

July 10, 1978

It's FCC in upset victory in Supreme Court ruling in 'Filthy Words' case

Broadcasting Jul 10

The newswkely of broadcasting and allied arts

Our 47th Year 1978

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA 51106

NEWSPAPER

*American Broadcasting Company
 Baton Broadcasting Limited of Canada
 Capital Cities Communications
 Golden West Broadcasters
 Group One Broadcasting
 King Broadcasting Company
 Meredith Broadcasting
 Mid-America Media
 The Outlet Company
 RKO Radio
 RKO Radio Sales
 Scripps-Howard Broadcasting
 Sonderling Broadcasting Corporation
 Southern Broadcasting Company
 Stauffer Publications
 Taft Broadcasting Company*

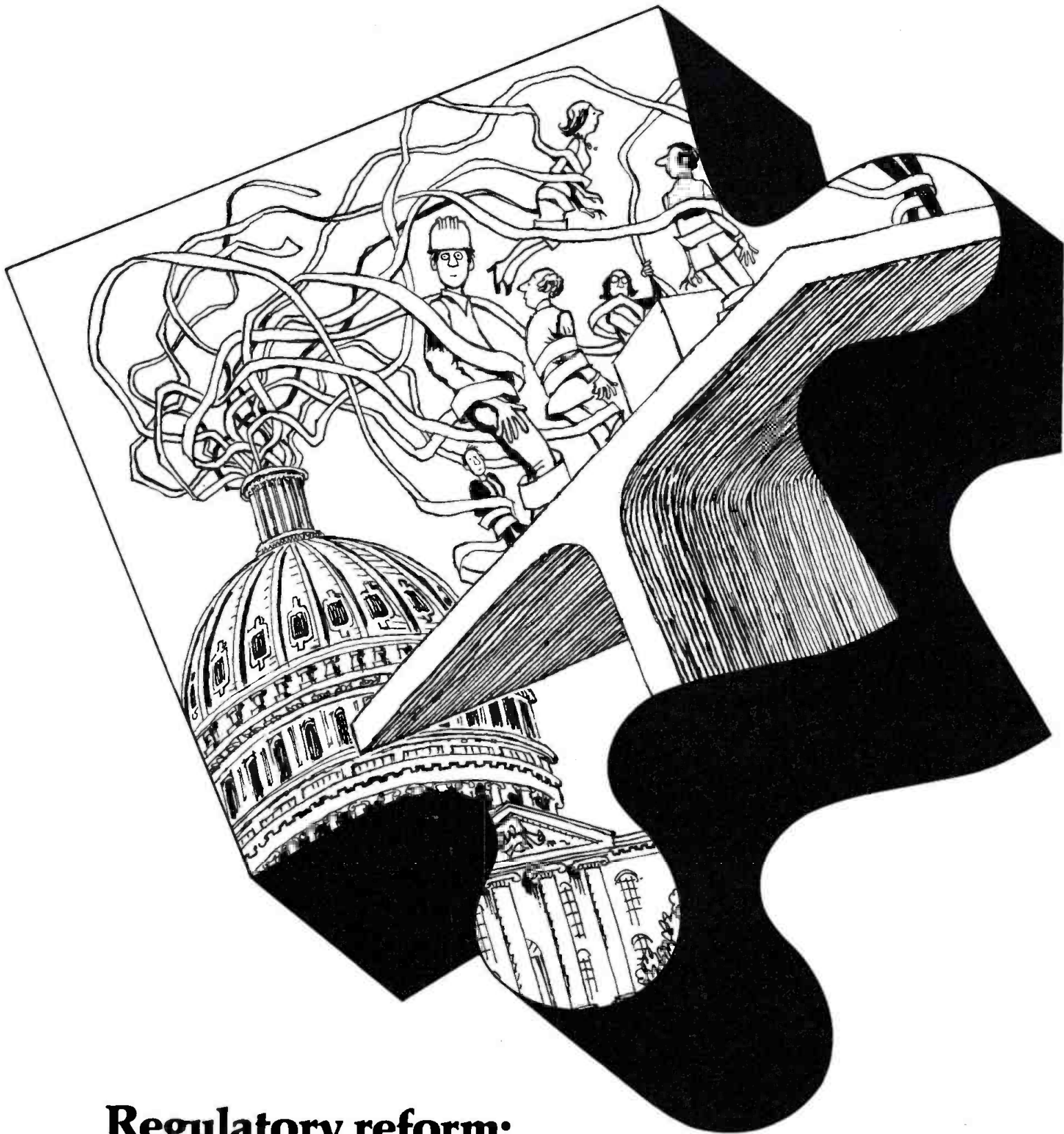
*We wish to express our sincere appreciation
to these and all of our clients
on the occasion of our anniversary*

The Research Group

Perceptual Audience Research for the Communications Industries • San Luis Obispo, California

51106 89253 EOK FEB/81
MORNINGSIDE COLLEGE LIBRARY
SIOUX CITY IA 51106

Steel must comply with 5,600 Federal agencies. It's a wonder



**Regulatory reform:
part of the solution to the steel industry puzzle.**

regulations from 27 we get anything done.

The Declaration of Independence set forth America's grievances against King George of England. Included was the charge that he had "erected a Multitude of new Offices and sent hither Swarms of Officers to harrass our people..."

That quote still carries a valid warning for all of us about the danger of too much government regulation—not only in our business lives, but in our private lives.

Overregulation is no joke.

According to a study completed at Washington University in St. Louis, the cost of complying with regulations exceeds \$100 billion a year—or about \$1,000 a year for each man, woman, and child. Beyond that, the government spends about \$3.2 billion to administer those regulations.

But no matter how many those dollars initiate, American consumers and taxpayers eventually pay for them.

Our ultimate cost is the loss of freedom as government grows into more and more of our private and business lives.

Why we're concerned.

Bethlehem and other domestic steel producers now are required to comply with more than 5,600 regulations from 27 agencies of the U.S. Government.*

These 5,600 Federal regulations pertain only to the making of steel. Thousands of other regulations impact upon our mining, transportation, and marketing operations. We also cope with additional thousands of state and local

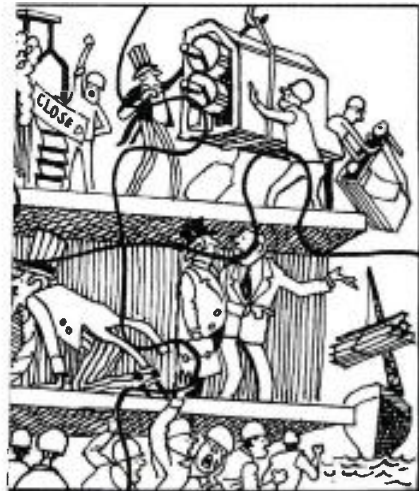
Must business strangle to death in red tape?

We say no. Some regulation is always needed. But things have gone too far. Today, regulatory reform is needed. And needed fast. Business and government should work together to reduce the burden and high cost of red tape—it won't come about by itself. What's needed is the support of all Americans.

If you agree that overregulation by government is a serious problem, make your views known where they count. Write your representatives in Washington and your state capital.

