martin, professor of broadcasting, University of Kansas, Lawrence, and faculty adviser for noncommercial KJHK(AM) there, joins Cox Broadcasting Corp., Atlanta, as director of research.

Jerry Kersting, business manager, WDAF-AM-TV-KYYS(FM) Kansas City, Mo., joins WKRC-AM-TV-WKRQ(FM) Cincinnati in same post. All are Taft Broadcasting properties.

Deborah A. Niemer, business manager for news department, WXYZ-TV Detroit, named business manager at co-owned WXYZ(AM)-WRIF(FM) there.

Mel Pennington, sports director-reporter, KTVV(TV) Austin, Tex., named operations manager.

Broadcast Advertising



Vernon

chemicals) and president of In Sight Marketing Inc., out-of-home advertising subsidiary of Katz Agency Inc.

Thomas G. Kettlinger, account executive, Tatham-Laird & Kudner, Chicago, elected partner in agency. **Laurie Walons**, research assistant for Schonfeld & Associates, management consulting firm there, joins TL&K as account research manager.

James V. McConnell Jr., senior VP, international, McCann-Erickson, New York, named group senior VP, Doyle Dane Bernbach there.

Jim Richardson, account manager at Ketchum, MacLeod & Grove, Pittsburgh, named VP-account executive there.

Paul Burger, account executive, Bache Halsey Stuart, Chicago, investment banking firm, named account executive on Beech-Nut account at Weightman Inc. Advertising, Philadelphia.

Ronald Nelken, audio visual manager, Clinton E. Frank, Chicago, promoted to broadcast producer.

John H. Willie, VP-director of client services, Bozell & Jacobs, Dallas, named senior VP. Newly elected VP's there: **Michael W. Lehman**, media director; **Avanell Gray** and **Ian M. Sacks**, media group directors, and **Robert J. Kowynia** and **Ross E. Pusakar**, account supervisors.

Linda Cadwell, **Pat McBride** and **Jim Olson**, copy supervisors, Needham, Harper & Steers, Chicago, and **Jim Nawrocki**, from Leo Burnett there, named creative supervisors, NH&S.

Six new VP's, McCaffrey & McCall, New York:

William S. Vernon returns to John Blair & Co. as VP-director of corporate development. He first joined the company as TV account executive in 1952 and was VP for special projects before forming his own management consultancy in 1965. Mr. Vernon was later chief executive of Camp Affiliates Inc. (household

Patrick Corrigan, **Don Green**, and **Richard Sardelli**, account supervisors; **Constantine (Gus) Shoukas**, art director, and **Timothy Fenton** and **David Baker**, copy supervisors.

Mara Fizdale, associate creative director; **Harold Martin**, executive art director, and **Dick Mincheff**, account supervisor, Leo Burnett U.S.A., Chicago, named VP's.

Diane M. Zgonc, associate media director, Benton & Bowles, New York, elected VP.

Mark L. Kallian, from William Esty Co., New York, joins N.W. Ayer there as senior account executive. **Oliver Leigh**, assistant account executive from Benton & Bowles, and **Barbara Henry**, director of advertising-public relations, Cartier Inc., join Ayer as account executives. **Joan I. Marshall**, supervisor of payroll department at Ayer, elected assistant treasurer.

W. Graham Lockey, vice chairman of NCK Organization Inc., New York, named to additional post of chairman of Norman, Craig & Kummel Inc., New York, domestic agency of NCK Organization, replacing **Thomas K. Myers**, who resigned in January. Named executive VP's of Norman, Craig & Kummel: **Maurice Lerman**, senior VP and creative director, and **Fred Thompson** and **Arthur Toft**, senior VP's and management supervisors.

Ed Karlik, group sales manager, Petry Television, New York, and **Art Scott**, VP, group sales manager, named VP's and directors of sales, working with regional managers on client stations.

Arthur Meranus, senior VP and director of art department, Cunningham & Walsh, New York, appointed associate creative director.

Nancy M. Rosenbaum, art director of several Gardner Advertising accounts, New York, joins D'Arcy-MacManus & Masius, St. Louis in same position.

Kenneth Kinderman, manager of sales and client services, MCD Inc., Chicago, named account executive, CBS Radio Spot Sales, New York.

Charles D. Elnach, **Hal Kurnit** and **Eugene Messinger**, VP's and account supervisors, **Nadler** & Larimer Inc., New York, appointed senior VP's, account services, new title at agency.

Christa Reich, media director at Tracy-Locke, Denver, named account executive there. **Jane Whitehurst**, media director at Bloom Agency, Dallas, succeeds her.

Charles J. Hemrich, VP-account director of Gardner, Stein & Frank, Chicago, named account supervisor of Doremus & Co. there.

Al Ward, account coordinator, NBC local sales, West Coast, joins Christian Broadcasting Network's Los Angeles spot sales office as account executive.

Del Dearmin, general manager, WKFD(AM) Wickford, R.I., becomes president, Dearmin/Crosby Associates Advertising, Providence, R.I.

Al De Hope, account executive, WEZV(FM) Bethlehem, Pa., has formed marketing firm there, handling regional advertising and promotions in Eastern states. De Hope Marketing Co. also distributes syndicated radio program, *Super-Nature*.

Frank Melton, general manager-research, and

Larry Harris, general manager-marketing, Buford Television Inc. of Tyler, Tex., operator of KLTV(TV) there, named executive VP's.

John McGowan, VP, area manager, Peters, Griffin, Woodward, New York, named program sales manager of WPIX(TV) New York, concentrating on sales associated with New York Yankees telecasts. He assumes some of duties relinquished by **Frank Tuoti**, who has resigned as vice president, marketing and planning, of station to relocate to Arizona.

Maynard V. Hacker, local sales manager WSEE-TV Erie, Pa., named general sales manager.

Bill Schueler Jr., salesman, KRXXV(AM) Fort Worth, named sales manager.

Vic Mariani, general manager of KNIX-AM-FM Phoenix named director of sales for Buck Owens Stations, which include KNIX-AM-FM and KUZZ(AM)-KKXX(FM) Bakersfield, Calif.

Robert A. Fishman, general sales manager, WIXT(TV) Syracuse, N.Y., named VP-sales there.

Ed Herr, account executive, WINK-TV Fort Myers, Fla., named sales and promotion manager, WMIB(AM) Marco Island-WRGI(FM) Naples, Fla.

Terry Reddy, member of sales department, KTVV(TV) Austin, Tex., named sales manager.

Bud Clayton, program director, KCLE(AM) Cleburne, Tex., joins KKKK(FM) Odessa, Tex., as sales manager.

John Lyons, creative services director, WRDU-TV Durham, N.C., assumes added responsibility for advertising and promotion.

Patrick C. Meacham, account executive and co-op ad manager, WGHP-TV High Point, N.C., named to same position at WEZS-FM Richmond, Va.

Tom Matheson, research director KXYZ(AM)-KAUM-FM Houston, joins KLEF(FM) there as account executive.

Jasmine Govindoo, territory sales manager, American Express, named account executive WXYZ(AM) Detroit.

George A. Byrd, from ABC Radio Spot Sales, joins WPIX-FM New York as account executive.

Bill Petty, member of sales staff, WTTV(TV) Indianapolis, named account executive, WTHR(TV) there.

Charles O. Johnson, account executive, WMAL(AM)-WRQX(FM) Washington, joins WTTG(TV) there in same capacity.

Jack Kidd, account executive, WACK(AM) Newark, N.Y., named sales manager, WECQ(FM) Geneva, N.Y. **Chris Travers**, air personality, WDAD(AM) Indiana, Pa., joins WECQ as account executive.

Kenneth J. Burch, general manager, WSIB(AM) Beaufort, S.C., joins WMYQ-AM-FM Newton, Miss., as sales manager. He has become co-owner. **Otha Williams**, account executive, WTNK(AM) Meridian, Miss., joins WMYQ-AM-FM Newton, Miss., as media consultant to local advertisers.

Elizabeth Hainstock, account executive, WTMJ-TV Milwaukee, named to same post, WINS(AM) New York.

Janet Flori, media planner, Dial Media, Warwick, R.I., joins WPRI-TV Providence, R.I., as account executive.

Programing

Kathrin Seitz, executive story consultant, East Coast, ABC Entertainment, named executive producer, movies and novels. **Jack Babb**, freelance program consultant and representative for Sender Freies Berlin, West German TV network, joins ABC Entertainment, East Coast, as director-special programs.

John D. Berentson, managing director of Hollywood Home Theater, New York, named to new post of president and chief executive officer of pay TV programing company owned jointly by United Artists Corp. and 20th Century-Fox Film Corp.

Bill Finkeldey, director of station clearances, Syndicast Services Inc., New York, named sales representative for Lexington Broadcast Services, New York, program barter firm.

Michael A. Pipher, reporter-anchor, WTTS(AM)-WGTC(FM) Bloomington, Ind., joins WALM(AM)-WELL-FM Albion-Marshall, Mich., as program director.

David Crouse, salesman, WTOO-AM-FM Bellafontaine, Ohio, appointed program director.

Jim Davis, program director KLIF(AM) Dallas, named to same position at WXYZ(AM) Detroit.

Jim Clalborne, executive assistant to president of Columbia Pictures Television, Burbank, Calif., promoted to director of financial analysis.

Dene Hallam, from WFEC(AM) Harrisburg, Pa., named program director, WEEP(AM) Pittsburgh.

Lee Rodgers, program manager-air personality, WGBS(AM) Miami, named program director, WJW(AM) Cleveland. Both are Storer stations.

Marlene DeMarco, assignment editor, KDKA-TV Pittsburgh, joins WTAE-TV there as producer of *A.M. Pittsburgh*.

Mark Cooper, national promotion director in charge of album-oriented rock, Motown Records, Detroit, joins KMEL(FM) San Francisco as music director-announcer.

Broadcast Journalism

Stuart Zanger, assignment editor, KSL-TV Salt Lake City, named assistant news director-executive producer-managing editor.

Juana Samaya, host and producer of public affairs show at KBHK-TV San Francisco, named news and public affairs administrator there.

Jon Poston, news director, KTVH(TV) Wichita, Kan., joins WFBC-TV Greenville, S.C., in same post.

Kent Weissinger, Naples (Fla.) correspondent for WINK-TV Fort Myers, Fla., joins WMIB(AM) Marco Island-WRGI(FM) Naples, Fla., as news director.

Joe Kirik, news producer, KDKA-TV Pittsburgh, named assistant news director-executive producer, WTAE-TV there.

Steve Wasserman, executive news producer WPLG(TV) Miami, joins KYW-TV Philadelphia as news producer.

Joe Giardina, general assignment reporter KTRK-TV Houston, joins WDSU-TV New Orleans in same capacity. **Nancy Holland**, general assignment reporter, KPRC-TV Houston, joins

Posthumously. The late Thad Sandstrom of Stauffer Publications Inc., Topeka, Kan., has been awarded Television and Radio Political Education Committee's 1978 Grover C. Cobb award. Created in memory of late Mr. Cobb, National Association of Broadcasters senior executive vice president, award is given annually to person who has distinguished himself in furtherance of broadcasting's relations with government. Mr. Sandstrom, who died in May, 1977 (BROADCASTING, May 9), was member of TARPEC board of trustees. Cash award of \$1,000 will be presented in his name to college student-majoring in broadcasting or political science.

WDSU-TV in same capacity.

Jim Worthington, news commentator, KCCI-TV Des Moines, Iowa, named news and public affairs manager, WQAD-TV Moline, Ill.

Gustavo Godoy, assistant news director, assignment editor and program host, WCIX-TV Miami, joins WTVJ(TV) there as news editor and director of Latin affairs.

Judy Licht, news correspondent, WNEW-TV New York, named to same position, WCBS-TV there.

Susan Miller, reporter, KCNW(AM) Fairway, Kan., joins KMBZ(AM)-KMBR(FM) Kansas City, Mo., as reporter-anchor.

Leslie Thimmlig, reporter, WELI(AM) New Haven, Conn., named reporter-anchor, WWYZ(FM) Waterbury, Conn.

Marlynn Singleton, reporter-/co-anchor, WBNS-TV Columbus, Ohio, joins KDKA-TV Pittsburgh as reporter. **Reed Gallin**, from WPTV(TV) West Palm Beach, Fla., joins KDKA-TV as reporter-anchor. **John Sanders**, sports reporter-anchor from KMBC-TV Kansas City, Mo., named sports reporter for KDKA-TV.

Richard D. Brenner, sports director, WAVY-TV Portsmouth, Va., joins news department, WRAL-TV Raleigh, N.C., in same capacity.

Bob Weinzler, photographer, KARK-TV Little Rock, Ark., and **David L. Cooper**, from WMBD-TV Peoria, Ill., named photographers, WTHR(TV) Indianapolis.

Bob Ryan, meteorologist, WCVB-TV Boston, joins *Today* program, NBC, New York, as weather reporter.

Ford Atkinson, reporter and editor, KXLY-TV Spokane, Wash., joins KTVX(TV) Salt Lake City as weathercaster.

B.D. Friedman, senior director, WDTN(TV) Dayton, Ohio, named news producer-editor.

Kevin Walsh, floor director, and **Tom Hauboldt**, film editor, named WDTN news photographers.

Joe Regelski, news and public affairs director KLRB(FM) Carmel, Calif., joins news department of KOME(FM) San Jose., Calif.

Cable

Henry J. Bourdeau, chief engineer at Theta Cable of California, Los Angeles, named to same position at UA-Columbia Cablevision of Westchester County, Larchmont, N.Y.

Michael McKeown, chief engineer, United Cable Television systems in Hayward and San Leandro, Calif., joins Cox Cable, Atlanta, as chief engineer.

Timothy P. Neher, regional operating manager, Continental Cablevision of Lansing (Mich.), named VP-general manager of Michigan region.

Sherman Tarr, principal partner in Advocate Associates, Hartford, Conn., communications consulting firm, named first executive VP of Connecticut Cable Television Association.

Equipment & Engineering

Eugene E. Beyer Jr., VP and general attorney of RCA Corp., New York, named senior VP and general counsel, succeeding **Robert L. Werner**, who has reached mandatory retirement age of 65 after 30 years of service. Mr. Werner will continue to serve on RCA's board of directors and will become partner with Shea, Gould, Climenko & Casey, New York law firm.

Carroll Ogle, district sales manager for broadcast products, RCA, joins CCA Electronics, Cherry Hill, N.J., as manager-broadcast products.

David H. Buckler, Eastern region sales manager, Chyron Telesystems, manufacturer of electronic graphics and titling systems, Plainview, N.Y., named director of sales.

Ron Jacobson, maintenance engineer, KSTW(TV) Tacoma, Wash., joins KTVX(TV) Salt Lake City as director of engineering.

Allied Fields

Ellen Deutsch, with policy and rules division of FCC's Common Carrier Bureau, Washington, joins general counsel's staff at Office of Telecommunications Policy, soon to be absorbed into new National Telecommunications and Information Agency.

Additions to adjunct faculty, Department of Television and Radio, Brooklyn College, New York: **Stuart Gray**, VP-research, NBC; **Walter Pfister**, VP-special television news programs, ABC News; **Arthur Stark**, freelance producer, and **Tom Slevin**, director of program management, noncommercial WNET(TV) New York.

John P. Newman, director of sales promotion, Major Market Radio, New York, named to new post of VP, promotion/public relations, Webster Group, New York, radio management-consultant firm, and at same time forms his own promotion-marketing company, which will make its headquarters at Webster at 575 Lexington Avenue, New York 10022.