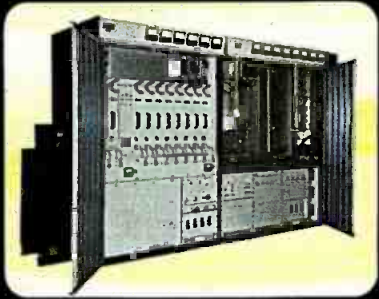
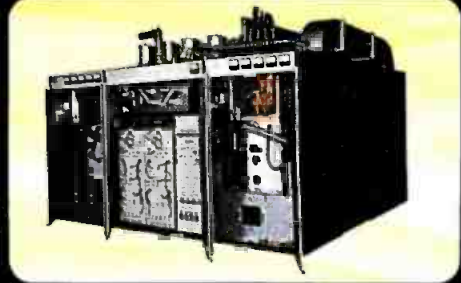
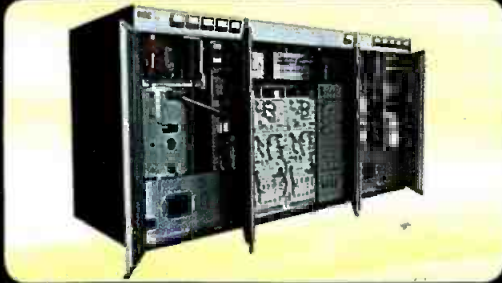
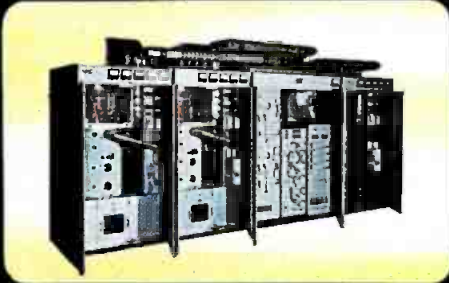
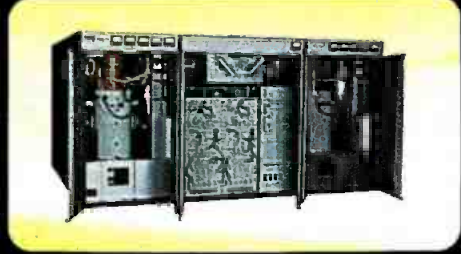
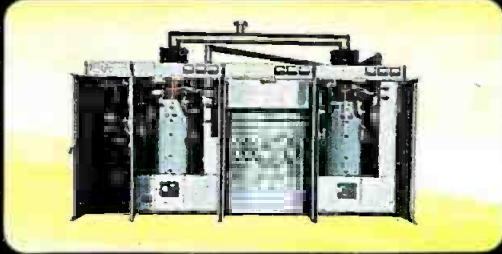
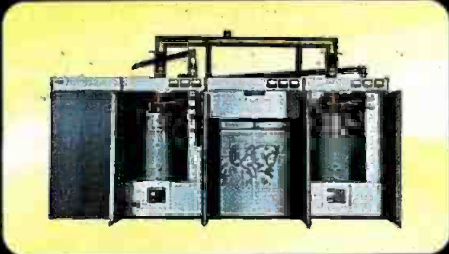
*Bethlehem Steel Corporation,
Bethlehem, PA 18016.*

BROADCASTING
July 10 1978

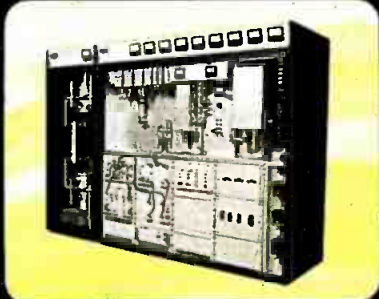
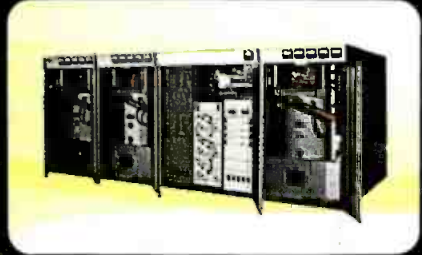


*Source: Council on Wage and Price Stability

Bethlehem 
In search of solutions.



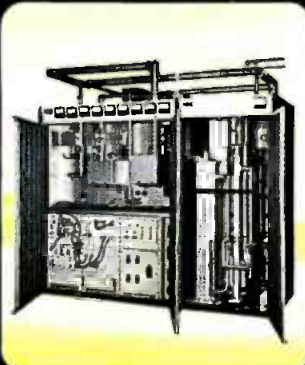
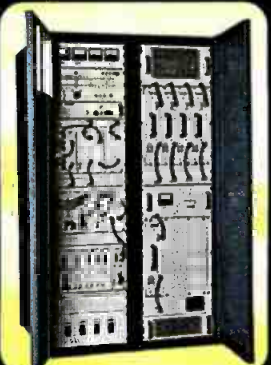
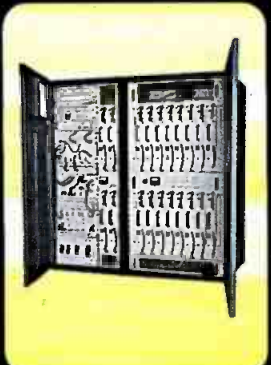
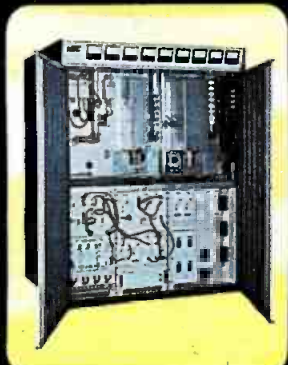
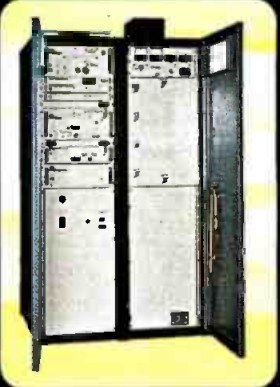
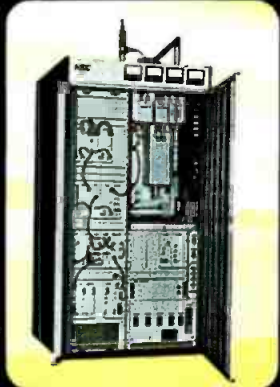
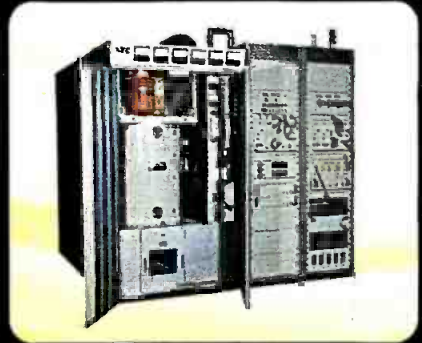
**20 more reasons
to buy your next
transmitter from**
NEC
 Nippon Electric Co., Ltd.
 Tokyo, Japan



Call 800-323-6656/In Illinois (312) 640-3792

NEC America, Inc.

Broadcast Equipment Division
 130 Martin Lane, Elk Grove, Village, Illinois 60007



The Week in Brief

FCC CENSOR ROLE UPHELD □ The Supreme Court reverses the appeals court's decision in the so-called indecency case involving Pacifica's WBAI(FM) New York. It was a close 5-to-4 vote that has engendered fears of further intrusion into broadcast programming. **PAGE 20.**

HIGH COURT IN HIGH GEAR □ There were an unusually large number of media-related decisions issued by the Supreme Court in its latest term. Here are some of the more notable. **PAGE 22.**

ON TAP AT THE FCC □ The commission sets up its schedule for the rest of July and August and it leans more to common-carrier matters. **PAGE 24.**

AFTRA WARNS □ National Executive Secretary Wolff tells the union's national convention that a strike will be called against the broadcast and recording industries if certain "inequities" are not rectified. **PAGE 24.**

COMMERCIAL OVERLOADING □ The three networks get it from two directions on amounts of advertising they are carrying. The SRA report says the networks are way over the limit. **PAGE 24.** Westinghouse's study translates it into a \$19 million windfall. **PAGE 34.**

THOSE MAY SWEEPS □ ABC-TV affiliates capture a majority of the prime-time firsts in Arbitron's measurements of the top-100 markets. They took honors in 59 markets, while NBC-TV stations were first in 28 and CBS-TV outlets won in 17. **PAGE 26.**

PERFORMER ROYALTIES □ AFM's Fuentealba urges his union to back the Danielson legislation. **PAGE 26.**

THROUGH DFS EYES □ The major agency analyzes the TV networks' prime-time hopefuls for the fall and sees good things for five of the 24 new shows. However, it predicts failure for 10 others. **PAGE 29.**

BORDER BATTLE □ San Diego broadcasters unite in an attempt to have the FCC enforce a law prohibiting the exporting of programming that will be beamed back to the U.S. Their object is to stop inroads by a reformatted Tijuana, Mexico, station. **PAGE 30.**

TALK TO CHILDREN □ That's the advice of Purdue

researchers who feel that some harmful effects of televised violence may be mitigated if adults explain the action to the young. **PAGE 30.**

CHANGES IN THE LINE-UP □ NBC-TV announces some executive switches in its programming department. **PAGE 31.**

GEARING UP FOR A RUN FOR THE TOP □ NBC Sports has set as its goal to be recognized as number one. This is how it expects to achieve that aim; here are the people who plan to do it. **PAGE 32.**

FEEDBACK FROM EDUCATORS □ ABC Television President Pierce says broadcasters need the cooperation of teachers in order to extend TV's educational potential for children. **PAGE 33.**

GOLDWATER PROVOKED □ The Arizona Republican asks the Federal Trade Commission to probe possible improprieties in a radio rebuttal an FTC employe made to a San Francisco station's editorial attacking the commission's children's advertising proposal. **PAGE 35.**

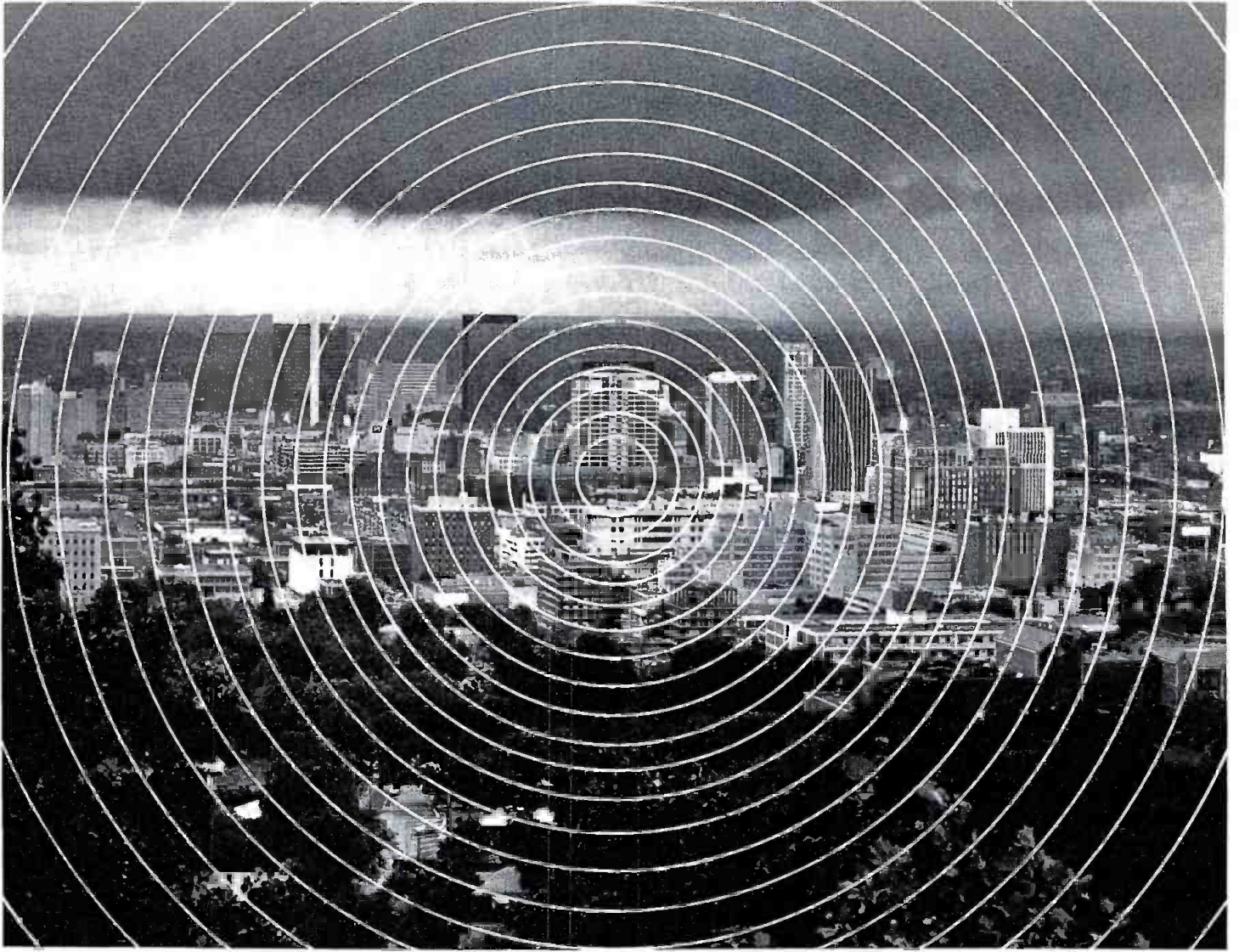
HOPPING MAD □ As many as 14 press parties say they may boycott an FCC hearing on preferential rates for users of domestic private line service. They contend the hearing issues should be modified. **PAGE 38.**

WHO DECIDES? □ Edward Lamb accuses CBS's Salant of censorship in not interviewing Paul Newman as part of network's UN coverage. Mr. Salant says it's just his news judgment. **PAGE 38.**

RESEARCH FACILITIES □ George Washington University in Washington will open a facility in November that will offer more access to information on newscasts. **PAGE 39.**

FROM THE HEART □ If you're communicating about the American system, you must have faith in it. So says John Reinhardt, director of the new International Communications Agency, who lives up to that tenet. Here's a look at the 58-year-old career diplomat and former director of the United States Information Agency. **PAGE 57.**

Index to departments...	Cablecasting..... 36	Fates & Fortunes..... 39	Playlist..... 37
Broadcast Advertising... 34	Changing Hands..... 27	For the Record..... 42	Profile..... 57
Broadcast Journalism... 38	Closed Circuit..... 7	Media..... 26	Programming..... 33
Business Briefly..... 8	Datebook..... 12	Monday Memo..... 11	Stock Index..... 55
	Editorials..... 58	Open Mike..... 18	Top of the Week..... 20



**The
Ultimate
In Weather Radar
Has Come To
Birmingham**

**Exclusively
On WAPI-TV**

13 

WAPI-TV BIRMINGHAM

Represented by Harrington, Righter & Parsons, Inc.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Telling all?