Deaths

J. Fred Case, 76, founder of KWON(AM) Bartlesville, Okla., in 1942 and former owner of KZEE(AM) Weatherford, Tex., until 1973, died Feb. 27 at Campbell Memorial hospital in Weatherford. He is survived by his wife, Jerri, son, James, and 11 grandchildren.

Helen M. Sullivan, 49, corporate secretary of WPIX Inc., New York, and executive assistant to president, died of apparent heart attack March 13 in Englewood (N.J.) hospital. She had been with WPIX since 1951. Surviving are her husband, Bernard, and her mother, Mrs. Mary Sherry.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the the FCC during the period Feb. 24 through March 2.

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.

Ownership changes

Applications

- **KJOI(FM)** Los Angeles (98.7 mhz, 75 kw)—Seeks transfer of control of CCLA Communications Inc. from Coca-Cola Bottling Co. of Los Angeles to NIW Inc. Transfer is part of a stock tender deal valued at approximately \$200 million. CCLA also owns bottling company and water business, among others none of which are broadcast interests. NIW is wholly-owned subsidiary of publically traded Northwest Industries which has no other broadcast concerns although three of its shareholders/directors are same of major broadcast concerns: Thomas G. Ayers, Tribune Co., Chicago; Gaylord Freeman, Time Inc., N.Y., and Ben W. Heineman, Field Enterprises, San Francisco. Ann. March 3.
- **WDCQ(AM)** Hamden, Conn. (1120 khz, 1 kw-D, DA)—Seeks assignment of license from Southern New England Broadcasting Corp. to General Broadcasting Corp. for \$175,000. Seller: is principally owned by H. Theodore Quale and has no other broadcast interests. Buyer: is 100% owned by General Communicationcorp licensee of WPLR(FM) New Haven, Conn. Ann. March 9.
- **KBRJ(AM)** Boise, Idaho (950 khz, 5 kw-D)—Seeks assignment of license from Magicland Broadcasting Co. to Northwest Broadcasting Inc. for \$175,-

000. Seller: is licensee of KBBK-FM Boise, Idaho, KDBM-AM-FM Dillon, Mont., and applicant for new FM in Bozeman, Mont. It is principally owned by Burt H. Oliphant, president. Buyer: is 100% owned by Stephen M.L. Sumner, sales manager KBRJ. Ann. March 1.

■ **WBUT-AM-FM** Butler, Pa (AM: 1050 khz, 250w-D; FM: 97.7 mhz 720w)—Seeks transfer of control of WBUT Inc. from Larry M. Berg and Guy A. Travaglio Jr. (100% before; none after) to Brandon Communications Systems (none before; 100% after). Consideration: \$453,000. Sellers: have no other broadcast interests. Buyer: is owned by W. Frank and Elva Jean Brandon, their two sons and two daughters-in-law, and parents of one daughter-in-law. One son, Robert C. Brandon, is president and general manager WPGW-AM-FM Portland, Ind. He and his wife own largest (18.76% each) shares of buyer. Ann. March 9.

■ **WDXY(AM)** Sumter, S.C. (1240 khz, 1kw-D, 250w-N)—Seeks transfer of control of WDXY Inc. from W.C. Bochman, Joseph A. Fratangelo Jr., Thomas M. Fisher and M.M. Weinberg (100% before; none after) to TAGR Corp. (none before; 100% after). Consideration: \$400,000. Sellers: have no other broadcast interests. Buyer: is 65% owned by Carter C. Hardwick, Jr., owner of Charleston, S.C., public relations firm and former vice president and general manager of WCBF-TV Columbia, S.C.; 25% by Harry R. Fogel, licensee of WINH(AM)-WGMB(FM) Georgetown, S.C. and WLSC(AM) Loris, S.C., and 10% by Robert E. Powell, director of operations at WDXY. Ann. March 9.

Actions

- **KSNM-AM-FM** Pocatello, Idaho (AM: 1290 khz, 1 kw-D; FM: 93.7 mhz, 29 w)—Broadcast Bureau granted assignment of license from Pocatello Broadcasting Co. to KSNM Broadcasting Co. for \$45,000 noncompetitive covenant plus assumption of \$114,000 in liabilities. Seller: is principally owned by Daniel C. Libeg and his wife, Gwendolyn E. Libeg, who have no other broadcast interests. Buyer is wholly-owned subsidiary of KWHK Broadcasting Co. which also owns Santa Fe Broadcasting Co. (KTRC[AM] Sante Fe, N.M.) and KBHS Broadcasting Co. (KBHS[AM]-KSPA[FM] Hot Springs, Ark.). KWHK is owned equally by William L. Mitchell, George F. Stuckey, Lyle R. Foy—all Hutchinson, Kan. businessmen—and Eleanor M. Ferguson, St. College, Pa. Action March 6.
- **WMDI(FM)** McKean, Pa. (102.3 mhz, 1.5 kw)—

Broadcast Bureau dismissed application for assignment of license from Mikro-Dawn to Jet Broadcasting Co. Action March 7.

■ **WPRW(AM)** Manassas, Va. (1460 khz, 5 kw-U, DA-2)—Broadcast Bureau granted assignment of license from Prince William Broadcasting to Commonwealth Communications for \$1,050,000. Seller: is principally owned by Harry G. Sells, L. Weston Gregory, Harold L. Hersch and Samuel J. Cole who are also principals of WJRO(AM) Glen Burnie, Md. Buyer: is principally owned by Robert C. McKee Jr. (30%), Mark Lee Thompson (10%) and his wife Ann Charlotte (10%). Mr. McKee was executive vice president and general manager of licensee of WAVA-AM-FM. Mr. and Mrs. Thompson are principals in Merrifield, Va. construction concern. Action March 1.

Facilities changes

AM actions

- **KFAX** San Francisco—Broadcast Bureau granted CP to change ant. (BP-20,902). Action March 6.
- **WAVS** Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change ant. system from four towers to three and directional array, conditions (BP-20,950). Action March 3.
- **WKNG** Tallapoosa, Ga.—Broadcast Bureau granted CP to increase height of ant., conditions(BP-20,981). Action March 6.
- **WDAL** Meridian, Miss.—Broadcast Bureau granted CP to change TL, trans., ant. system, conditions (BP-20,910). Action March 6.
- **KWYK** Farmington, N.M.—Broadcast Bureau granted CP to increase power to 5 kw and change type trans. (BP-20,304). Action March 2.
- **WATA** Boone, N.C.—Broadcast Bureau dismissed mod. of permit to specify new type of trans. and changes in ground system (BMP-14,507). Action March 3.
- **KWWW** Wenatchee, Wash.—Broadcast Bureau granted CP to change TL and ant. system (BP-20,954). Action March 6.
- **WZUU** Milwaukee—Broadcast Bureau granted mod. of CP to increase height of tower, conditions (BMP-14,512). Action March 6.

FM applications

- **WCER-FM** Charlotte, Mich.—Seeks CP to change TL, install new trans., ant., make changes in ant. system, change TPO and HAAT: 300 ft. (h&v). Ann. March 9.
- **KYLT-FM** Missoula, Mont.—Seeks CP to change TL, ant., make changes in ant. system, ERP: 3 kw (h&v) and HAAT: minus 196 ft. (h&v). Ann. March 9.
- **WSEZ** Winston-Salem, N.C.—Seeks CP to change TL, type trans., ant., make changes in ant. system, ERP: 100 kw (h&v) and HAAT: 546 ft. (h&v). Ann. March 6.

FM actions

- **WAFC-FM** Clewiston, Fla.—Broadcast Bureau granted mod. of CP to change TL and SL, ant., make changes in ant. system, ERP: 3 kw (h&v) and HAAT: 180 ft. (h&v) (BMPH-15,411). Action March 6.
- **KUPI-FM** Idaho Falls, Idaho—Broadcast Bureau granted CP to make changes in ant. system, ERP: 41 kw (h&v) and HAAT: 580 ft. (h&v) (BPH-10,824). Action Feb. 24.
- **KTIG-FM** Pequot Lakes, Minn.—Broadcast Bureau granted mod. of CP to change trans., ant., TPO, ERP: 100 kw (h&v) and HAAT: 140 ft. (h&v), conditions (BMPH-15,393). Action March 6.
- **KRLY-FM** Houston—Broadcast Bureau granted

Summary of broadcasting

FCC tabulations as of Jan. 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4489	6	23	4518	43	4561
Commercial FM	2944	1	87	3012	119	3131
Educational FM	902	0	34	936	77	1013
Total Radio	8335	7	124	8466	239	8705
Commercial TV	723	1	3	727	54	781
VHF	513	1	2	516	7	523
UHF	210	0	1	211	47	258
Educational TV	243	3	14	260	5	265
VHF	93	1	8	102	2	104
UHF	150	2	6	158	3	161
Total TV	966	4	17	987	59	1046
FM Translators	199	0	0	0	91	290
TV Translators	3476	0	0	3476	471	3947
UHF	1082	0	0	0	269	1351
VHF	2394	0	0	0	202	2596

*Special temporary authorization

**Includes off-air licenses

Books for Broadcasters

- T403. AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11", illustrated. **\$12.95**
- T404. THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. **\$5.95**
- T405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- T406. THE BUSINESS OF RADIO BROADCASTING** by Edd Roult. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- T428. ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**
- T411. COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$10.95**
- T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
- T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8½ x 11" bound in long-life 3-ring binder. **\$29.95**
- T419. HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$12.95**
- T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**
- T421. HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**
- T423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- T426. MODERN RADIO BROADCASTING: Management & Operation in Small To Medium Markets** by R. H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 288 pages, illustrated. **\$12.95**
- T434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$12.95**
- T437. RADIO STATION SALES PROMOTIONS** by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages, 8½ x 11" **\$10.00**
- T443. DIRECTIONAL BROADCAST ANTENNAS: A Guide To Adjustment, Measurement & Testing**, by Jack Layton. A complete and practical—but nonmathematical—book about installing, adjusting and maintaining directional antennas. Describes the directional antenna and its construction from the ground up. This is one book every station should have, and every DA must have. 210 pages, 50 illustrations. **\$12.95**

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mod. of CP to change SL (BRCH-1362). Action March 7.

In contest

Petitions to deny

- *WGBH-TV Boston—Morality in Media of Massachusetts petitioned to deny. Received Feb. 28.
- *WTBS(FM) Cambridge, Mass.—WISR-FM Inc. petitioned to deny. Received Dec. 23.

Designated for hearing

- Chief, Broadcast Bureau designated for hearing and consolidated proceeding of applications of Lewel Broadcasting for renewal of WDRK(FM) Greenville, Ohio, and Korin Broadcasting for FM CP there (Doc. 21267 and BC Doc. 78-91). Action March 7.

Procedural rulings

- Healdsburg, Calif., North Coast Communications, **FM proceeding:** (Doc. 21,232)—ALJ Joseph Stirmer cancelled all procedural dates pending action on request for summary decision. Action Feb. 23.
- Deer Lodge, Mont., Deer Lodge Broadcasting, **renewal proceeding:** (Doc. 21,398)—ALJ Daniel M. Head granted motion by Broadcast Bureau, cancelled procedural schedule established by FCC order following prehearing conference, set certain procedural dates including evidentiary hearing on June 6 in Deer Lodge. Action Feb. 28.

FCC decisions

- WHBB(AM) Selma, Ala. (Doc. 20,732)—Commission denied petition by Talton Broadcasting for reconsideration of order rejecting consent order issued by presiding judge in renewal proceeding and remanded case to judge. Action March 1.
- KAVR-AM-FM Apple Valley, Calif. (Doc. 19,844)—Commission imposed fine of \$1,000 on BHA Enterprises for misstatements concerning finances on two applications. Action March 3.
- WFAN(AM) Washington (Doc. 18,562)—Commission granted United Broadcasting, former licensee, extension to March 31, of authority to operate station. Action March 1.
- WJLA-TV Washington and KOCO-TV Oklahoma City—Commission reaffirmed its Jan. 12 approval of exchange of licenses. Action March 9.
- WFFM(FM) Braddock, Pa.—Commission granted Matta Broadcasting special experimental authority to field test electric utility load management system being developed by Westinghouse. Action Feb. 28.
- KOUL(FM) Sinton, Tex.—Commission affirmed Broadcast Bureau's action authorizing station to identify itself as Sinton-Corpus Christi and deleting its authority to use Sinton-Portland. Action Feb. 28.
- KIRO-TV Seattle—Commission deferred effectiveness of its decision directing three Seattle cable TV systems to protect station from prereleased network programming on Canadian stations. Action March 8.
- Commission denied appeal by Sonderling Broadcasting and five radio announcers from interlocutory ruling of ALJ Joseph Stirmer in payola-plugola inquiry that denied request to open hearing or to allow counsel for certain persons be permitted in closed session. Action March 8.

Complaints

- Total of 3,695 broadcasting complaints from public was received in January, decrease of 107 from December. Other comments or inquiries for January totalled 3,841, increase of 542 over previous month. Commission sent 1,605 letters in response. Ann. March 6.

Allocations

Actions

- Rosamond, Calif.—Broadcast Bureau proposed assigning ch. 288A as community's first FM in response to petition by Israel Sinoofsky. Comments due April 25, replies May 16. Action Feb. 24.
- Saint Mary's, Ga.—Broadcast Bureau proposed assigning ch. 228A as community's first FM in response to petition by Camden County Broadcasters.

Comments due May 2, replies May 22. Action March 3.

- Sparta, Ga.—Broadcast Bureau has deleted FM ch. 244A and assigned ch. 249A there. Action March 3, effective April 17.
- Frankfort, Mich.—Commission granted assignment of FM ch. 257 there in response to application of Benzie County Communications. Action Feb. 28.
- Romc, N.Y.—Commission assigned ch. 273 as community's second FM in response to petition by Promedia Communications. Action Feb. 28, effective April 14.
- Lexington, Va.—Broadcast Bureau proposed assigning ch. 244A as community's first FM in response to petition by The Energy Exchange. Comments due May 1, replies May 22. Action March 1.
- Bellows Falls, Vt.—Broadcast Bureau proposed assigning ch. 296A as community's first FM in response to petition by We Trust in Jesus Broadcasting. Comments due May 2, replies May 22. Action March 3.
- Superior, Wis.—Commission approved joint agreement and granted application of WDSM Inc. for new FM on ch. 273 while dismissing mutually exclusive application of Northwestern College for same facilities. Action Feb. 28.

Rulemaking

Petition

- Conway, Ark.—Michael E. Harrison requests amendment of FM table of assignments to assign ch. 224A to Mayflower, Ark. Ann. March 7.
- Peachtree City, Ga.—Boswell and Dingler request amendment of FM table of assignments to assign ch. 280A to Greensboro, Ga. Ann. March 7.
- Martin, Ky.—Guaranty Broadcasting requests amendment of FM table of assignments to reassign ch. 261A from Neon, Ky. to Martin. Ann. March 7.
- Bardwell, Ky.—Usher Broadcasting requests amendment of FM table of assignments to assign ch. 240A to Wickliffe, Ky. Ann. March 7.
- Alpena, Mich.—Edward S. Solomon requests amendment of FM table of assignments to assign ch. 223 to Atlanta, Mich. Ann. March 7.
- Beaverton, Mich.—Mid West Communications requests amendment of FM table of assignments to assign ch. 249A there. Ann. March 7.
- Lincoln, Neb.—Ron Kurtenbach requests proposals for allocation of channels on cable TV systems for distribution of radio broadcast and cablecast programming. Ann. March 7.