FCC Chairman Charles D. Ferris, with at least nodding support of Commissioners Joseph R. Fogarty and Tyrone Brown, is opting for full disclosure of annual financial reports of broadcast licensees—heretofore held confidential except in adversary proceedings where comparative figures are germane. Advocacy for release is ascribed to Mr. Ferris's administrative assistant, Frank Lloyd (formerly of Citizens Communications Center), who, in Delaware license renewal proceeding, sought to revise petition for financial disclosure in individual case into blanket authorization to make all Form 324 (financial) reports public.

FCC members raise question of propriety of staff assistant making substantive rather than "editorial" changes in items up for consideration. It's presumed whole issue will be "rediscussed" soon. FCC began collecting information for "socio-economic" study prior to 1941 radio allocations on one-time basis only. Since then, FCC has continued collection largely without objection from licensees who like to have industry totals as compiled by FCC each year but would vigorously protest disclosure of their own. If issue comes to vote with present composition of FCC, it would be 4-3 against disclosure as breach of faith, if not law. That would pit Commissioners Robert E. Lee, James H. Quello, Abbott Washburn and Margita White against other three.

Gestation

Xerox Corp., which pioneered development of electrostatic copying equipment, is quietly contemplating telecommunications field and has retained Richard E. Wiley, former FCC chairman, as Washington counsel. No announcement has been made and extent of possible involvement isn't revealed. Mr. Wiley left FCC nine months ago to become Washington managing partner of Kirkland & Ellis. Engineers expert in data communications have been approached by Xerox.

Audio as well

NBC Radio is laying plans for coverage of 1980 Moscow Olympics on scale to match if not outdo that planned by NBC-TV. Under umbrella title of *Olympic Odyssey*, there'll be 200 or so special broadcasts from Jan. 2, 1979, up to July 1980 opening of games themselves, which will be covered in another 200 or more broadcasts—about 15 per day for two-week period. *Odyssey* sponsors signed thus far include True Value Hardware, Budweiser

beer and Pontiac division of General Motors.

Radio rights, unlike TV rights, are nonexclusive. CBS Radio also plans extensive coverage in specials and within regularly scheduled sports broadcasts, and ABC Radio is considering plans. ABC Radio Network President Edward F. McLaughlin is due back in New York this week from scouting prospects in Moscow.

Double fault

Unless there's about-face, CBS-TV will feel wrath of FCC this week (July 12) with meting out of short-term license renewals for KNXT(TV) Los Angeles and possibly WCBS-TV New York (among five O&O's) for allegedly misleading public on "winner-take-all" tennis matches in 1975 and 1976 (see "Where Things Stand," July 3). Staff recommendation purportedly proposes two short-term renewals, perhaps to enable FCC majority to fall back to one as compromise—KNXT.

How will FCC vote? It depends on source but morning line is 4-3 split with Chairman Charles D. Ferris, Commissioners Joe Fogarty and Tyrone Brown, Democrats, joined by Republican Robert E. Lee, in unusual alignment. That would leave Commissioners James Quello, Democrat, and Abbott Washburn and Margita White, Republicans, in minority.

Triple play

Chances are good that FCC this week will approve long-pending three-way transfer of FM stations in San Francisco that will open door to black ownership of broadcast station there. Under agreement, CBS's KCBS-FM would be sold to black-owned Golden Gate Radio Inc. for \$850,000, while CBS would buy KEAR-FM from Family Stations for \$2 million, and Family Stations would acquire KMPX(FM) from National Science Network for \$1 million.

Deal had been hung up by citizen group complaining about loss of big band format with sale of KMPX and, more recently, by charges Golden Gate had engaged in ex parte activities (BROADCASTING, March 20). Commission staff is recommending approval of transfers.

Missionary

National Radio Broadcasters Association, ever on lookout for new members, has campaign going to establish ties with state broadcast associations. Although state associations have traditionally had close relations with National Association of Broadcasters, NRBA isn't trying to put itself in adversary position opposite NAB, President James Gabbert says.

Nevertheless NRBA wants to build strong radio-only lobbying force to get regulators and congressman to consider radio's problems completely separate from TV's.

Mr. Gabbert in recent months has addressed state associations for New Mexico, Alabama, Washington, Oregon and Alaska, with Colorado to come. He always leaves NRBA applications.

Citizen action

FCC has provoked outburst of public criticism for fining WMAL(AM) Washington \$5,000 for failure to log total commercial time on morning *Harden and Weaver Show*, most popular in market (BROADCASTING, July 3). Station has received more than \$200 in small donations, mostly \$1 each, from listeners wanting to help pay fine. General tone of letters, as expressed in one: "What's the country coming to?" Messrs. Harden's and Weaver's light-hearted treatments of commercials are among popular features of their show.

In tune with times

Long-range funding bill for Corporation for Public Broadcasting has been singled out by Senate Republican Steering Committee as ripe for paring down. Senator James McClure (R-Idaho), head of conservative group, currently has hold on bill to keep it from reaching Senate floor, while his group considers offering several amendments: to end funding commitment in 1981 (rather than 1983, in bill reported by Commerce Committee); to place limits on salaries of central public broadcasting management; to restore matching funds ratio of private dollars to federal to 2.5 to 1. Current Senate bill would lower it to 2.25 to 1.

House Commerce Committee's bill, meantime, is scheduled to be considered without amendments today.

Pinched

Group of TV producers in Hollywood is quietly negotiating with new programming regimes at three commercial networks to set firm deadline for series orders next spring. Shrinking lead-time between decision to buy and air date is major concern to suppliers, and they want networks to commit to more reasonable time frame than they got this year.

Effort is being coordinated through Caucus-Network Relations Committee, which counts as members many of biggest producers in business. Though degree of support varies among individual producers and companies, some feel that if networks don't volunteer cooperation, it should then be demanded.

Business Briefly

TV only

K-Mart □ Nationwide retail discount stores begin five-month TV buy beginning in August. Ross Roy, Detroit, will place spots in 145 markets during all dayparts. Target: women, 18-49.

Fayva □ Shoe chain slates 19-week TV promotion beginning in mid-August. Arnold & Co., Boston, will handle spots in approximately 20 markets during daytime. Target: total women, teen-agers and children, 2-11.

Federal Express □ Air freight service arranges 16-week TV push beginning late this month. Ally & Gargano, New York, will buy spots in 20 markets during fringe and prime time. Target: total men.

Joseph Schlitz □ Brewery schedules 10-week TV push for its Old Milwaukee beer starting late this month. Cunningham & Walsh, New York, will

seek spots in about 50 markets during fringe and prime time. Target: total men.

Maaco □ Auto painting group starts 13-week TV buy this month. Printz Advertising, Philadelphia, will arrange spots in 70 markets during fringe time. Target: men, 18 and over.

Southern Bell □ Telephone company schedules three-month TV campaign beginning this month. Tucker Wayne & Co., Atlanta, will handle spots in about 22 markets during news and sports time. Target: men, 25-49.

California Milk Advisory Board □ Group begins two-month TV promotion this week. Cunningham & Walsh, San Francisco, will place spots in 10 California markets including San Diego and San Francisco during early fringe and prime time. Target: children, 2-11, and teen-agers.