Action

- Chief, Broadcast Bureau, in response to request by Association of Federal Communications Consulting Engineers, extended to and including June 14 and July 7, respectively, time to file comments and replies in amendment of Section 73.52 of rules with respect to relative phase tolerance for directional. AM stations (BC Doc. 78-28). Action March 1.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance FCC announced March 7 (stations listed are TV signals proposed for carriage):
- Barnsville Cable TV, for Barnsville, Ga. (CAC-12,452); commence operation.
- Montpelier Cable TV, for Berlin, Vt. (CAC-12,558); existing operation.
- Cablevision-Moore, for Moore, Okla. (CAC-12,566); commence operation.
- Murfreesboro TV Cable, for Murfreesboro, Ark. (CAC-12,567); interim authorization.
- Bayshore CATV, for Wachapreague, Va. (CAC-12,568); commence operation.
- CK Video, for Wayne, Catlettsburg, Ceredo, Kenova, all West Virginia (CAC-12,570-3); change signals.
- Key-White Video, for Hurricane, Putnam, Milton,

Cabell, all West Virginia (CAC-12,574-7); WTCG Atlanta.

- Liberty TV Cable, for Liberty, Tex. (CAC-12,578); certify operation.
- Micro-Cable Communications, for River Edge, N.J. (CAC-12,578); commence operation.
- TV Cable of Andalusia, for Andalusia, Ala. (CAC-12,580); WTCG Atlanta.
- Tar River Cable TV, for Rocky Mount, N.C. (CAC-12,581); change signals.
- Cablecom General, for Idabell, Okla. (CAC-12,582); KDFW-TV Dallas.
- Artec, for Arlington, Va. (CAC-12,583); change signals.
- Ultracom, for Haverford, Marple, both Pennsylvania (CAC-12,584-5); WFMZ-TV Allentown, Pa.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance:
- Athena Communications, for De Soto, Miss. (CAC-09,906); Madison County CATV, for Madison, Miss. (CAC-09,997); Princeton Cable TV, for Wyandot, Ill. (CAC-11,879); Tele-Media of Lake Erie, for Geneva, Geneva township, Geneva-on-the-Lake, Madison, Harpersfield, all Ohio (CAC-12,003-8); BC Cable, for Greater Juneau, Alaska (CAC-08,946, 09882); Newchannels Corp., for Corning, Attison, Painted Post, Riverside, South Corning, Campbell, all New York (CAC-09,955-62); Antietam Cable TV, for Washington, Williamsport, Hagerstown, all Maryland (CAC-10,184-6); City Communications, for Joliet, Ill. (CAC-10,384); Teleprompter, for San Juan, N.M., Sierra Madre, Arcadia, both California, Coos, Ore. (CAC-10,387, 533-4, 643); Raystay, for Washington, Waynesboro, both Pennsylvania (CAC-10,735-6); Falcon Cable TV of Southern California, for La Canada, Monterey Park, both California (CAC-10,832,5); Tru-Vu Cable TV, for Altadena, Calif. (CAC-10,834); Ausable Communications, for Plattsburgh, Schuylers Falls, both New York (CAC-10,837-8); Wyoming Televents, for Gillette, Campbell, both Wyoming (CAC-12,021-2).

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RADIO

HELP WANTED MANAGEMENT

Director of Broadcast Services/General Manager. Directs and sustains the functions and operations associated with Public Radio Station WSSR, and other electronic media delivery systems. Marketing, planning, development, public broadcasting experience desirable. Doctorate preferred or equivalent combination of education, and experience in broadcasting. Teaching experience in higher education required. Salary negotiable. Sangamon State University, Search Committee for Director of Broadcast Services, Springfield, IL 62708, c/o Jack Coleman.

Major Midwest market station wants aggressive dedicated Manager—strong in Sales and Management. Excellent base, strong profit incentive plus stock ownership plan to create meaningful equity base. Station now strong in billings and ratings. No crisis. Will wait for right person. Confidentiality assured. Could meet during NAB. Box C-252.

Operations Director for 3 religious programmed stations in the Midwest. Must be dedicated, motivating and knowledgeable. Excellent opportunity. Write Box C-259.

WFEC—Harrisburg, Pa programmed by No. 1 Country PD. \$100,000 modernization plan includes new tower, great sales staff and local acceptance. Sales leader—sales idea person. A Great Scott Station. Phone 215—326-4003.

Florida AM/FM Seeking strong, experienced Sales Manager with a proven record of agency and direct selling. Able to develop and lead a powerful sales team. Equal Opportunity Employer. Send resume to Box C-282.

Chief Engineer/Operations Manager. Very aggressive and successful Class Four medium market network station in Southeast. Excellent salary and benefits, long established community oriented. Contemporary MOR format. You must be very capable and self-motivated to hold down this position. Box C-163.

General Manager Wanted For AM and Powerful FM on Florida Coast. The ideal candidate will have solid General Management experience, able to provide knowledgeable leadership in all areas. Must also be capable of developing and servicing larger accounts. Community oriented. Salary, attractive, fringes, and share in profits. Group owner. Equal Opportunity Employer. Send resume to Box C-280.

HELP WANTED SALES

Wanted: Beginner or experienced sales person. Continuous sales training provided. Resume to Dale Low, KLSS and KSMN, Mason City, IA.

Are you tired of the howling winds of winter, making calls through the ice and snow, owning a car with two sets of tires and a set of chains? There is a better way. Welcome to the sunny South. We've got a 50,000 watt country music radio station and a 100,000 watt free swinging contemporary FM. We need two aggressive salespeople who are career oriented. Our company offers outstanding benefits and unlimited opportunity. Send resume to Gene Dickerson, KWKH-KROK Radio, P.O. Box 21130, Shreveport, LA 71120. We are an Equal Opportunity Employer.

Sales Manager for one of Minnesota's fastest growing markets. Salary commensurate with experience, profit sharing and other benefits. Would prefer an RAB or Welsh Company trained person. Box C-146.

Expanding sales staff, need enthusiastic, well organized self starter. Must have FM sales experience and be FM oriented. Outstanding opportunity in Energy Boom Area, Gallup, NM. Call Jack Chapman, KGNM-FM, (505)—863-4444.

WESY, Leland, MS. Experienced Salesperson Soul/Gospel Radio. Send resume, billing history Box 340, Greenville, MS, 38701, Attn: Wally Hoy. Salary open. EOE station. No calls please. Auditions Welcome.

Madison, WI. Excellent career opportunity for bright problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person on the way up. Our people earn far more, Madison offers superior living in every way. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EOE).

Radio Time Sales person—Current experience in selling time in medium to large market. E.O.E. Send resume to Larry Thomas, KUDE/KJFM, P.O. Box K-1320, Oceanside, CA 92054.

Need Aggressive, self motivated Salesperson/Manager. Established list, Michigan resort area, Walter Isbert, WJOR South Haven, MI 616—637-1138. EOE.

Immediate Opening for experienced broadcaster ready for full time sales. Active list. Excellent opportunity with growing company. Rush resume to: Ken Riggie, WCMD, P.O. Box 1665, Cumberland, MD 21502. E.O.E.

Sales Manager. Great opportunity for aggressive, hard working person who is ready to move up. Guarantee and bonuses equal \$30,000. Must have proved track record in small/medium market in Sales. Midwest station. Send resume. Box C-231.

We're a Number One Station looking for a Number One Salesperson and we're in no hurry. We have an established account list that paid \$10,000 last year and should have done \$20. Our better folks do 25+. Send us full information on yourself if you have the best references, a good track record and have been with your present employer no less than two years. EEO Employer. Reply to Box C-245.

Wanted: Aggressive salesperson who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAP EOE. Box C-254.

Upper Midwest Country station needs salesperson. Top benefits, option on car, good ratings, heavy promotion. Send resume to Box C-262.

Wanted: Top-Flight street fighters who want to earn big money. Major East Coast Market (1,000,000 +). Will only consider experienced professionals. Progressive new owners are interested in your track record, resume and experience. Rapid advancement to Management. EOE. 703—273-4000.

L.A. Suburbs... sell \$15,000/mo with \$20/spot average and earn \$36,000/yr. Strong market—1.7 million, 164 new car dealers, 10 major shopping centers, 5,000 watts/24 hr AM. Only competition two 250 watt daytimers and several newspapers. Apply only if you have strong radio retail sales track record. Call 213—331-0794, K-WOW, Pomona, CA 91766 E.O.E. (\$8M list now available!)

Aggressive Salesperson for direct retail sales in beautiful NJ Shore Area. Experience necessary. Expanding sales staff. Great potential with growing company. Resumes only to WRLB, Long Branch, NJ 07740.

Local Salesperson Needed immediately. Good opportunity for self starter. E.O.E. Reply Bob Outer, WBNR, Box 511, Beacon, NY 12508.

Wanted: Salesperson for Cedar Rapids only Contemporary Stereo Rocker (100,000 watts). Resume and billing history to Bill Clymer KQCR, Suite 500 Paramount Building, Cedar Rapids, IA 52401.

Great opportunity for sales "Pro". Established plus many "open" accounts. Resume, salary requirements to Jeff Clark, WOKO, Box 1460, Albany, NY 12201. E.O.E.

Experienced salesperson. Prefer RAB techniques. Great opportunity for aggressive effective salesperson seeking long term employment in a stable growing organization located in Virginia. Attractive benefits and compensation. AM-FM. Send complete resume to Box C-169.

HELP WANTED ANNOUNCERS

Number 1 station in 49th A.D.I. needs nite air personality. Tapes, resumes, and references: WILQ Box 1176, Williamsport PA 17701. M/F EOE.

Experienced communicator needed for small market Colorado station. Opportunity to learn and grow. Top production a must. Resume and salary requirements to Box C-102.

Arizona Immediate Opening. Had enough winter? AM small market Top 40. Experience desirable but will consider qualified applicant. Send tape & resume to Wm. Payne, KCUZ, P.O. Box 1118 Clifton, AZ 85533

Southern Fairfield County CT AM looking for mature sounding, adult MOR, air personality to host nightly call-in/interview program and Sat mid-day show. E.O.E. Send resume to Box C-192.

Contemporary MOR AM located North Central PA has vacancy for mid-day or night shift. Personality and Production. Excellent salary, working conditions. EOE. Send resume to Box C-204.

Needed Immediately, experienced AOR and Adult Contemporary Communicators for large Midwest chain ranging from the Gulf of Mexico to the Lakes of Minnesota. Become involved with a growing twelve station organization. Send tapes and resume's to J.J. Justin, Leighton Enterprises, Inc., 501 Proctor Street, Port Arthur, TX 77640.

Connecticut station has immediate opening for announcer with conversational voice, two years experience and 3rd endorsed. Adult Contemporary syndicated format. Cassette, resume to P.O. Box 1002, Waterbury, CT 06720, E.O.E. M/F.

MOR-Personality. Unusual opening for experienced on-air work. We have an opening—first in many years. Disco/R & B and Production experience helpful. Send tape, resume and salary history to Russ Knight, Program Director, WAKR-Radio, P.O. Box 1590, Akron, OH 44309. An equal opportunity employer—Male/Female.

Announcer/Commercial Producer for advertising agency near Chicago. Fine growth opportunity. Mid-western applicants only. Replies confidential. Box C-239.

Opening for Sports Personality/Air Personality, strong knowledge of sports, good voice, solid on the air and good production experience. 5 years commercial experience minimum, college grad preferred. Northern Illinois station, good pay, fringes and working conditions. Send resume. Box C-241.

Full-time radio announcer, Top 40 Format. Minimum of three years experience at commercial station, 18 months in large market. Audition Tape and resume should be sent to WAVS Radio, 400 Radio Road, Charlotte, NC 28216. We are an Equal Opportunity Employer.

Air Personality/Music Director for modern country format. Send air check with production samples and resume. Doug Wilson Box 293, Pueblo, CO 81002.

Need experienced professional broadcaster for production, copy and traffic. Emphasis on production. Salary commensurate with ability. Send resume and tape to Bert Silverman, WSVS, 800 Melody Lane, Crewe, VA 23930. EOE.

Announcer. Half: Board Work. Half: Sales Service. Sales training provided. Send tape, resume to Ken Norris, RD., WMJS, Box 547, Prince Frederick, MD 20678.

We're Growing Again... Now we need Sports Director for Daily Sportscasts, P.B.P. Interviews, Sales. Completely new position. Fast growing station. Heavy local sports interest. Send tape/resume to Ben Granger, WIVQ, 1727-1/2 4th Street, Peru, IL 61354. Calls O.K. 815—224-2100.

FM Traditional MOR. Need strong personality, must know music. Send tape, resume. WADV, 2200 Rand Building, Buffalo, NY 14203. E.O.E.

HELP WANTED ANNOUNCERS CONTINUED

Number One Country station in Rockford, Illinois needs bright sounding jock who is also solid in production. Call Curtis King at WKKN 815-877-6064 or send tape and resume to 1901 Shaw Road, Rockford, IL 61111.

Top news and sports station in Central California requires combo-news, play-by-play. Send tapes and resumes to General Manager, Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93401. EOE/MF.

First Phone Announcer/Engineer for Vermont MOR AM/FM. Engineering experience a must. Contact Director of Engineering, Vermont Radio, Inc., P.O. Box 249, Rutland, VT. 802-775-5597.

HELP WANTED TECHNICAL

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities in Southwest. Equal Opportunity Employer. Send resume to Box C-162.

Immediate Opening First Class licensed engineer for top radio station in Northern Minnesota summer and winter playground. We insist on top quality. Salary open. If you're our person, call WKKQ 218-262-4545.

If you are a technical crackerjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County, P. O. Box 231, Coatesville, PA 19320. E.O.E.

Chief Engineer: KKBC/KPTL, Carson City, Nevada. Must have directional and digital electronics, familiar with micro-wave and strong on maintenance. Call 702-882-6263, or send resume to P.O. Box 653, Carson City, NV 89701. E.O.E. MF.

Aggressive Chief Engineer for progressive AM/FM combination in beautiful mountain country of Southwest Colorado. AM is 5000 daytime, 1000 Directional night time. FM is 100,000 Automated Stereo. Contact KIUP/KRSJ, Box 641, Durango, CO 81301 303-247-4464. An Equal Opportunity Employer.

Atlanta Based Group Owner is seeking an Assistant Director of Broadcast Operations/Engineering. Applicants should have a strong technical background and at least five (5) years experience as a Chief Engineer. This position involves travel to our stations as well as various administrative duties. Contact Steve Shrader, P.O. Box 647, Atlanta, GA 30301. Telephone 404-873-2355. EOE.

Chief engineer needed to provide complete engineering support for public radio station (NPR member), 5kw AM, 100 kw FM. Will plan and coordinate station expansion, maintain and repair transmitters plus studio and remote equipment, set standards for and supervise assisting staff, work closely with operating staff, consult with college faculty and staff on electronic equipment. Must have FCC First and five years experience in broadcast engineering or equivalent. Electrical engineering degree desirable. Experience in digital, analog and solid state circuits helpful. Salary open. Contact Paul E. Peterson, Manager, WCAL/WCAL-FM, St. Olaf College, Northfield, MN 55057. Equal opportunity employer. Apply by April 3.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities. Equal Opportunity Employer. Send resume to Karl C. Smith, KRAU-KFMJ, P.O. Box 746, Tulsa, OK 74101. 918-585-5555.

Engineer needed for AM/FM, separate IGM automation systems. Salary negotiable. Call Station Manager, WRSW, Warsaw, IN, 219-267-3111.

Northeastern Ohio station seeks engineer with an understanding of and dedication to good engineering practices. Will consider person with experience in AM-FM transmitters, studio equipment, audio chain or two-way radio. Send resume' to Radio Enterprises, Box 738, Ashtabula, OH 44004. Equal Opportunity Employer.