Jeno's □ Food products group highlights

Rep appointments

- **WXIA-TV** Atlanta, **KBTV(TV)** Denver, **WPTA(TV)** Roanoke, Ind. (Fort Wayne), **KARK-TV** Little Rock, Ark., **WLKY-TV** Louisville, Ky., **KTAR-TV** Mesa, Ariz. (Phoenix), and **KOCO-TV** Oklahoma City (all are Combined Communications Corp. stations): Peters Griffin Woodward, New York.



Together again. Present at the contract renewal signing between Peters Griffin Woodward and Combined Communications Corp. for representation of CCC's seven TV stations: Charles R. Kinney, PGW president (l) and Alvin G. Flanagan, CCC broadcast division president. The two firms have been associated since 1972.

- **WTVX(TV)** Fort Pierce, Fla., and **wowl-TV** Florence, Ala.: Meeker Co., New York.
- **WJTO(AM)-WIGY(FM)** Bath, Me.: Knight Radio Sales, Boston.
- **WKIN(AM)** Kingsport, Tenn.: Torbet-Lasker, New York.
- **WKND(AM)** Windsor, Conn.: R.A. Lazar & Co., Chicago.

its Italian bread in two-month TV drive starting next week. J.F.P. & Associates, Duluth, Minn., will seek spots in 14 markets during fringe, prime, and prime-access time. Target: women, 18-49.

Ziebart □ Auto body rustproofing group launches six-week TV promotion in mid-September. Ross Roy, Detroit, will buy spots in about 50 markets during prime and fringe time. Target: men, 18 and over.

Beech-Nut □ Baby food company slates five-to-six week TV buy beginning this



WRWC Holds The Winning Hand!

Kalamusic continues to be the odds on favorite with listeners and advertisers alike in market after market. The most recent winner is WRWC in Rockton, Illinois. In the past 12 months, WRWC has more than doubled its audience to put them easily in the #2 position seven days a week from 6am to midnight in the Rockford market.

#2 Rockford, TSA, Adults 12+

#2 Rockford, Metro Shares, Adults 12+

Russ Satter of WRWC chose Kalamusic's unique blend of beautiful music a little over 18 months ago. Needless to say, he's pleased. Kalamusic is WRWC's winning hand. Now is the time to deal a winning hand for yourself. And the best deal in markets like yours is Kalamusic. Call Bill Wertz or Stephen Trivers.

Source: Rockford ARBITRON, Apr/May, 1978. Metro and TSA sections, average quarter hour, adults 12+. Subject to qualifications issued by rating service.

Kalamusic 

Suite 334 / ISB Building / Kalamazoo, MI 49007 / (616) 345-7121

EVERYBODY WANTS A PIECE OF THE ACTION.



How The West Was Won is action. And 53 markets already have a piece of it. Why?

In 1977, when *How The West Was Won* was first aired as a mini-series on the ABC Network, there was plenty of action. It attracted over 38,000,000 viewers and held an average share of 50 while reaching 23,000,000 TV homes a minute; figures good enough to make it the third highest ranked western movie ever to run on TV.



MGM TELEVISION

53 markets are already in on the action—but "How The West Was Won" has plenty more to go around. WABC/New York • KABC/Los Angeles • WLS/Chicago • KGO/San Francisco • WNAC/Boston • WXYZ/Detroit • WTTG/Washington, D.C. • WJKW/Cleveland • WTAE/Pittsburgh • WFAA/Dallas • KTRK/Houston • WTCN/Minneapolis • KIRO/Seattle • WXIA/Atlanta • WFLA/Tampa • WTTV/Indianapolis • WMAR/Baltimore • KATU/Portland • KOA/Denver • KTXL/Sacramento • WLWT/Cincinnati • KCMO/Kansas City • WSM/Nashville • KPHO/Phoenix • WSOC/Charlotte • WVUE/New Orleans • WFBC/Greenville • KOCO/Oklahoma • WLKY/Louisville • KFTV/Orlando • WRGB/Schenectady • WTVH/Syracuse • KENS/San Antonio • KUTV/Salt Lake City • WNEM/Saginaw • WFMY/Greensboro • KTUL/Tulsa • KATV/Little Rock • WWBT/Richmond • WTLV/Jacksonville • WOKR/Rochester • WFRV/Green Bay • KJEO/Fresno • WRCV/Chattanooga • WKYT/Lexington • KOLD/Tucson • KOAA/Colorado Springs • WAFB/Baton Rouge • KTVV/Austin • WYEA/Columbus, GA • WCSC/Charleston SC • KIVI/Boise • KVOS/Bellingham.

Source: NTI, TVQ February 1977 Qualifications available on request © 1978, MGM Inc.

week. Weightman Advertising, Philadelphia, will place spots in 20 markets during daytime. Target: women, 18-34.

International Pioneer □ Company focuses on its safety blades in five-week TV campaign starting in early August. Waldbillig & Besteman, Phoenix, will select spots in six markets during fringe, day and prime time. Target: adults, 25-49.

Nalley's □ Fine foods group features its 100% Natural chips in four-week TV flight beginning in mid-August. Della Femina, Travisano & Partners, Los Angeles, will schedule spots in three markets during day, fringe and prime time. Target: women, 18-49.

Maybelline □ Cosmetics company features its Super Shiny lipstick in four-week TV campaign beginning late this month. Lake Spiro Shurman, Memphis, will select spots in 14 markets during day and fringe time, spending about \$105,000. Target: women, 18-34.

Tree Top □ Company focuses on its frozen, apple juice in four-week TV campaign beginning next week. McCann-Erickson, San Francisco, will schedule spots in six markets during day, fringe and prime time. Target: women, 18-34.

M.B. Walton □ Roll-o-matic mop gets four-week TV drive beginning in mid-July. A. Eicoff & Co., Chicago, will buy spots in 20 markets during fringe and prime time. Target: total women.

Sheraton □ Hotel chain schedules four-week TV flight starting in mid-September. Quinn & Zoenson, Boston, will arrange spots in about six markets during news and sports time. Target: men, 35 and over.

Newskin □ Liquid bandage gets four-week TV campaign beginning late this month. S.R. Leon, New York, will handle spots during late fringe time. Target: total adults.

Herbst □ Shoe manufacturer begins three-week TV drive for its Childlife shoes in mid-August. Cranford/Johnson/Hunt, Little Rock, Ark., will seek spots in 34 markets during early fringe and daytime. Target: children, 6-11.

Plumrose □ Sliced ham gets two-week TV flight beginning late this month. Scali, McCabe, Sloves, New York, will schedule spots in 12 markets during day and fringe time. Target: total women.

Time-Life □ Book division arranges two-week TV campaign starting this month. Media Basics, New York, will schedule spots in eight markets during prime and fringe time. Target: total men and women.

Allegheny □ Pharmaceutical company schedules two-week TV push beginning this week. Sheldon Communications, New York, will arrange spots in about 30 markets during daytime. Target: total men and women.

Ralston Purina □ Pet food division focuses on its Hi-Protein dog meal in two-week TV flight starting in early August. Della Femina, Travisano & Partners, Los Angeles, will buy spots in three markets during daytime. Target: total women.

Andrew Jergens □ Subsidiary of American Brands highlights its Andrew Jergens Gentle Touch soap in TV campaign starting this week. Cunningham & Walsh, New York, will place spots in about 25 markets during all dayparts. Target: total women.

Nocona □ Boot manufacturer launches 20-week radio campaign in mid-August. Ackerman, Oklahoma City, will seek spots in 12 markets including Houston and Oklahoma City. Target: adults, 18 and over.