Texas Panhandle City of 27,000 people seeking Engineer-Announcer. Job would involve production work and studio and transmitter maintenance for 1000 Watt Automated Station. Send tape and resume to KGRO, Box 1779, Pampa, TX 79065. Call Darrell Sehorn 806-669-6809.

Maintenance Engineer for major AM-FM group station. Existing facility upgrade now under way. Broad technical competence, FCC 1st Class Radio-Telephone license, and full commitment necessary. Send resume, salary history and present requirements to: Engineering Manager, P.O. Box 32046, Detroit, MI 48232. An Equal Opportunity Employer.

Chief Engineer Western New York State AM/FM. Must be strong on automation/digital equipment. Contact Director of Engineering, Vermont Radio Inc., P.O. Box 249, Rutland, VT 802-775-5597.

Chief Engineer/Operations Manager. Very aggressive and successful Class Four medium market network station in Southeast. Excellent salary and benefits, long established community oriented. Contemporary MOR format. You must be very capable and self-motivated to hold down this position. Box C-163.

HELP WANTED NEWS

Progressive small market Colorado station needs a ports director with a minimum of 3 years of play by play in football and basketball. Twice daily sports program, plus small air shift and production work. Excellent pay and future. Resume and salary requirements to Box C-165.

Aggressive experienced, resourceful news reporter, with at least two years experience in local news gathering and news casting. Call Jack Chapman, KGAK Radio, Gallup, NM 505-863-4444.

Regional Station has opening on three person news staff. News, public affairs, sports oriented, excellent facilities. Need "take charge" person who can organize and is a mature, seasoned, Broadcast Journalist. Midwest. Box C-224.

Morning anchor for news and public affairs oriented A-M in major metropolitan fringe market. Good voice quality, delivery and sound journalistic judgment required. Tapes and resumes to Leigh Williams, WKRS, Box 500, Waukegan, IL 60085. Equal Opportunity Employer.

WHND-Honeyradio, Detroit is accepting tapes and resume for future News openings. Experienced News pros only. No calls please. Send tape and resume to: Peter Booker, One Radio Plaza, Detroit, MI 48220. E.O.E./MF.

Immediate opening for experienced newsperson to organize news department—women are encouraged to apply. Send writing samples, resume and tape to WUPE, 73 4th St., Pittsfield, MA 01201. We are an Equal Opportunity Employer.

Broadcast Journalist needed by Midwest AM/FM. Work with state of the art news facilities. If you have news gathering experience. Need mature person, male or female. Box C-223.

Investigative reporter, small group Northeast. Minimum 5 years news reporting, writing. Experienced recording, editing tape; special projects and series. Modest salary, unusual challenge. EEO. Letter only, no tapes unless we reply. Box C-248.

Immediate opening for morning anchor. Must be an experienced, aggressive reporter with background in broadcast journalism and public affairs. We're an award winning station that offers opportunity, good salary, and the right to be creative. Send tape and resume to Bob Cain, News Director, 1015 Main Street, Wheeling, WV 26003. 304-232-1170. An Equal Opportunity Employer.

Minnesota Public Radio seeks director of news and information programming. Twelve years experience in broadcasting or journalism with reporting experience; minimum 5 years supervisory capacity, 2 years college with liberal arts/journalism background preferred. For complete description send stamped self-addressed envelope to: T Kigin, News Director Box C, MPR, 400 Sibley, St Paul, MN 55101. EOE/AA.

Assistant News Director. Experienced, stable, good delivery. Varied duties include daily interview program. Long hours. Endorsed Third, reliable transportation necessary. First year salary \$12-13,000. Resumes and tapes only, no calls. WASR, Box 900, Wolfeboro NH 03894. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production person with copywriting abilities. Must be strong on ideas to give us creativity. Announcing and production experience required. Stations are rated Number 1. 'AM' is 5000 watts and 'FM' is 100,000 watts. Resume to: Marty Green, Sales Manager, WAXX/FM, WAYY/AM, P. O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Production oriented audio person looking for a move into television production facility. Must be familiar with all phases of audio production from MIC placement and studio mixing to editing. Minimum of 2 years experience required. Voice a plus but not a necessity. An Equal Opportunity Employer - MF. Send resume and salary requirements to Box C-215.

Commercial Producer/Commercial-Type Announcer for growing broadcast ad agency greater Chicago area. Excellent salary plus benefits. Prefer Chicago metropolitan area applicants. Replies confidential. Box C-237.

Top small market leader in Missouri seeks qualified programmer capable of heading up overall programming. A great station wants to become better. Box C-256.

Portuguese (Brazilian) Language Program Producer. Speak fluent Portuguese, no accent, have English language skills, ability to translate English and Portuguese materials; knowledge and background of Brazilian history and culture necessary, creative writing and journalism experience preferred. 6-12 months radio and TV production experience necessary. Salary \$1000/month. Contact: Mike Harding, Utah Job Service, 801-533-2416.

Texas Panhandle City of 27,000 people seeking First Phone Announcer leading to Music-Program Director for automated MOR Station, good delivery important—the more technical knowledge the better. Send tape and resume to KGRO, Box 1779, Pampa, TX 79065. Phone Darrell Sehorn 806-669-6809.

Radio Production Director. WGST Newsradio is seeking a Production Director with three to five years experience in radio broadcasting, including experience as an announcer. Must have ability to create professional copy, complete familiarity with radio production and taping techniques, and have a third class FCC license. Voice, delivery and copy must be suitable to station standards. Equal opportunity employer. Send tape and resume to Mike Wheeler, WGST, 550 Pharr Road, NE, Atlanta, GA 30305. No phone calls accepted.

SITUATIONS WANTED MANAGEMENT

Broadcast Executive from grass roots experience to lpp management available now. Box C-133.

Sales-oriented Programmer looking for opportunity as Station Manager. Aggressive knowledgeable administrator who can build a winning team. I am the solution to your problem. Box C-206.

Hard-working, aggressive account executive, 7 years major market experience seeks sales management opportunity. Box C-225.

General Manager—17 years in Radio, all phases, 38, steady family man seeking good permanent position. Strong on FCC., programming and sales. Reply: Box C-250.

General Manager with personality and ability to be your number one man. Currently successful. Excellent references. Not a beginner. Prefer South East. Box C-261.

SITUATIONS WANTED SALES

Experienced in all phases of Religious Broadcasting, including Sales and Management. Write: Arlen Vaden, Box 180, Trumann, AR 72472.

Experienced broadcaster seeking sales with leading station Ohio, Indiana. Lou Swanson, 4518 Broadbush Drive, Dayton, OH 45426.

Sales Pro—12 years sales experience, also have 1st phone and jock experience, call 215—588-0142. Any size market.

Catch 22. Recent Communications graduate seeking first opportunity in Radio Sales. Interned at local station. Willing to start as trainee. Write Chuck Strona, 3800 S. Decatur, No. 284, Las Vegas NV 89103.

SITUATIONS WANTED ANNOUNCERS

If you're tired of zombies who promise but can't deliver, my tape and resume will surprise. Trained DJ—Newscaster. 914—238-8815 Preston (eves.) or Box C-87.

Major Market Pro Looking to move to a new, great opportunity having just spent 3-1/2 years in Chicago grabbing super numbers. If you are looking for someone like me, call 312—328-7775 and ask for Jim.

How to profit from an experienced DJ, Newscaster (18 mos.) Send for my "free" tape & resume. Box C-173.

Top 40 A/C experienced air talent with 1st looking to polish act. Mid-Atlantic and Virginia desired. Box C-179.

Knowledgeable, in All Music formats. Three years experience, PD/MD good news & production. Stable & dependable. Seeking Announcer or Announcer/MD position. Will relocate Box C-191.

3-1/2 yrs. exper. in country and M.O.R. Excellent voice. 1st ticket. Married, dependable—phone Scott. Lofness, 402—245-3869, afternoons.

9 Years Announcing in 3 markets and it's time to move on. I'm 29: a dependable family man and Broadcast School Grad currently a Music Director in a Medium Market station. Seeking MOR, AOR, Top 40, or CW. Broad musical experience. Box C-243.

Experienced, looking to move to Medium Market, A/C Format. Good references. Box C-264.

Attention Solid Gold RD.'s. Jersey Jock is winding up 5 year syndicated and contract operation. Now seeks full-time position with Solid Gold Format. Anywhere in East OK. Will go West for right deal. Resume, and tape on request from: Michael V., 92 Main St., Woodbridge, NJ 07095.

Third Ticket, with experience in all phases of Radio, looking for Contemporary air shift in Small or Medium Market, call Ron at 419—238-2245.

Versatile anncr. Production, office, news, public affairs. 2-1/2 years. 1st phone, 207—882-7395.

Let's Get Together. 4 yrs experience in all dayparts. Top 40 or contemp. A production pro. First Phone, employed. 612—451-0636.

Call me. First ticket Announcer experienced in music, news, and production. Mark 617—587-3701.

Young Pro—5 Years experience, looking for Midwest—Western Middle Markets with positive environment, over 3 years at current station—includes Music Director, Asst. PD. 303—243-5896. Call mornings before 10 M.S.T. after 7 evenings. Craig Hunt.

Serious Young Man looking to begin a career in broadcasting. Two years on air college radio, good voice. 3rd endorsed, 24 years old. Dee Palazzo, 632 Warburton Ave., Yonkers NY 10701. 914—965-8612.

Top 40 Nite Personality looking for new gig. 4-1/2 years experience. Top 50 Markets. 413—739-5254.

Attention, Southeastern U.S. 14 year Pro MOR. Air Personality is available now. Randy Galliher, 3907 Angol Place, Jacksonville, FL 32210. 904—771-7386.

SITUATIONS WANTED TECHNICAL

First Phone, light experience. Trainee salary OK. Immediate relocation to all markets. Box C-88.

Experienced Engineer, AM, DA, FM Stereo, some Automation, TV Prefer Southern states. Box C-135.

Quality oriented Director of Engineering seeks Chief Engineer position with stable radio station. Small to medium market. 1. First phone. Experienced in directionals. AM/FM, complete audio chain, proofs, construction, FCC R&R's, and management. Reliable. Box C-205.

Experienced Chief Engineer seeks position with quality station. Box C-269.

SITUATIONS WANTED NEWS

Employed . . . but looking. Four years major market as reporter, editor, anchor, now news director. Seeking medium/major market anchor-reporting job. The more news your station does, the happier I'll be. Box C-105.

Newsman. Five years experience. Also specialized production talent. Desire move to larger market. Prefer Midwest. Box C-187.

Experienced female TV reporter seeks employment Radio or TV LA area. Phone Lesley Nickel 213—476-7853 or write: 457 Kenter Ave. LA, CA 90049.

Seeking reporting/anchor position medium market, experience and excellent credentials. Box C-229.

Sports Director/Music Director available now. Exciting PBP, solid production, announcing (all formats), news. 8 years experience. Salary negotiable. 616—780-4104. Box C-257.

Anchor. Writer. News Director. Reporter. Ten years of experience. Member: SDX, RTNDA, Press Club. Box C-266.

Play-By-Play Announcer, with current experience including AHL (Philadelphia) and major university basketball and football, looking for position with major professional team. Talk show host and reporter too. Education includes B.A., M.A., and M.B.A. (June grad). Reply Box C-274.

Hard Working Graduate seeks first reporting job, 2 yrs, college radio exp. Available Now. Dana Benson 612—588-2610.

Radio experienced Newspaperman wants back on air. Box 134 Arnold, MD 21012.

Articulate, energetic, young man who is graduating from college in April with degrees in Physical Education and Communications would like to help out your station with his fresh solid style of sports broadcasting. I have an extremely good working knowledge of sports and have excellent sports media experience which currently involves play-by-play, color, sports commentary and writing sports news all for a major New England college. If you care about sports I'd be a bonus at your station. 203—367-3250, Rod Michaud, 171 Hanover St., Bpl. CT 06604.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Major Market Personality Desires On-Air PD opportunity. Contemporary music expert, production; music market research; promotions; community affairs. Prefer building or rebuilding Audit Contemporary or Top 40 operation in competitive market, utilizing professional concepts and human, take-charge manner. 4th year with present major broadcast chain employer. Credentials upon request. Your inquiry will be answered. Box C-182.

Currently with small but feisty community educational FM in Western New York. Have worked with commercial outlets in Rochester and Utica. B.A., Journalism. Deep college experience, and much more. Comfortable on air, but unstoppable behind the scenes. Willing to train for sales. Would prefer New York, Pennsylvania, New Jersey, or New England states for quicker relocation. Resume. Box C-235.

Natural, Bright, Announcer, PD experience, looking for MD, OD position with Adult Rock or Modern Country Format. Both Sales & T.V. Experience, Top 50. Box C-246.

TELEVISION

HELP WANTED MANAGEMENT

Central Missouri State University has been awarded an educational broadcasting grant from HEW for the operation of KMOS-TV, Channel 6, as a public, educational television station. City of license and the transmitter to be in Sedalia, MO; studios to be in Warrensburg. On-air target date is about six months from now. Applications for the positions of General Manager and Chief Engineer are being accepted now. Closing date is April 15; appointments to be made as soon after May 15 as possible. Other openings will be announced later. Send applications, including resume and salary requirements, to: Office of Public Relations, Central Missouri State University, Warrensburg, MO 64093. Job descriptions available upon request. CMSU is an equal opportunity/affirmative action employer.

Operations Manager—Spanish TV. station has an immediate opening for a bilingual manager capable of scheduling and supervising Air and Production crews. Knowledge of union contracts helpful. Contact Chief Engineer at WNJU-TV 201—643-9100 or 212—233-6240 or resume to 1020 Broad Street, Newark, NJ 07102.

Assistant Director of Production. Responsible for production planning, scheduling, and operation at Kentucky Educational Television—a 13 station state ETV network with facilities in Lexington. Staff of 40 includes producer-directors, producers, cinematographers, studio and remote video crews, and production sound operators. Strong record of handling creative staff and in-depth knowledge of studio and location equipment and techniques essential. KET has two fully-equipped color studios, 2", 1", and 3/4" vtrs and editing equipment, remote trucks, and 5 ENG cameras. Salary \$15,000+. Immediate opening. Send resume to Sid Webb, 600 Cooper Drive, Lexington, KY 40502.

General Manager. Network affiliated UHF New England area. Strictly a hands-on type manager who knows operations and sales and who can do, as well as lead. Resume and qualifications to Box C-292.

Operations Director Needed For Medium Market California Television station. Must have appropriate experience and qualifications in supervising, production, switching, etc. Prefer First Class License. Salary commensurate with experience. EOE. Submit resume to Box C-255.

2-3 years medium/major market experience. Please reply with personal letter outlining background and skills. EOE. Reply to Box C-271.

Traffic Manager. A Major Midwest Market Television station is seeking an experienced Traffic Manager. Computer knowledge very helpful (BIAS preferred). A real opportunity for a good manager of people and computer systems. Equal Opportunity Employer M/F. Box C-273.

Assistant Director Business and Development Broadcasting Services, University of Northern Iowa. Responsible for administering development programs designed to raise financial and volunteer support. Position requires skills in administering systems evaluation, financial accounting procedures and needs ascertainment activities. B.A. in business, management or public relations is essential, M.A. is helpful. Five years management and fundraising experience. Public or commercial broadcasting experience is helpful. Send personal resume with reasons for interest and credentials to: Raymond Harris, Personnel Services, 161 Baker Hall, University of Northern Iowa, Cedar Falls IA 50613. UNI Is An Equal Opportunity Employer.

Station Manager for small market UHF, public television station, school district licensee. Duties: Administrative departments; cooperate (act as liaison) with related instructional staff; oversee all fund raising, grant applications and FCC requirements; represent station locally and at the state and national level. Shirt sleeves position. Requires: Minimum of 3 years administrative/promotion experience in public TV. Successful grant application experience necessary. SALARY: \$20,000-\$24,000 (commensurate with experience) plus fringe benefits. Application deadline: April 15, 1978. If interested, call or write: KAVT-TV, Attention: Donald C. Ingram, Administrative Assistant, 1900 8th Avenue NW, Austin, MN 55912. 507—437-6681 ex. 30.

HELP WANTED SALES

General Sales Manager wanted for small market VHF station. Must have background in National and local sales. Excellent salary and benefits for the right person. Send complete resume to Box C-111.

Aggressive sales manager, Kuam, Guam. Pacific wide broadcast organization needs a Sales Manager for single station market of 125,000+. Potential earnings and future open in unique growth company. Year round sunshine and pleasant community with a great opportunity for experienced TV Sales Organizer and motivator. L.S. Berger, Kuam (Guam), c/o KHVH 1060 Bishop Street, Honolulu, HI 96813.

HELP WANTED TECHNICAL

Experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84.

Control Room Engineer Operator. Excellent opportunity to gain experience in television. First Class license required. Send resume to Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105. An E.O.E.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF. Box C-159.

Maintenance Engineer—experienced with studio transmitter and microwave. Contact Ken Renfrow, Chief Engineer, KOAA-TV 2200 7th Ave., Pueblo, CO 81003.

Television Maintenance Engineer Experienced with VHF Transmitters and Microwave. Beautiful Western Mountain location and excellent work facilities with an aggressive ABC affiliate. Send resume with references and salary requirements to Box C-197.

Maintenance technician for NY production house. Heavy VTR experience required. Digital experience desirable. Excellent company benefits. Send resume and salary requirements to Box C-207.

Immediate opening for experienced Broadcast Engineer in South Texas. Send resume and salary requirements to: Box C-212.

Maintenance Engineer with good credentials, strong in RCA tape and film, PC-70 cameras, G.V. switching, Chyron, etc. We are a progressive N.E. large market independent, an EOE, M/F. Forward resume to Don Hain, WPGH-TV, 750 Ivory Ave., Pgh., PA 15214.

Come in out of the cold: Two well-qualified technicians needed by VHF in sunny South Texas. Box C-263.

Engineer. Chief Television Engineer. We are recruiting for an aggressive Chief Television Engineer to assume responsibility for maintaining equipment and space of the CCTV Unit. This primarily includes the smooth and continuous technical operation of the CCTV studio, portable CCTV system and distribution network. The Engineer must be able to evaluate new technology, solve engineering problems and repair equipment. Requirements include: B.S. in Engineering, First Class FCC license and 5 yrs experience in colored TV systems engineering, system installation, service, repair, maintenance and operation. Experience in technical direction highly desirable. Send resume including salary history to: Dr. Martin G. Levine, Office of Biomedical Communication, College of Medicine & Dentistry of New Jersey, New Jersey Medical School, 100 Bergen St., Newark, N.J. 07103. Equal Opportunity/Affirmative Action Employer.

TV XMTR Maintenance Supv. for WGTE-TV, Channel 30, Toledo, Ohio. Must have first ticket, 3 years experience in operation, maintenance and trouble shooting UHF xmtr, H.S. diploma plus 2-year college electronics certificate (or trade school equivalent or 6 years xmtr experience). Salary open. Call Mr. Hafer 419-255-3330. Equal Opportunity Employer.

Need Experienced FCC 1st Class Engineer for studio maintenance and remote control operation. Contact R. Doyte, KGGM-TV, Albuquerque, NM. 505-243-2285.

CCTV Engineer. Position available July 1, 1978 with well-equipped and highly regarded Dental School Media Center. Requires high school, some college and/or completion of a program in electronics and television maintenance at an accredited institute, and preferably, several years experience in maintenance and operation of Color CCTV or Broadcast equipment, including FCC 1st Class. Employee Benefits are excellent. \$12,700 to start. Write or call: John Kichi, 666 W. Baltimore Street, Baltimore, MD 21201. 301-528-7082.

Maintenance Engineer needed now. Minimum one year experience in transmitter and production equipment maintenance and first FCC license. \$8700. Contact Marge Laskoski at WSKG Public Television and Radio, Box 97, Endwell, NY 13760. 607-754-4777. EOE/M-F/AA.

Bilingual Spanish/English supervisor to conduct month long training program in camera, audio and lighting in South America. James Day Associates, Suite 300, One Lincoln Plaza, NY 10023 or call 212-595-3456.

RKO General, Boston Division, has an immediate opening for the following position: Engineering Supervisor—for the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC First Class License and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus. RKO General offers a liberal compensation package. For prompt consideration, forward your resume including salary requirements to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Assistant Chief for Rocky Mountain small market TV. 1st Class 5 years minimum, must know quads, studio, transmitter. Great area and good salary. Contact CE, KIFI TV, Box 2148, Idaho Falls, ID. EOE Employer.

AM/FM/TV Transmitter Maintenance Engineer. Immediate opening for experienced individual with First Class FCC license. Please contact Personnel Department 503-226-5076. KGW, King Broadcasting Company, 1501 SW Jefferson Street, Portland, OR 97201. An Equal Opportunity Employer, M/F/H/Vets.

Production Engineer familiar with a production house environment, experienced in time code editing, camera/tape setup and operation and measures necessary to insure a consistent quality product. An EOE, M/F employer. Forward resume to Don Hain, WPGH-TV, 750 Ivory Ave., Pgh., PA 15214.

HELP WANTED NEWS

Journalism Broadcast Print: Full-time faculty needed for Fall 1978 to teach broadcast and print journalism, may include basic reporting, public affairs, broadcast law and history. May also coordinate print, radio, and television internship. MA minimum, professional experience necessary, teaching experience desirable only. Be a part of this new and expanding program. Application deadline, April 7, 1978. E.O.E. Write: Ralph A. Swain, Acting Coordinator, Public Communications, Wheeling College, Wheeling, WV 26003.

Television: News Reporter. To staff single-person Bureau. Top 50 Market. Must shoot film, write, develop stories. Send lape and resume to Bob Brunner, WSAZ-TV, Box 2115, Huntington, WV 25721. Equal Opportunity Employer.

Central Florida's largest television news organization needs an experienced weekend anchor/street reporter. Rush resume and air check to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802. Equal Opportunity Employer.

Reporter: Must possess background in Broadcast Journalism including writing skills, interviewing technique, and at least 1 year of reporting experience preferable in Television News. Must have working knowledge of tape and film procedures including audio tape equipment. Should have educational background in Mass Communications and the ability to aggressively pursue news and information. Box C-221.

Photographer: Must possess background in all phases of Television News Film, technique including the use of CP-16, DR-70, 35 MM Still Camera, Film editing and the Houston-Fearless Processor.

Anchor-producer Medium Midwestern City, ABC Affiliate with total commitment to local excellence. Must be a pro. Experience vital on air. Resume, writing samples, salary requirements in first letter. An EOE. Write Box C-242.

Immediate opening for Meteorologist with at least three years on-the-air experience. Top twenty market. An EEO Employer. Send resume to Box C-272.

A Progressive AM-FM-TV Operation in Illinois is seeking an experienced person for Sports Director-Weatherperson position. Job also includes some news work. Excellent opportunity with a growing Midwestern Chain. An Equal Opportunity Employer. Send resume and writing samples to Box C-275.

Wanted: 2 TV-News reporters, 3-5 years experience on the street. ENG preferred. Resume, VTR and salary requirements on first response. Capitol city market. Contact Clark Edwards, News Director, WWSA-TV, P.O. Box 2566, Montgomery, AL 36105. An equal opportunity employer. Female and male applicants from all races are desired.

Aggressive street reporter with anchor potential for Midwest net affiliate. ENG operation. EOE. Resume to KDUB TV, Dubuque, IA 52001.

Experienced newperson who can anchor superior news team with No. 1 ratings, eng, in small market Rocky Mountain station. If you are good we want to see your tape. Contact Operations Manager, KIFI TV, Box 2148, Idaho Falls, ID 83401. EOE Employer.

Producer Reporter for nightly Public Television News and Public Affairs program. Strong news writing and reporting background required. Master's and two year's experience preferred. Send resume to WXXI-TV, P. O. Box 21, Personnel Office, Rochester, NY 14601. EOE.

Anchor needed Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

TV Editorial Research Writer requiring proven writing experience in public affairs, research or news. Must cope with ghost writer image. TV Production experience helpful. Call Personnel for application 206-624-7077. EEO-KIRO, Seattle.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Production Professional to join management team of major Mid-Western group owned station. Successful candidate will be experienced in contemporary news and commercial production. Excellent salary, profit sharing and fringes. Resume, salary requirements to Box C-132.

ITV Producer/Director to produce college credit courses over university licensed PTV station. Prefer M.A. or equivalent experience with solid TV production background including studio-ENG-Film. Station fully color equipped. Salary to \$14,500 depending upon qualifications. Equal Opportunity employer M/F. Position available July 1, 1978 or possibly sooner. Application deadline April 15. Contact: Dr. Dale N. Anderson, Manager-KTWU, 301 N. Wanamaker, Topeka, KS 66604, or 913-272-8181.

Producer/Director for major market production facility. Must have complete knowledge of state of the art studio and remote equipment capabilities and all related production techniques. Must be willing to work long and odd hours. Minimum of 5 years commercial experience required. An EOE. Send resume and salary requirements to Box C-214.

Television production facility looking for top-notch audio production personnel. Must have thorough knowledge of all audio production techniques from studio MIC placement through final mixing, editing, and sweetening. Minimum of 2 years audio production experience required. EOE. Send resume and salary requirements to Box C-216.

Program Director. Looking for a creative Program Director with heavy promotional experience. Send resume and salary requirements to Mr. Richard Grimm, KITV, 1290 Ala Moana, Honolulu, HI 96814. An Equal Opportunity Employer.

**HELP WANTED
PRODUCTION, PROGRAMING,
OTHERS CONTINUED**

Copywriter: Immediate opening in a group owned, VHF network affiliate. Need self-motivator with creative ideas. Advancement possibilities. Organizer. Must follow up on small details. Some secretarial duties required. College grad or previous experience necessary. Send resume and salary requirements to: Box C-227.

Producer/Director: Dominant affiliate small Eastern market. At least 2 years experience in CML production, news and VT editing. An Equal Opportunity Employer M/F Box C-244.

Top 60 Market, network affiliate, needs broadcast copywriter, experienced in all styles of copywriting. College degree in broadcasting or writing preferred. An Equal Opportunity/Affirmative Action Employer. Send resume and salary history to Box C-249.

Promotion Assistant needed for No. 1 network affiliate in top 100 market. Entry level position requiring clerical and administrative skills evolving into creative position with three promotion staff members. An Equal Opportunity Employer. Send resume and salary requirements to Box C-253.

Writer Producer: Will design, write and produce commercials for local accounts. Writing and production experience necessary. Affiliate: 50's market. Salary: \$9,400. Box C-276.

Audience Promotion Manager: Compile program schedules, write and produce on-air promo's. Some sales promotion. Strong creativity, writing and typing. Affiliate: 50's market. Salary: \$8,300. Box C-276.

Promotion Director. University Licensed PTV Station. Duties: Responsible for all on-air and print promotion and outside ad placement, News Releases (program and generic), coordinate weekly newspaper program schedules and monthly guides. Help develop coordinated station public image. Previous ITV promotion and pr. experience desired with basic knowledge of station operations and production essential. Knowledge of graphic arts vital including 35 MM photography. Bachelor of Arts Degree in Jrn/Pr/Broadcasting preferred. Salary commensurate with experience. Equal Opportunity Employer M/F. Application deadline: March 29. Contact: D.N. Anderson, Manager, KTUU/11, 301 N. Wanamaker Road, Topeka, KS 66604.

Assistant Professor, to teach courses in commercial broadcasting research plus other areas. Masters degree and professional experience required; PhD and experience in broadcasting and teaching preferred. Equal Opportunity Employer. Contact Bruce Linton, 217 Flint Hall, University of Kansas, Lawrence, KS.

Director/Producer needed by group owned No. 1 network affiliate in top 60 market. Experience in program, commercial and remote productions required. Excellent growth opportunity and benefits. Send resume and salary history to Business Manager, WTOL-TV, Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

KOAT TV Albuquerque, New Mexico is looking for a Production News Director and a Technical Director with years of experience. Immediate openings. Send tale and resume to: KOAT, PO Box 4156, Albuquerque, NM 87196, 505-247-0101.

Graduate Assistantships available—Radio-TV Division, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Division's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Division, Arkansas State University, Box 4B, State University, AR 72467. Tel: 501-972-3070.

General Production/Announcer (Jackson, Michigan). Wanted... a general television studio production person with a minimum of six months announcing experience. Equal Opportunity Employer. Send resume to WILX-TV, P.O. Box 30380, Lansing, MI 48909.

Faculty Vacancy. Television Production/Electronic Journalism. The Department of Radio-Television-Film at The University of Texas at Austin is seeking applicants for a junior level faculty position in which the person hired will teach undergraduate and graduate courses in one or more of the following areas: studio television production, small format video, electronic journalism, writing for broadcasting and/or film. The emphasis in this position will be on non-dramatic television which utilizes both studio production and ENG techniques and on the use of video as a tool for news and documentary productions. Opportunities will also be available to teach courses in writing for broadcasting and film and in other areas of the faculty member's academic or professional specialization. The Ph.D. normally is required for a tenure track appointment. This requirement could be waived if the applicant has a strong professional record. Preference will be given applicants who hold the Ph.D., have college or university teaching experience, a strong professional background and show promise through their past activity for future scholarly or creative productivity. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer. Send letter of application and resume by April 1, 1978, to: Robert E. Davis, Chairman Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

SITUATIONS WANTED MANAGEMENT

President/CEO TV-Radio National, International level. Outstanding performance. Box C-180.

General Manager-5 years Gen. Sales Mgr.—9 years. Profit record. Budget conscious. Strong motivator. Want larger market challenge. Box C-220.

SITUATIONS WANTED NEWS

Weatherman. Top 30 veteran. Mini-cam environmental/scientific reports, charts, graphics. Box C-195.

Experienced female TV reporter seeks employment LA area. Also expert at reporting and producing documentaries. Phone: Lesley Nickel 213-476-7853 or write: 457 Kenter Avenue, LA, CA 90049.

Two of the best TV reporters... married couple with experience as co-workers... willing to remain co-workers or go it alone in city large enough to offer opportunities for both. Seventeen years combined experience producing award-winning reports. Box C-232.

Anchor with proven record of ratings success seeks organization with commitment to news. Box C-236.

News Director experienced at providing motivation and leadership to be Number One. Also heavy on administration and budgeting. Box C-240.

Professional Anchorman. Now weekendng in Top 10. Excellent track record. Want bigger challenge. Box C-265.

Young TV sportscaster looking for that first big break. Looking for entry level position as sports reporter/photographer in a two or three man sports department. I have 2 years experience interning in TV sports in major market. College grad. Contact David Fried 305-651-4937. Resume, tape, immediately available upon request.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Assistant Director in top ten market seeks producing/directing position in smaller market. No geographic preference. Masters degree in Broadcasting, excellent references, tapes and resume available. Box C-178.

Hard working Director in small market seeks more challenging position with medium market operation. Experienced in directing news, commercials, and public affairs programs. Resume and demonstration tape available. Box C-260.