North Central □ Airline schedules four-week radio push beginning in early August. Hoffman, York, Baker & Johnson, Milwaukee, will place spots in six to eight markets including Atlanta and Philadelphia. Target: men, 25-54.

Finest □ Supermarket chain schedules four-to-five-week radio drive beginning this week. SFM Media, New York, will arrange spots in New England markets. Target: women, 25-49.

Victoria Station □ Restaurant chain kicks off four-week radio buy late this month. Ayer Pritikin & Gibbons, San Francisco, will place spots in Southern markets. Target: adults, 25-49.

Bank of America □ Banking group begins four-week radio push late this month. Grey Advertising, San Francisco, will seek spots in 11 California markets including Los Angeles and Salinas. Target: adults, 18-24.

Fine Jeweler's Guild □ Guild schedules three-to-six-week radio promotion starting late this month. Bozell & Jacobs, New York, will buy spots in 31 markets including Philadelphia, Kansas City, Mo., and San Francisco. Target: adults, 18-34.

Reynolds Metals □ Materials group starts recycling campaign in two-week radio push this month. Clinton E. Frank, Richmond, Va., will place spots in 10 markets including Chicago. Target: recyclers.

Scott Paper □ Company features its Family Scott products in one-week radio push beginning late this month. Mars Advertising, Southfield, Mich., will seek spots in at least 10 markets including San Diego and Las Vegas. Target: women, 18-49.

Treasury Drug □ Drug store chain begins one-week radio promotion in late July. Marsteller, Pittsburgh, will handle spots in four markets including Atlanta. Target: adults, 18 and over.

Firestone □ Tire and rubber company starts one-week radio push next week. Sweeney & James, Cleveland, will handle spots in 30 markets including Atlanta, Boston, New York and San Francisco. Target: men, 25-54.

TWA □ Airline places radio campaign beginning this week. Wells, Rich, Greene, New York, will schedule spots in at least six markets including Boston and Chicago. Target: men, 25-49.

Radio only

BAR reports television-network sales as of June 25

ABC \$688,589,900 (36.4%) □ CBS \$628,490,700 (33.3%) □ NBC \$573,444,700 (30.3%) □

Day parts	Total minutes week ended June 25	Total dollars week ended June 25	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.	121	\$ 929,400	3,723	\$ 27,104,600	\$ 23,806,000	+13.8
Monday-Friday 10 a.m.-6 p.m.	1,001	15,369,100	25,415	410,471,700	373,294,500	+10.0
Saturday-Sunday Sign-on-6 p.m.	277	5,429,700	8,075	210,853,100	195,187,400	+8.0
Monday-Saturday 6 p.m.-7:30 p.m.	102	3,860,800	2,548	107,441,800	96,521,000	+11.3
Sunday 6 p.m.-7:30 p.m.	18	846,000	537	31,992,300	28,080,200	+13.9
Monday-Sunday 7:30 p.m.-11 p.m.	414	35,968,600	10,426	983,742,800	877,239,500	+12.1
Monday-Sunday 11 p.m.-Sign-off	222	4,887,000	5,458	118,919,000	114,397,100	+4.0
	2,155	67,290,600	56,191	1,890,525,300	1,708,525,700	+10.7

Source: Broadcast Advertisers Reports

Radio-TV

Gorton's □ Division of General Mills features its Gorton's batter-fried fish sticks in four-week radio and TV promotion beginning late this month. Daniel & Charles, New York, will place spots in 33 markets during day and fringe time. Target: total women.

Monday Memo[®]

A broadcast advertising commentary from James P. Lynn, director of advertising and public relations, Liberty Mutual, Boston

Liberty Mutual wanted it done right, so it did it itself

In the early days of television, advertisers played a major role in the selection of programs and their content. As the years have gone by, advertiser participation in this process has dwindled to the point where most buy minutes on a variety of programming and leave the process of selection in the hands of the network.

We feel that this diminishes the role that should be enacted by the corporate sponsors of television programs. It has led to a situation where the competition for ratings has evolved into chaos and where parents and church organizations have campaigned against violence and sex as depicted in television programs.

Our direction in television sponsorship is clearly defined. We wish to have control of the program content as well as the time slot and station clearance. In this way, we can present the kind of television programming we know is acceptable to the television audience.

In the 50's, we were faced with the problem of how an insurance company makes the best media decisions concerning television. We feel that after many years of trying divergent roads, we have finally created our own special approach to television.

At the end of August, we will present our own one-hour dramatic-adventure television special on our own network of 76 stations. The program is titled *Calloway's Climb* and it stars Patrick O'Neal and Mariette Hartley. It will be slotted to play in prime time and will have an outdoor setting.

There will be only four Liberty Mutual commercials, and they, too, have been created with a special approach in mind: to introduce ourselves to a new, prime-time audience.

The Hughes Television Network is clearing the station line-up and will provide the stations with the program. Robert Halmi Productions is producer of the special.

Those are the facts of the show, but the behind-the-scenes decision to move in this direction was preceded by a series of advertising buys that proved our most effective advertising message could not be attained by following in the footsteps of other advertisers.

In the 50's, Liberty Mutual sponsored different types of programming such as David Wolper's *White Paper* series, including the World War II story of Pearl Harbor, "Day of Infamy," and the growth of the Third Reich, "From Hindenburg to Hitler."



James P. Lynn, assistant vice president and director of advertising and public relations, Liberty Mutual Insurance Co., Boston, joined the firm in 1949 as a personal sales representative in Baltimore. He served in various executive sales capacities in Washington and Pittsburgh before moving in 1969 to Liberty's main offices in Boston as assistant vice president and director of advertising. He was assigned additional duties as director of public relations in 1975.

We then purchased spots in the Olympic Games and ABC-TV's *The American Sportsman*. We analyzed the ratings and the demographics and all details were carefully tallied and examined by ourselves and our agencies, and finally, the decision to abandon conventional buys was made. We felt that in order to fit our television advertising into our marketing cycle, we had to find a more efficient type of programming.

We were interested in reaching the young business executive, the family man who might be a sportsman or an armchair explorer. We decided to purchase the air rights to a series of half-hour outdoor films produced for us by Robert Halmi. Moreover, we had Hughes Television set up our own Liberty network of stations, concentrating on the areas in which we do business. In this set-up, we determined that there would be no waste and we would design our program specifically for our target audience.

One of our early series, *Gadabout Gad-dis, the Flying Fisherman*, not only produced excellent results in the marketing area, but also was nominated for an Emmy Award. Our series, *Outdoors with Liberty Mutual*, hosted first by Joe Foss, the World War II flying ace and commissioner of what was then the American Football League, and later narrated and hosted by golf star Julius Boros, has been on the air

for 10 years. The series was slotted to run on weekends, adjacent to sports programs. *Outdoors with Liberty Mutual* was carefully merchandised and promoted by Liberty Mutual. We became involved with boating, camping and outdoor shows as part of our merchandising effort for the series. In addition, we used direct mail and point of sales tie-ins to stimulate interest in the series. Messrs. Foss and Boros participated in these marketing forays.

Now we are looking to broaden our audience impact. We wish to tell the American public about our efforts to rehabilitate industrially handicapped workers and to try to prevent crippling financial losses to the assets of the individual and corporate policyholder.

Therefore, our new direction is toward prime-time television. Since we wish to attract this new audience, we feel that the impact of an exciting drama and a Hollywood cast is essential.

We selected the property with great care after looking at dozens of novels and short stories. Finally, we chose a short story by Peter Lars Sandberg which was then dramatized by screen writer Mort Fine. In addition to the stars, Patrick O'Neal and Mariette Hartley, the program features ace mountain climber Mike Hoover as Calloway. This exciting program was filmed entirely on location on the face of El Capitan, the most formidable expanse of rock in Yosemite National Park. The mountain climbing sequences, which dominate the program, are some of the most exciting footage of this type ever to be captured on film.

Once again, we will be carefully monitoring and tabulating the results and the audience response. We are especially interested in comparing the costs between the 14-week flight of half-hour daytime programs to the prime-time one-hour special. We will be seeking to examine the demographics as well as the ratings and the results will be important and aid in determining our future television activity.

We are fairly certain, however, that we are on the correct course, and we are currently looking at other short stories possibly for adaptation of two additional prime time specials in 1979.

Our aim is to sponsor exciting, dramatic programming that can be viewed by the entire family and which will be a viable vehicle for our corporate image commercials. We hope to enlighten people to the importance of protecting their assets and bettering the quality of their lives.

We have never tried to follow the pack in our marketing strategy, but have worked at planning an effective and creative plan to reach our audience of potential clients. This new approach may bring a whole new direction to our television involvement.

■ indicates new or revised listing

This week

■ **July 10**—Meeting of *All-Industry TV Stations Music License Committee*. At Capital Cities Communications Inc., 485 Madison Avenue, New York.

July 10-14—Workshop on children's television for programmers and producers at affiliates of *CBS-TV*. CBS Broadcast Center, New York.

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vall, 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. Speakers will include Gene Jankowski, president, CBS/Broadcast Group, and Donald Thurston, joint board chairman, National Association of Broadcasters. Del Monte Hyatt House, Monterey, Calif.

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

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

July 16-19—CCOS '78, annual seminar of Com-

munity Antenna Television Association. Three days of event will be televised live via satellite. Fountainhead and Arrowhead lodges, near Muskogee, Okla.

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.

Also in July

July 18-19—*Wisconsin Broadcasters Association* summer meeting. Fox Hills Resort, Mishicott, Wis.

■ **July 19**—Oral argument at *FCC* on whether advertising and charity expenditures of AT&T should be charged to rate payer as expense or borne by stockholder. *FCC*, Washington.

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

July 31—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hilton Airport Inn, Indianapolis.

August

Aug. 3—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Sheraton Inn, Airport, Atlanta.

Aug. 3-9—*American Bar Association* annual convention Hilton hotel, New York.

Aug. 4-5—*Tennessee Associated Press Broadcasters Association* annual convention. Mountainview hotel/motor lodge, Gatlinburg, Tenn.

Aug. 4-6—Minicourse for working journalists, presented by the journalism department at *Florida A&M University* in conjunction with *Florida Association of Broadcasters* and *United Press International*. Tallahassee, Fla.

Aug. 4-7—Second annual radio seminar on "Another Perspective: Alternative in Radio Journalism and Creative Culture." *Antioch College*, Yellow Springs, Ohio. Information: Sherick Novick, (513) 864-2022.

Aug. 7—Deadline for filing comments in *FCC* proposed rulemaking on multiple ownership of TV's (BC Docket 78-101). Replies are due Sept. 5.

Aug. 9—Deadline for comments, on *FCC*'s inquiry on procedures for ex parte communications in informal rulemakings. Reply comments are due Aug. 23. *FCC*, Washington.

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

Aug. 10-13—*National Federation of Community Broadcasters* national conference (for community-licensed radio stations). University of Cincinnati, Cincinnati. Information: Nan Rubin, (202) 232-0404.

Aug. 14-15—*National Cable Television Association* board meeting. Sun Valley, Idaho.

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

Aug. 18—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

Aug. 18—*Missouri Public Radio Association* summer meeting. Rhodeway Inn, St. Louis.

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

Aug. 23—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

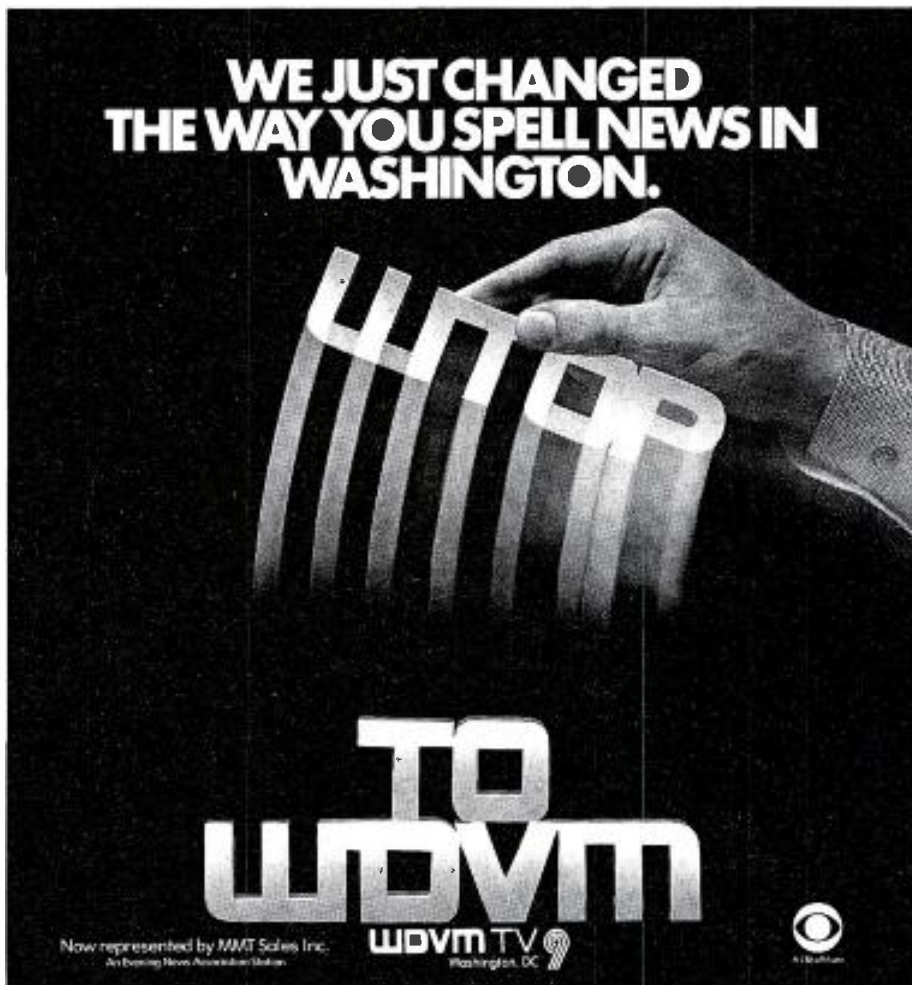
Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

Aug. 24-27—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

Aug. 25-26—Joint meeting of *Radio Television News Directors Association region two* and *UPI Broadcasters*. Biltmore, Santa Barbara, Calif.

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

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




**WE JUST CHANGED
THE WAY YOU SPELL NEWS IN
WASHINGTON.**

**TO
WDVN**

Now represented by MMT Sales Inc.
An Existing News Association Station

WDVN TV
Washington, DC



September

Sept. 5—New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

■ **Sept. 6-8**—*National Association of Broadcasters* seminar on labor relations. Wisconsin Center, University of Wisconsin, Madison.