Sports Production Specialist, looking for a production coordinator, unit manager or Producer/Director position with a station committed to Sports. Experience in sports news, operations and management. Box C-268.

Producer Director Experienced female director, skilled in all aspects of production, 3 Class FCC Endorsed. Resume and tapes available: Denni Gernard, 4 Chittenden Ave., Columbus, OH 43201.

Production Assistant. B.A. Mass Communications. Experienced in studio operations. Michael Rozniak, 716-634-6513.

CABLE

SITUATIONS WANTED PROGRAMING

Cable Program Manager Experienced in all phases of L.O. Proven moneymaker. Masters Degree in Communications. Prefer NYC area. Box C-228.

**WANTED TO BUY
EQUIPMENT**

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Need parts, especially elevator jack screws and nylon elevator blocks, for Gates ATC Stack 55 Cartridge Handler built around 1968... also Gates SP-10 programmer and switcher. Will buy parts or working equipment. WMJM, Cordele, Georgia.

Character Generator Chyron 2 or comparable model. Call 209-529-2024.

Wanted: New or Like New Nova 15 Headphones by Realistic. Phil Ross, KSAL, Salina, KS. 67401. 913-823-3701.

FOR SALE EQUIPMENT

5' Air Heliax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

RCA BTA-50H1S 50,000 Watt AM Transmitter with BTE-20A Solid State Exciter presently tuned to 1170 KHz. Complete with 5KW Cutback Kit, Spare Tubes. Recently removed from service. \$45,000 or offer. Contact: Bill Weaver, General Manager; or Ron Blansing, CE, Radio KLOK, San Jose, CA. 408-274-1170.

Eastman-285 16MM Telecine projector—excellent shape, best offer will consider part trade. International Cinema Eq. Co., 13843 NW 19th Avenue, Miami, FL 33054 A.C. 305-681-3733.

3/4" Video Cassettes - KCA60/KCA30. Cassette Audio Tape (3030'/hub). 1" Open/NAB: 1/2" open/EIAJ. Broadcast Carts. Complete duplication facilities. Write: KENT AV; Box 516, S.F. CA 94101.

FM Transmitter (used): 20 Kw, 15 KW, 10KW, 7.5KW, 5KW, 1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used): 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

Optimod/FM. Used Cart Machines. New CCA Mono Console. Call 404-487-9559.

Towers—TV, AM, FM, Microwave, CATV, new and used, 7,000 feet in stock at present. Complete erection services available. Tower Construction & Service, Inc. 904-877-9418.

GE PE-350 cameras, Three available immediately. Excellent condition. Complete with 3M encoders, 10:1 Angenieux lens, 100-foot cables, EEV camera tubes, up-dated optics. Albert Chismark, WTVH 980 James Street, Syracuse, NY 13203 315-425-5555.

Custom GE mono BC-21A. audio console. Excellent condition. Available immediately. 10 low level 21 high level inputs. Complete instruction books and schematics. Albert Chismark, WTVH, 980 James Street, Syracuse, NY 13203 315-425-5555.

Jamieson color film processor with nine chemical tanks and pump. KTVV, 512-476-3636.

Norelco-35mm Telecine Motion picture projector. Complete system like new and ready to operate. Cost new \$17,500. First \$8500. Takes it. International Cinema Eq. Co. Inc., 6750 NE 4th Court, Miami, FL 33138.

FOR SALE EQUIPMENT CONTINUED

For Sale two 20 KW FM Isolation Filters. One passes 100.9 Mhz and rejects 97.9 Mhz and the other passes 100.9 Mhz and rejects 101.9 Mhz. Could be returned. Has 3 1/8 Input and output connections. Contact Ken Jones CE, WAQY 413-525-4141.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Broadcasting's Biggies buy Bionic Boffos ... Again! Free Sample! Bionic Boffos, Box 457, Capitola, CA 95010.

Fruitbowl: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

Cover Motor Sports without wrecking format! Sportcom Racing News Service gives high powered race coverage for a good price. Call Sportcom Associates for details. Sportcom Associates, 1285 Zevan Rd., Johnson City, NY 13790, 607-729-0755.

Wanted: TV guide magazines before 1963. Jeff Kadet, 10905 Wickshire Way, Rockville, MD 20852 301-881-4773.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test!" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Radio License Institute offers extensive preparatory training for the FCC-first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans, RLI, 216 E. Montague St., Charleston, SC 29406. 803-744-7189.

1st phone test preparation. Free information. VA. benefits. Financial Aid. A.A.B. 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 27, May 8. 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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Technical

Chief Engineer Wanted

for nation's largest daytime land area coverage station. Present chief retiring after 41 years of service. Must be knowledgeable. Must also be able to handle studio equipment maintenance. Good benefits and fringes. Call William L. Fowler at (605) 665-7442.

Network Operations Management

Every successful radio station usually has at least one individual who is not a manager but can manage, is not a producer but can produce, and is not an engineer but has mastered most technical skills required in today's broadcasting. The Mutual Broadcasting System's new computerized Master Control has several openings for **Computer Operations Managers** responsible for the origination of all programming on the World's Largest Radio Network. This is a unique opportunity for those individuals possessing this rare combination of management, production, operating and technical skills. Familiarity with computers is helpful but not mandatory. Send your resume and salary history immediately to: William J. Wisniewski, Vice President-Engineering, Mutual Broadcasting System, 1755 S. Jefferson Davis Hwy., Arlington, VA. 22202. *No phone calls please.*
An Equal Opportunity Employer

ENGINEERING MANAGER

Mosley Associates Inc., a prominent Broadcast Equipment Manufacturer offers an outstanding opportunity for a strong management oriented engineer.

This position requires the ability to evaluate RF Linear and Digital Circuitry as well as strong supervisory ability and a minimum of 5 years experience. Both manufacturing and broadcast experience are preferred. If you are looking for a new challenge, please forward your resume to:

Personnel Director
Moseley Associates, Inc.
111 Castilian Drive
Goleta California 93017
An Equal Opportunity Employer

Help Wanted Management

CONTROLLER BUSINESS MANAGER

For Newspaper/Radio Broadcasting group operating in Indiana, Ohio, and Michigan. Requires aggressive individual with well-rounded background in accounting, EDP systems, internal control techniques, and supervision

Personnel/labor relations administration experience highly desirable. Must have potential for personal development with growth-oriented organization. Business degree required, CPA desirable. Salary in 20K+ range with excellent fringe benefit package. Send resume detailing education and prior work assignments in confidence to Richard P. Williams, Treasurer, Federated Media, PO Box 2500, Elkhart, Indiana 46515.

Help Wanted News

Mid-Day Anchorperson

WCBS Newsradio 88, New York City, is looking for an on-air journalist to co-anchor in daytime period. Qualities needed: top writing skills ... on-air presence that projects authority, credibility, warmth ... ability to react with judgment to breaking news. Send resume and tape. Tapes will not be returned. Men and women of all races desired.

Lou Adler,
Director, News Operations and Programs,
WCBS Newsradio 88,
51 West 52nd Street,
New York, New York 10019

NEWS DIRECTOR

Ideal opportunity for experienced news person. Accent on trust, loyalty and ability to cultivate in-depth local news coverage. We need a community minded individual who can gain and maintain a sense of credibility. Great living conditions in mountainous Pacific Coast region. Independent "Traditional Country" A.M. and Automated AOR FM. E.O.E. Full resume to Box C-234.

Help Wanted News Continued

News Anchor Sports Play-By-Play

Drive-time news and Big Ten Football play-by-play. Sound news judgment, reliability and positive work attitude essential. Midwest—EOE—M/F. Send letter and resume to Box 3788, Davenport, IA 52808.

Help Wanted Sales

Television Sales Executive for growing TvB

Contact local and national advertisers to create or increase television budgets and help train member stations to develop local business with TvB sales materials. Based in New York. Must have television broadcast sales experience preferably including local station sales or TV rep background. Send letter and resume to: Bob Leiko, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, New York 10019.

Help Wanted Announcers

MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box C-209.

WMJC—MAGICsm DETROIT

We have immediate openings for mellow but personable sounding jocks.... We're not looking for Hype, or Screemers.... Soft-Rock, AOR, MOR experience helpful. You must have Third Endorsed and Experience! No calls please. Send tape and resume to:

Peter Booker
One Radio Plaza
Detroit, MI 48220
E.O.E./M/F

sm *MAGIC IS A SERVICE MARK OF
GREATER MEDIA, INC.



**A Greater
Media Station**

Situations Wanted Management

OUR LOSS, YOUR GAIN

One of our most qualified, professional radio managers becomes available soon due to sale of station, and we hate to lose a man of his caliber.

Although he is particularly knowledgeable in contemporary radio, you'll find him flexible and well-suited to any format. His extensive experience includes sales, programing, music research and audience promotion, with excellent administrative skills.

If you want a creative, bottom-line broadcast executive, we can recommend this valued employee highly. Top 100 markets, west or sunbelt areas preferred—but exceptional opportunities in smaller markets or other areas considered.

For information or to arrange an interview at NAB convention, write or write Box C-258, Broadcasting.

Situations Wanted Management Continued

READY FOR THE BIG MOVE

Ready to take sales manager responsibility in major market radio... background includes radio, TV, print and an understanding of the competitiveness in each media.

Top salesman in the history of blue chip publisher then promoted to one of the most important management positions in the company (one of the youngest men ever moved ahead in that company).

Then sales manager of TV station in medium Mid West market.

Now sales exec. at one of the top radio stations in the nation.

Complete knowledge of national, regional, and local sales... excellent background in all areas of marketing, promotion, management, etc.

An unexcelled track record: age, mid thirties. Box C-279.

Situations Wanted News

Nationally Recognized NEWS DIRECTOR

Seeking major market or network position. Also interested in "Group" or "State-Net" directorship. Political and Gov't reporting is my forte. I'm degreed in Econ. and bilingual (Eng. & Span.). My philosophy and mgt. abilities are respected by superiors, associates and subordinates alike. My news is easily marketable because it is easily understood. Excellent references from WMPG and Plough Broadcasting. Contact Larry Bachus in Memphis 1-901-332-8738.

TELEVISION

Help Wanted Technical

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.

General Sales Manager

14 year pro—Radio and Television Major, Medium, Small Market experience. Looking for first General Manager opportunity (would consider good number two spot) with growing broadcast group or owner. Results through goal oriented planning, training, motivation, group co-op, anti-print, and conceptual sales. Can do it with or without numbers. Call this contact number today to get me on your team of winners. 219-489-6106. Also available for one day co-op seminars at your station.

NATIONALLY KNOWN AOR INNOVATOR

Seeks challenging secondary market management or major market programing position with AOR or adult contemp. station. I'm presently general manager of a highly respected AOR feature syndication which I created. I have extensive and impressive credits—areas of station management, programing, promotion, marketing and news. If you have high standards, maybe we should be talking. Box C-283.

Situations Wanted Technical

CHIEF ENGINEER

I would like to work at a station that understands creative engineering. My strongest area is audio. I am into digital electronics somewhat and also into inventing. I am young and enthusiastically involved in making radio work at its technical best. If you're looking for a person such as I, let's talk. Box C-267.

Situations Wanted Programing, Production, Others

There Must Be A Station

seeking a mature, but not over-the-hill guy. Plenty of experience & references to back me up. Presently Program Director. Terrific Talk Show and MOR Host. 3rd endorsed. Call 716-433-6520 today for results. 12-15 K per yr. Box C-238.

Operations Manager Program Director

Experienced major market Pro looking for new opportunities. 10 Years in major mid-west market. Excellent references upon request. Broadcasting. Box C-270.

COME TO CHICAGO

Your experience as chief engineer in a smaller market could be your ticket to Chicago. Our progressive school needs a TV production supervisor/instructor. Bachelor's degree and 3 years on-the-job minimum. Omega School of Communications, 237 E. Grand, Chicago, Ill. 60611, 312-321-9400. All inquiries confidential.

Help Wanted Sales

GENERAL SALES MANAGER

Medium Market, must be completely experienced. Complete supervision of all local, national and regional sales. Compensation commensurate with experience and background. Equal Opportunity Employer. Send resume to Box C-42.

Help Wanted Production

Creative Communicator

The industry's leading broadcast promotion company is looking for a writer-producer-director. The ability to create concepts is a must, as is commercial production experience in film as well as tape. Send resume and sample reel to: P.O. Box 124, Narberth, Pa. 19072.

Help Wanted News

Television News Director

WKBW-TV in Buffalo is seeking an experienced television journalist for market's dominant news operation. Looking for a leader, with solid background in producing, ENG, and administration. An equal opportunity employer. Contact: Philip Beuth, General Manager, WKBW-TV, 1420 Main Street, Buffalo, NY 14209.

Sports Director Weatherperson

A Progressive AM-FM-TV Operation in Illinois is seeking an experienced person for Sports Director-Weatherperson position. Job also includes some news work. Excellent opportunity with a growing Mid-western chain. An Equal Opportunity Employer. Send resume and writing samples to Box C-277.

Wanted

Resumes and video cassettes from experienced anchors, sports reporters, weathercasters, street and feature reporters, news directors, assignment editors, producers and photographers.

We are a leading company in the broadcasting industry. We do not hire or place talent, but we are often asked by leading television stations to recommend experienced news people. If you qualify, you will be on file and available to TV station management seeking news talent.

Material will be returned on request. Send your resume and/or video cassette to P.O. Box 3474, Grand Central Station, New York 10017.

Situations Wanted News

TV News Director Available

Dedicated journalist, anchorman, columnist, commentator and producer. More than a decade in No. 1 station in top twenty market. Won virtually every news and documentary award in the business. Solid experience in all phases of news operations and administration. Salary negotiable, large or small market. Box C-226, Broadcasting.

Radio Surveys

From the Warner Bros.:

500	calls diaries	\$50.00	per mo.
100	calls diaries	\$25.00	per mo.

S-A-M-S

3407 Stonybroe Dr. Falls Church, Va. 22044
P.O. Box 2585, Augusta, Ga. 30903 (404) 733-0642

Miscellaneous

FOR SALE

Choice Religious Mail List. Over 400 names and addresses of ministers who purchase Radio and TV time. Send \$25.00 to: Religious Broadcasters Service, Box 180—Trumann, Ark., 72472. Money back guarantee.

For Sale Equipment

RCA-TTU-30A TV Transmitter

For Sale

call -815-964-4191

Radio Programming

THE BIG BANDS ARE BACK

One 55-minute weekly program of Big Band sounds with host Jim Bolon.

 PROGRAM DISTRIBUTORS
11 Vista Drive
Little Rock, Arkansas 72210
501-378-0135



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Radio Programing Continued

Could your programing use a breath of fresh air?

ANYBODY HOME?

... with Captain Stubby
and Charles Homer Bill.
The BEST 5 minutes in country
humor!!!

Contact: Connie Livingston
FAMILY BROADCASTING COMPANY
5540 Harvey Avenue
La Grange, Illinois 60525
312-246-3253

Wanted To Buy Stations

BLACK ENTREPRENEUR

Experienced Black Air-personality needs small to medium market FM and/or AM. Formal C&W—MOR Write

Catalon
PO Box 49913
Los Angeles, Ca. 90049
213-475-7952

INVESTMENT GROUP

Young Broadcast Veteran with capital and equipment is forming an investment Group to buy a Radio Station. If you always wanted to own an interest in a station, this is a great opportunity for radio sales people, engineers, CPA's, and lawyers to take an active role. Box C-247.

For Sale Stations

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 RUSS BUILDING · SAN FRANCISCO, CALIFORNIA 94104
415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/288-0737

SOLD

in 3 years

22 Stations

Florida & Southeast
REGGIE MARTIN
Media Broker

731 S. Mastha Drive
Key Biscayne, Fla. 33149
(305) 361-2181
at NAB Riviera Hotel

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
- Daytimer within 100 miles of Montgomery, Ala. Total price \$80,000 Building included. Lease land for \$22.00 per month. \$35,000 down.
- Daytimer NW Alabama needs resident owner/manager. Good potential. \$180,000.
- FM deep South excellent equipment. Positive cash flow. \$210,000 cash.
- Fulltimer in North Alabama. Only Fulltimer in Mkt. Includes real estate \$360,000.
- Powerful fulltimer, good metro area of GA, real estate, billed about \$300,000: \$590,000.
- Class A FM, GA city, 50% for \$175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$1,150,000.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. Take charge instantly. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued

This is addressed to you if you are a qualified member of a Minority Group with broadcast experience and access to capital. Medium Market Ethnic Programed Station available for immediate purchase by Minority Group. Box C-278.

BLACK FORMAT

Well established Soul/Jazz format. High power daytimer in desirable market. Perfect condition. Superb community acceptance. Real estate. Poor health of owner forces sale. Southeast. \$750,000 cash and worth it. Box C-251.

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



SOUTHERN BROKER

Coast	Medium	AM-Full	650K	Terms
So.	Small	Combo	149K	40K
So.	Small	FM	175K	50K
So.	Medium	AM-Full	800K	Cash
So.	Small	AM-Full	525K	Terms

JOHN MITCHELL
P.O. Box 1065 Shreveport, LA 71163



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

W	Small	AM	\$70K	\$35K
S	Small	AM	\$150K	29%
S	Small	Profitable	\$215K	Terms
MW	Small	AM/FM	\$655K	\$175K
W	Medium	FM	\$540K	Cash

CONTACT

Galen Gilbert	(214) 387-2303
Paul Crowder	(615) 298-4986
Bill Chapman	(404) 458-9226
David Kelly	(414) 499-4933
Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia 30341.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed.		Net change in week	% change in week	High	1977-78		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
		March 15	March 8				Low	High			
Broadcasting											
ABC	N	37 5/8	37	+ 5/8	+ 1.68	46 3/4	35 3/8	7	18.152	682,959	
CAPITAL CITIES	N	58	56 3/4	+ 1 1/4	+ 2.20	60 1/2	44 3/4	11	7,426	430,708	
CBS	N	47	44 7/8	+ 2 1/8	+ 4.73	62	43 7/8	7	28,100	1,320,700	
COX	N	34 1/4	33	+ 1 1/4	+ 3.78	35 1/4	25 1/2	9	5,185	211,836	
GROSS TELECASTING	A	16 5/8	15 1/4	+ 1 3/8	+ 9.01	15 5/8	13 5/8	8	900	13,300	
KINGSTIP COMMUN.	KITV	0	6 1/2	6 1/2		7	3 7/8	12	462	3,003	
LIN	O	27 1/8	25 5/8	+ 1 1/2	+ 5.95	27 1/8	16 1/2	9	2,745	74,458	
MOONEY	MDDN	0	2 3/8	2 1/2	- 1/8	2 5/8	1 7/8		425	1,009	
RAHALL	RAHL	O	19	19		19 1/2	3 5/8	20	1,264	24,016	
SCRIPPS-HOWARD	SCRIP	O	35	34 1/2	+ 1/2	37	30 1/2	8	2,589	90,615	
STARR	SBG	H	11 7/8	12 5/8	- 3/4	12 5/8		11	1,487	17,658	
STORER	SPK	N	24 7/8	23 1/4	+ 1 5/8	26 7/8	19 3/8	9	4,876	121,290	
TAFT	TFB	N	32 3/4	32 1/2	+ 1/4	33 7/8	24 5/8	7	4,119	134,897	
TOTAL									78,630	3,126,459	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7 1/2	7	+ 1/2	+ 7.14	7 1/2	3 3/4	3	1,229	9,217
JOHN BLAIR	DJ	N	20	18 5/8	+ 1 3/8	+ 7.38	20	11 1/8	6	2,427	48,540
CHRIS-CRAFT	CCN	N	8 3/4	8 3/8	+ 3/8	+ 4.47	9 3/8	4 1/2	21	4,451	38,946
COMBINF COMM.	CCA	N	37 1/8	31 3/4	+ 5 3/8	+ 16.92	37 1/8	19	12	6,920	256,905
COWLES	CWL	N	18 3/4	18 1/2	+ 1/4	+ 1.35	18 3/4	12 1/2	21	3,969	74,418
DUN & BRADSTREET	DNB	N	28 1/4	28	+ 1/4	+ .99	31	26 1/4	14	26,339	744,076
FAIRCHILD INO.	FEN	N	18 3/4	19 1/8	- 3/8	- 1.96	19 1/8	9 1/2	11	5,708	107,025
FUQUA	FOA	N	9 3/4	9 3/8	+ 3/8	+ 4.00	13	8	6	9,396	91,611
GANNETT CO.	GCI	N	37 7/8	35 3/4	+ 2 1/8	+ 5.94	40 3/4	32 3/4	15	22,430	849,536
GENERAL TIRE	GY	N	24 3/4	24 5/8	- 1/8	- .50	29 1/4	22 3/8	5	22,692	561,627
GLOBE BROADCASTING	GLBTA	D	4 5/8	4 3/4	- 1/8	- 2.63	4 3/4	2 1/8		2,772	12,820
GRAY COMMUN.	O	14	13 1/2	+ 1/2	+ 3.70	14	8	6		475	6,650
HARTE-HANKS*	HMN	N	30 7/8	30 7/8			36	26	11	4,477	138,227
JEFFERSON-PILOT	JP	N	27 3/4	27	+ 3/4	+ 2.77	32 3/8	26 5/8	9	23,946	664,501
MARVIN JOSEPHSON	MRVN	O	12 3/4	10 3/8	+ 2 3/8	+ 22.99	17 1/4	10 1/4	6	1,978	25,219
KANSAS STATE NET.	KSN	O	12 5/8	12 5/8			12 5/8	4 3/4	12	1,727	21,803
LEE ENTERPRISES	LNT	A	25 5/8	25	+ 5/8	+ 2.50	28 1/2	22 1/4	10	4,930	126,331
LIBERTY	LC	N	25 1/4	24 7/8	+ 3/8	+ 1.50	25 1/4	18	8	6,762	170,740
MCGRAW-HILL	MHP	N	17 7/8	18	- 1/8	- .69	19 5/8	15 5/8	9	24,682	441,190
MEDIA GENERAL	MEG	A	14	13 7/8	+ 1/8	+ .90	20	13 5/8	7	7,451	104,314
MEREDITH	MDP	N	27 3/4	26 3/8	+ 1 3/8	+ 5.21	28 7/8	17 3/8	7	3,074	85,303
METROMEDIA	MET	N	41 5/8	41 7/8	- 1/4	- .59	41 7/8	25 1/4	9	6,630	275,973
MULTIMEDIA	MMED	O	17 3/4	16 3/4	+ 1	+ 5.97	27 1/2	16 1/4	10	6,594	117,043
NEW YORK TIMES CO.	NYKA	A	20 1/2	19 3/8	+ 1 1/8	+ 5.90	20 1/2	15 3/4	9	11,422	234,151
OUTLET CO.	OTU	N	19 1/8	19 1/4	- 1/8	- .64	24 1/4	16 5/8	7	2,290	43,796
POST CORP.	POST	O	24	23	+ 1	+ 6.34	24	16 1/4	8	893	21,432
REEVES TELECOM	RBT	A	2 7/8	2 7/8			3 1/8	1 3/4	48	2,381	6,845
ROLLINS	RDL	N	16 3/4	15 3/4	+ 1	+ 6.34	24 1/4	14 7/8	9	33,000	552,750
RUST CRAFT	RUS	A	23 5/8	23 1/2	+ 1/8	+ .53	24	8 1/2	14	2,297	54,266
SAN JUAN RACING	SJR	N	9 1/2	9 3/8	+ 1/8	+ 1.33	11 3/4	7 5/8	14	2,509	23,835
SCHERING-PLOUGH	SCP	N	28 1/8	26 3/4	+ 1 3/8	+ 5.14	44 3/4	26 3/8	9	54,084	1,521,112
SOMERLING	SDB	A	14 1/8	11 3/4	+ 2 3/8	+ 20.21	14 1/8	8 3/8	6	1,105	15,608
TECH OPERATIONS	TO	A	3 1/4	3 1/4			4 3/4	2 3/8	13	1,344	4,368
TIMES MIRROR CO.	TMC	N	23 3/4	23 1/4	+ 1/2	+ 2.15	25 3/8	20 3/4	9	34,760	825,550
WASHINGTON POST CO.	WPO	A	31 1/2	32	- 1/2	- 1.56	35 1/8	21 3/4	9	8,476	266,994
WOMETCO	WOM	N	14 1/2	13 1/8	+ 1 3/8	+ 10.47	14 3/4	10 7/8	10	8,554	124,033
TOTAL									364,174	8,666,755	

Cablecasting

ACTON CORP.	ATN	A	8 5/8	8 1/2	+ 1/8	+ 1.47	8 5/8	3 1/8	10	2,710	23,373
AMECO*	ACD	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	40 1/4	40 1/8	+ 1/8	+ .31	41 3/4	19 3/4	20	3,863	155,485
ATHENA COMM.** *	O		7/8	7/8			7/8	1/8		2,125	1,859
BURNUP & SIMS	BSIM	O	3 3/4	3 7/8	- 1/8	- 3.22	4 3/4	3 1/8	17	8,370	31,387
CABLE INFO.*	O		1 1/2	1 1/2			1 1/2	1/2	8	663	994
COMCAST	O		7 1/4	7 1/4			7 1/4	3 3/4	13	1,651	11,969
COMMUN. PROPERTIES	COMU	O	11 1/8	11	+ 1/8	+ 1.13	11 3/8	3 5/8	20	4,839	53,833
ENTRON*	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRI	N	21 7/8	21	+ 7/8	+ 4.16	23	17 5/8	8	7,508	164,237
GENEV CORP.	GENV	O	11 1/4	11 1/2	- 1/4	- 2.17	12 1/2	7 1/2		1,121	12,611
TELE-COMMUNICATIONS	TCOM	O	14 7/8	12 1/4	+ 2 5/8	+ 21.42	14 7/8	2 7/8	74	5,281	78,554
TELEPROMPTER	TP	N	10 7/8	10	+ 7/8	+ 8.75	10 7/8	6 3/4	25	16,922	184,026
TEXSCAN	TEXS	O	1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N	36 5/8	36 5/8			38 1/4	31 3/4	9	20,371	746,087
TOCOM	TOCM	O	4 1/4	4	+ 1/4	+ 6.25	4 5/8	2 1/4	9	894	3,799
UA-COLUMBIA CABLE	UACC	D	24 3/4	25	- 1/4	- 1.00	26	15 1/2	17	1,679	41,555
UNITED CABLE TV	UACT	O	10 7/8	9 1/4	+ 1 5/8	+ 17.56	10 7/8	3 7/8	20	1,915	20,825
VIACOM	VIA	N	18 3/4	19 3/8	- 5/8	- 3.22	20	9 1/2	14	3,764	70,575
TOTAL									86,641	1,604,746	

Stock symbol	Exch.	Closing		Net change in week	% change in week	High	1977-78		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
		Wed. March 15	Wed. March 8				Low	High			
Programing											
COLUMBIA PICTURES	CPS	N	15 7/8	14 1/4	+ 1 5/8	+ 11.40	20 1/2	7 3/8	6	6,748	107,124
DISNEY	DIS	N	32 1/2	33 7/8	- 1 3/8	- 4.05	47 5/8	32 1/2	13	32,380	1,052,350
FILMWAYS	FWY	A	9 3/8	9 1/8	+ 1/4	+ 2.73	9 7/8	6 7/8	7	2,579	24,178
FOUR STAR			1	1 1/8	- 1/8	- 11.11	1 1/4	3/4	10	666	666
GULF + WESTERN	GW	N	12 5/8	11 3/4	+ 7/8	+ 7.44	18 3/8	10 1/4	5	48,215	608,714
MCA	MCA	N	36 7/8	35	+ 1 7/8	+ 5.35	42 3/4	32	8	18,558	684,326
MGM	MGM	N	27	27 3/4	- 3/4	- 2.70	28	16	12	14,609	394,443
TRANSAMERICA	TA	N	13 5/8	13 1/2	+ 1/8	+ .92	16 1/2	13 1/4	5	66,781	909,891
20TH CENTURY-FOX	TF	N	25 1/8	22 5/8	+ 2 1/2	+ 11.04	25 7/8	10	4	7,786	195,623
VIDEO CORP. OF AMER.		O	4 1/2	4 1/2			6 1/2	3 1/2	8	973	4,378
WARNER	WCI	N	31 7/8	32	- 1/8	- .39	32 7/8	25 3/4	7	14,458	460,848
WRATHER	WCO	A	10	8 7/8	+ 1 1/8	+ 12.67	10	4 1/2	10	2,243	22,430
TOTAL										215,996	4,464,971

Service

BBDO INC.	BBDO	O	28 3/4	28 3/4			29 3/4	22 1/2	8	2,513	72,248
COMSAT	CO	N	35 3/8	35 1/4	+ 1/8	+ .35	36 3/4	28 3/4	10	10,000	353,750
DOYLE DAHE BERNBACH	DOYL	O	19 1/8	18 3/4	+ 3/8	+ 2.00	22	16 3/4	6	1,776	33,966
FOOTE COME & BELOING	FCB	N	18 7/8	18 3/4	+ 1/8	+ .66	18 7/8	14 3/4	8	2,304	43,488
GREY ADVERTISING	GREY	O	31	30	+ 1	+ 3.33	32	16 1/2	6	716	22,196
INTERPUBLIC GROUP	IPG	N	28	27 1/4	+ 3/4	+ 2.75	39 1/4	22 1/2	8	2,387	66,836
MCI COMMUNICATIONS	MCIC	O	2 7/8	2 3/4	+ 1/8	+ 4.54	4 1/4	7/8	32	20,137	57,893
MOVIELAB	MOV	A	1 1/4	1 1/8	+ 1/8	+ 11.11	3	1	8	1,410	1,762
MPO VIDEOTRONICS	MPO	A	4 7/8	4 7/8			9	4	6	520	2,535
A. C. NIELSEN	NIELB	O	22 1/4	21 7/8	+ 3/8	+ 1.71	22 1/2	18 7/8	11	10,832	241,012
OGILVY & MATHER	OGIL	O	42	40 3/4	+ 1 1/4	+ 3.06	42	31	8	1,805	75,810
J. WALTER THOMPSON	JWT	N	23 1/2	22	+ 1 1/2	+ 6.81	24 5/8	15 1/8	8	2,649	62,251
TOTAL										57,049	1,033,747

Electronics/Manufacturing

AEL INDUSTRIES	AELRA	O	5 7/8	5 1/4	+ 5/8	+ 11.90	6	2 3/8	6	1,672	9,823
AMPEX	APX	N	12 1/4	12 3/8	- 1/8	- 1.01	12 1/2	7 3/8	12	10,928	133,868
ARVIN INDUSTRIES	ARV	N	18 1/4	18 1/4			20 3/4	14 1/2	4	5,959	108,751
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4	3 7/8	+ 1/8	+ 3.22	4 1/4	1 3/4	12	1,654	6,616
COHU	COH	A	4 1/8	3 3/8	+ 3/4	+ 22.22	4 1/8	2 1/8	13	1,779	7,338
CONRAC	CAX	N	19 5/8	19 1/4	+ 3/8	+ 1.94	27 1/4	19 1/4	6	1,803	35,383
EASTMAN KODAK	EASKO	N	42 1/4	42 5/8	- 3/8	- .87	86 3/4	42 1/4	11	161,370	6,817,882
FARINON	FARN	O	10	9 3/4	+ 1/4	+ 2.56	12	8	10	4,635	46,350
GENERAL ELECTRIC	GE	N	46 3/4	45 3/8	+ 1 3/8	+ 3.03	56 5/8	44 1/2	10	184,581	8,629,161
HARRIS CORP.	HRS	N	45 3/4	44 5/8	+ 1 1/8	+ 2.52	45 3/4	28	12	12,236	559,797
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	1	1 1/8	- 1/8	- 11.11	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	32 1/2	33 1/2	- 1	- 2.98	33 1/2	20 1/4	13	1,320	42,900
3M	MMM	N	45 1/2	44 7/8	+ 5/8	+ 1.39	57	44 7/8	13	115,265	5,244,557
MOTOROLA	MOT	N	37 1/4	36	+ 1 1/4	+ 3.47	56 7/8	34 1/4	11	28,544	1,063,264
N. AMERICAN PHILIPS	NPH	N	25 1/4	24 7/8	+ 3/8	+ 1.50	36	24 7/8	5	12,033	303,833
OAK INDUSTRIES	OAK	N	21 1/4	18 7/8	+ 2 3/8	+ 12.58	21 1/4	9 5/8	24	1,716	36,465
RCA	RCA	N	24 7/8	24 3/8	+ 1/2	+ 2.05	31 3/4	22 3/4	8	74,810	1,860,898
ROCKWELL INTL.	ROK	N	30 3/4	30 1/2	+ 1/4	+ .81	36 3/4	28 1/4	7	33,600	1,033,200
RSC INDUSTRIES	RSC	A	2 1/4	2 1/4			7 3/4	1 5/8	9	2,690	6,052
SCIENTIFIC-ATLANTA	SFA	A	22 3/4	21 3/4	+ 1	+ 4.59	23 1/2	16 3/4	13	2,426	55,191
SONY CORP.	SNE	N	7 1/4	7 5/8	- 3/8	- 4.91	10 3/8	7	11	172,500	1,250,625
TEKTRONIX	TEK	N	35 5/8	33 1/2	+ 2 1/8	+ 6.34	68 1/2	28 1/4	12	17,804	634,267
TELEVISION	TLMT	O	1 3/4	1 1/2	+ 1/4	+ 16.66	1 3/4	1/2	2	1,050	1,837
VARIAN ASSOCIATES	VAR	N	16 3/4	16 7/8	- 1/8	- .74	21	14 3/4	10	6,838	114,536
WESTINGHOUSE	WX	N	17	17			27	16 1/4	5	87,329	1,484,593
ZENITH	ZF	N	12 7/8	12 1/2	+ 3/8	+ 3.00	28	11 3/8	17	18,818	242,281
TOTAL										967,438	29,734,769
GRAND TOTAL										1,769,928	48,631,447

Standard & Poor's Industrial Average

98.0 96.2 +1.8

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 Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.
+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.

Spectrum saver: Raymond Wilmotte

At age 76, Raymond M. Wilmotte is continuing a long career as an innovative force in broadcast engineering—one that began in the early 1930's when he developed the directional antenna and which is still going strong today as he heads the FCC's UHF Task Force.

Dr. Wilmotte serves the commission as a full-time consultant, and it was in that capacity that he was asked to coordinate the commission's efforts in the UHF portion of the spectrum. The task force, which Dr. Wilmotte took over in 1976, was set up to develop an over-all spectrum-use policy for UHF that would supplant the commission's case-by-case approach to dealing with the UHF frequencies.

His unit was silent until this spring, when it emerged with two pieces of engineering that could affect the future of UHF television.

The first, a new system that could increase the number of land-mobile channels by anywhere from three to 10 times, would mean considerably less demand for reallocation of UHF spectrum to land-mobile users (BROADCASTING, Feb. 6). "There is nothing new or startling about this system," Dr. Wilmotte says, and he will accept little credit for it although he brought industry and academic efforts together and took their combined work to the attention of the commission.

The task force's second presentation to the FCC was a new UHF set tuner developed by Texas Instruments under a \$200,000 FCC contract. It had been asked to develop a high-performance tuner that would be more spectrum efficient than those in current use. The major improvement TI claims for its new tuner is a reduction by almost half of the number of unuseable or taboo UHF channels (BROADCASTING, Feb. 13). The commission classifies as taboo approximately 18 channels for each UHF transmitter licensed to a given area because of current receiver performance problems Dr. Wilmotte explains. Field tests on both these new systems have just begun.

Dr. Wilmotte's own particular focus has been a computer simulation study of UHF channel allocation policy, he says. "The simulation was originally based entirely on engineering and I added to that economic constraints based on a Rand report on how many stations the market could support by 1980." Believing that "engineering always gets attention, economics very often do and social concerns hardly ever do" he has also added the input of a group U.S. senators and representatives who were asked their opinions on what allocation plan would best satisfy society's concerns. The



Raymond Maurice Wilmotte—coordinator, UHF Task Force, FCC; b. Aug. 13, 1901, Paris; BA, mechanical science, Corpus Christi College, Cambridge University, Cambridge, England, 1918-1921; MA, 1929; ScD, 1958; resident assistant, National Physical Laboratory, Teddington, England, 1921-1929; research director, Aircraft Radio Corp., Boonton, N.J., 1929-1931; consultant, associated with John V.L. Hogan, New York, 1931-1934 and 1936-1941; staff, National Recovery Administration, Washington, 1934-1936; independent consultant, Washington, 1937-1945; operated Raymond M. Wilmotte Inc., research and development, Washington, 1945-1959; project manager, Relay spacecraft, RCA, Princeton, N.J., 1959-1963; consultant, to government and private concerns, 1963-1974; full-time consultant to FCC, 1974-present; m. Doris Somerville, Nov. 21, 1938.

preliminary report on this study is expected late this month.

Dr. Wilmotte's work in broadcast engineering lately has picked up where it began—maximizing the efficient use of the broadcast spectrum.

Born in Paris, he came to the U.S. in 1929 to work on the development of blind-landing equipment for the Aircraft Radio Corp. "By 1931, having all of \$250 in orders, Aircraft Radio decided to cut down its research and I had to find myself another spot," Dr. Wilmotte recalls. That other spot was with pioneer broadcaster and engineer John V. L. Hogan.

In that association, he was soon to meet another engineer (and later FCC commissioner), T.A.M. Craven, who had a radio-station client with a problem. The station, in Tampa, Fla., was about to have its license yanked because it was interfering with a station in Milwaukee. Dr. Wilmotte's advice to Mr. Craven: "Build a directional antenna."

Directional antennas were unheard of, but Dr. Wilmotte convinced skeptics that it was worth a try and he was hired.

It did work. But its development was not

without problems. "I was very innocent of everything," Dr. Wilmotte says. "T.A.M. Craven said to me, 'Are you sure it will work? It's never been done before.' And I said I didn't care—it would work anyway. I knew it would work because I'd made a lot of measurements in England on direction finding and I knew I could get an accuracy of plus or minus two degrees in that frequency band. Therefore if I built a directional antenna to protect Milwaukee.

"Well, I told the station exactly what to do. I designed the circuits and went down and tuned the thing up. Shortly after that, the station received an angry letter from the FCC asking, 'Why were you not operating on the night of—?'"

Dr. Wilmotte knew the directional antenna was working. The commission was monitoring stations at Atlanta, which is on a straight line between Tampa and Milwaukee, "so that's why they didn't receive it," he says. "We got a little apology for that."

Broadcast engineering became more lucrative for Dr. Wilmotte soon thereafter. He built up a thriving consulting business, and turned down an offer of partnership from Mr. Craven. "I made a very serious mistake," Dr. Wilmotte says in retrospect. "I was conceited and turned it down, which was not very bright."

When World War II broke out, Dr. Wilmotte became a consultant to the Army. His first contract was to build direction-finding installations around each intercept command airport on the East Coast.

He continued to do government research for the remainder of the war, working on the development of the proximity fuse, among other projects. His last war contract was to increase the accuracy of 100 assorted radar units—some brand new, some that had seen service—to pick up any approaching Japanese kamikaze planes.

The war ended and Dr. Wilmotte did consulting work until RCA decided to develop a communications satellite. He couldn't turn down the prospect of a race with Bell Labs to launch the first bird and took the job of project manager of RCA's Relay. Bell Labs won, Dr. Wilmotte says with chagrin untempered by time or the six-month head start Bell Labs had from the start.

He was out at RCA, but he quickly rebuilt a varied Washington clientele, and in 1974 became a full-time consultant to the FCC. Two years later he was asked to coordinate the UHF Task Force.

And retirement? "I suppose some time it will happen but it will probably be against my will," he says. "I like my work so much, it has been so satisfying, I would be extremely unhappy if I had to leave."

Awaiting the facts

If Chairman Lionel Van Deerlin (D-Calif.) gets his way, the House Communications Subcommittee will produce a new Communications Act containing a subsidy for noncommercial broadcasting derived from fees extracted from commercial broadcasting. This publication will defer comment until more is known about the amount of fees Mr. Van Deerlin has in mind.

It can be said, however, that commercial broadcasters cannot realistically be expected to provide the noncommercial system with anything like the total money it needs, unless they are to be taxed beyond all reason.

In 1976, the latest year for which official figures are available, commercial radio and television together—all networks and all stations—produced a total pretax profit of \$1.4 billion. If the FCC reported post-tax profits, the figure would have been about half of that, or \$700 million, divided among three television networks, four radio networks, 4,500 AM stations, 3,000 FM stations and 720-odd television stations. Looked at from the real world, that profit is by no means unreasonable.

In principle there may be something to say for a payment of fees for spectrum use, if only to dispose of the myth that broadcasters have been getting a free ride to the bank. The figures, however, will tell the story.

Amateur act

Once again the U.S. Department of Justice is urging the FCC to abandon its television allocations system in favor of all but indiscriminate drop-ins of VHF stations. The department bases its proposal on the unsubstantiated supposition that technological miracles can be pulled out of a hat and on a grossly distorted portrayal of the Japanese television system. If the Federal Trade Commission is interested in cases of misrepresentation bordering on fraud, it can look only four blocks away.

The Justice Department wants the FCC to adopt a "demand" procedure in which applicants could apply for VHF facilities anywhere they could argue they would fit. The department suggests no engineering criteria. It airily assumes that the criteria on which the present allocation plan is based are obsolete and that stations can be operated without interference at much narrower separations than present rules require. Nowhere, however, does the department justify those conclusions with engineering evidence.

Justice also refers admiringly to the television system in Japan, "a country comprising about 145,000 square miles, one twentieth the land mass of the United States," where "there are presently 7,300 television transmitters currently functioning . . . or nearly twice the number which the FCC has allowed throughout the United States." Justice took its figures, incorrectly, from an earlier FCC filing by the Association of Maximum Service Telecasters. Not only did it report the figures wrong, it also omitted essential information.

The AMST quoted the Japanese Radio Regulation Bureau as its authority for asserting that as of last July 31 there were only 185 Japanese stations originating programming. There were indeed 7,300 others, most with power of 100 w or less, all acting as "relay" or "rebroadcasting" stations and not one originating any programming.

To cite the Japanese system as the model for one that Justice promises would introduce new competition in America is on the face of things absurd. No station operating with 100 w of power can do more than act as a translator of minuscule range, as some

3,500 such stations are operating in the U.S. now. It cannot possibly attract enough audience or advertising to support an independent programming capacity. A profusion of V's at higher power would, according to all responsible engineering advice, create intolerable interference.

Justice is not alone in its desire for more competition in television, but it is all but by itself in its simplistic solution to the problem. The system here can grow healthily only through the evolution of UHF television into a service that can compete with VHF. There are a good many UHF operators who will testify that the evolution is progressing nicely.

Fresh force

If anyone doubted that syndication has become a genuine fourth market for television programs, even a casual visit to the National Association of Television Program Executives convention two weeks ago would have dispelled the doubts. A great deal more programming, of all types, is being developed as an alternative to network offerings, and it is increasingly being bought by network affiliates as well as independents (BROADCASTING, March 13).

For the viewer, this has to be good. Greater choice is almost always a blessing, and if the quality of the new programs is good enough—and in many cases it shows promise of being exceptionally good—it will leave the networks with little choice but to, well, try harder.

We do not mean to suggest that the fourth market is a serious threat to the networks. A good case may be made for the proposition that it will never be, at least in the foreseeable future, unless the networks abdicate entirely—which they have never shown the slightest inclination to do.

To the extent that syndicators produce shows for which affiliates will pre-empt network programs, the networks will of course be hurt, if that is the word. But they are competitors; they can compete. The role they perform best and for which they are perhaps most needed—providing simultaneous service nationwide, day by day—is not in danger.

Despite the tensions that sometimes afflict affiliates and networks, prudent station management won't pre-empt for a syndicated program or series that it knows will fail. Even assuming the largest imaginable bonanza of superlative syndicated programming, the prudent manager is not likely to pre-empt to the point where he knows network service is in danger, for then he would become as dependent on syndicators as he now is on networks. Like it or not, networks and affiliates need each other. The growing success of syndication isn't likely to abolish that need.



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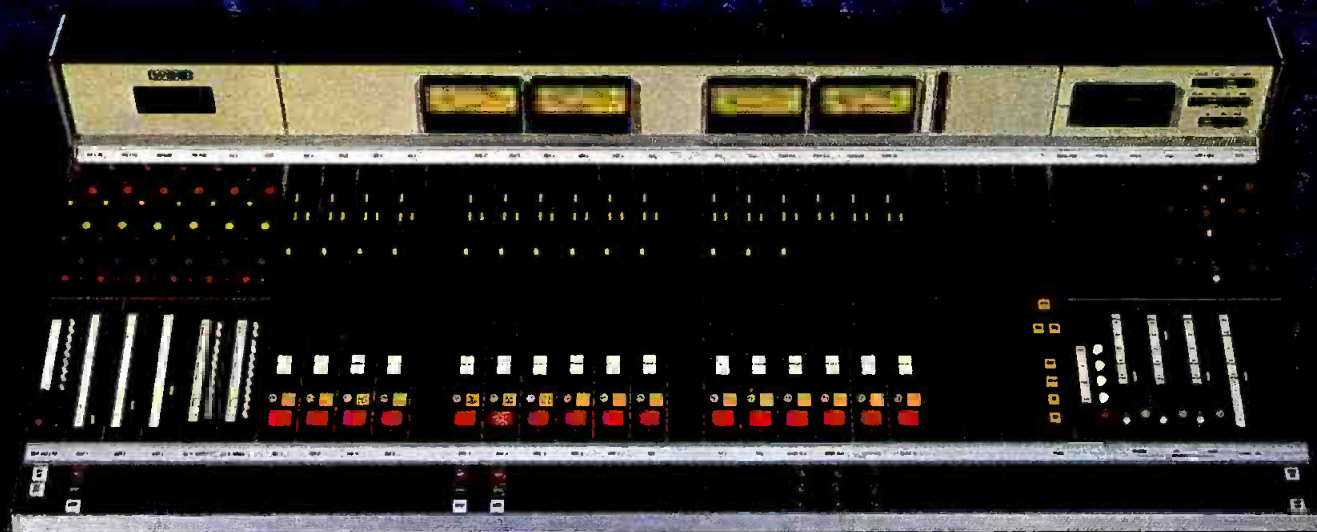
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