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

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

Sept. 10-12—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Kearney, Neb.

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

■ **Sept. 13-15**—*National Association of Broadcasters* executive forum. Sheraton Convention Center, Reston, Va.

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

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

Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

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

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

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

Sept. 18-19—*National Association of Broadcasters* seminar on directional antennas. Airport Holiday Inn, Cleveland.

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of *Corning Glass Works*. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

Sept. 20-22—*New Hampshire Association of Broadcasters* annual convention. Sheraton Wayfare, Bedford, N.H.

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

Sept. 21-22—Consultation on "Communications and the Church," sponsored by *The Communications Commission, National Council of Churches*. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

■ **Sept. 22-23**—*Common Carrier Association for Telecommunications* second annual multipoint distribution service seminar. Marriott Twin Bridges hotel, Washington. Information: Richard L. Vega, (301) 728-6697.

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

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

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

Sept. 24-26—Southern Show of *Southern Cable Television Association*. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

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

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

Sept. 26—*American Council for Better Broadcasts* public conference. "TV is a Member of Your Family." United Seminary, Dayton, Ohio. Information:

ACBB, 120 East Wilson Street, Madison, Wis. 53703.

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

Sept. 29—*Society of Broadcast Engineers* regional convention. Syracuse Hilton Inn, Syracuse, N.Y. Information: C.F. Mulvey, WIXT(TV) Syracuse.

■ **Sept. 29**—*Radio Television News Directors Association region 10* meeting. Western Kentucky State University. Bowling Green, Ky.

October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators*

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




QUALITY TALKS FOR WKEE

Huntington, W. Va.



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Write for brochure: Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161

Continental
Electronics 

WDAK, Columbus, Ga., says CCA revenues will pass \$500,000 in '79 campaign

"CCA is the best sales-promotion we've ever been involved with", said Bernie Barker, Vice President and General Manager of WDAK, Columbus, in a letter to CCA's national sales manager, Phil Peterson. "Not only is CCA an excellent sales vehicle", he continued, "but it affords WDAK an additional opportunity to get in with the people in the community."



Bernie Barker

"Our CCA Director is a year-round staffer, now, working exclusively with area clubs on a continuing basis", Barker said.

Enclosed is a contract for our twelfth annual campaign. Our gross' continue to grow. By early fall, we've closed CCA sales. Pretty-good advance revenues for first-quarter! This year, CCA revenues will take us past the half-million-dollar mark with over \$50,000 awarded to area clubs.

Barker concluded on a personal note, "look forward, Phil, to seeing and working with you again when we "KICK-OFF #12".

COMMUNITY CLUB AWARDS



CALL COLLECT:
AREA CODE 203/226-3377
P.O. BOX 151
WESTPORT, CONN. 06880

Major meetings

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

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 Caesar's Palace, Las Vegas. Sept. 6-8; 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.

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

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

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

March 9-14, 1979—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas. Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

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

April 20-26, 1979—MIP-TV's 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 20-23, 1979—National Cable Television Association annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

June 6-10, 1979—Broadcast Promotion Association 24th annual seminar. Nashville.

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

district 6. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

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

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

Oct. 4-5—Ohio Association of Broadcasters license-renewal workshop and fall convention. Marriott East, Columbus, Ohio.

■ **Oct. 4-6**—National Association of Broadcasters television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

Oct. 6-7—Florida Association of Broadcasters fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

Oct. 11-13—Indiana Association of Broadcasters fall meeting. Brown Country Inn, Nashville, Ind.

■ **Oct. 12-13**—National Association of Broadcasters fall conference. Boston Marriott hotel, Boston.

Oct. 12-13—Regional convention and equipment exhibit of Pittsburgh chapter, Society of Broadcast Engineers. Howard Johnson motor lodge, Monroeville, Pa.

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. 15—North Carolina Association of Broadcasters meeting. Radisson Plaza hotel, Charlotte, N.C.

■ **Oct. 16-17**—National Association of Broadcasters fall conference. Atlanta Omni hotel, Atlanta.

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

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

■ **Oct. 19-20**—National Association of Broadcasters fall conference. Hyatt Regency hotel (downtown), Chicago.

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name _____ Position _____
Company _____
 Business Address
 Home Address
City _____ State _____ Zip _____

Subscriber Service

- 3 years \$90
- 2 years \$65
- 1 year \$35
- (Canadian and other international subscriptions add \$12 per year.)
- 1978 Cable Sourcebook \$20.00 (if payment with order: \$15.00)
- 1978 Yearbook \$37.50 (if payment with order: \$32.50)
- Payment enclosed
- Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

The Many Worlds of Radio ⚡ 1978

We've said it before and we'll say it again:

"Half the fun of writing about broadcasting is writing about radio."

We do it year 'round, of course. But, once a year, we do it with a vengeance—on the occasion of BROADCASTING's annual "The Many Worlds of Radio" issue. Out July 24.

With the inside word on:

- **Programing.** What's going on all over the AM and FM dials. The many sounds of country. The multiple manifestations of rock. Hard news and soft features. Long forms and short. Album oriented this and jazz configured that. Foreground, background and what's left of underground. Beautiful and punk. Disco where you find it (almost everywhere).
- **Sales.** An up-to-the-balance-sheet reading on the fate of radio's fiscal fortune. Spot, network and local. Big town and small.
- **And engineering.** A special report on technical developments as they bear on radio's present and future, from satellite hookups to AM stereo to the newest in automation gear.
- **Plus.** Third-annual tabulation of Radio's Top 500: the top 10 stations in each of the top 50 markets.

All together, a four-pronged assault on the medium's facts of life midway through another banner year. An issue to save, savor and—from the advertiser's point of view—to be a part of. BROADCASTING's "our end of the line" team is standing by.*

You belong in Broadcasting ⚡ Jul 24

* *Our end of the line.* For advertising placements from the North and East, call **Win Levi**, **Dave Berlyn** or **Ruth Lindstrom** at (212) 757-3260.

From the South, call **Peter O'Reilly** at (202) 638-1022.

From the West, call **Bill Merritt** at (213) 463-3148.

From any point of the compass, call **David Whitcombe** or **John Andre** at (202) 638-1022.

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. 25-27—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

■ **Oct. 26-27**—*National Association of Broadcasters* fall conference. St. Francis hotel, San Francisco.

■ **Oct. 27-29**—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Francisco.

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

November

Nov. 3-4—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension*. Wisconsin Center, Madison.

■ **Nov. 3-5**—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

Nov. 6—*Federal Trade Commission* hearing on children's advertising. San Francisco.

■ **Nov. 8**—*National Association of Broadcasters* radio code board meeting. New Orleans.

Nov. 9-12—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

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

Nov. 15—Deadline for comments, on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15. FCC, Washington.

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

Nov. 20—*Federal Trade Commission* hearing on children's advertising. Washington.

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

■ **Nov. 29-30**—Western conference of *Advertising Research Foundation*, Hyatt Regency, Los Angeles.

Nov. 30—Presentation of annual Gabriel Awards of *UNDA-USA*. Bahi a Mar, South Padre Island, Tex.

IT Quality at \$790

THE PD II RECORDER plays mono tapes in "A" size cartridges. Stops automatically on 1kHz cue. Big and small buy it for the same reason: nothing else does this task so well, so long, so reliably, with so little maintenance. Also available in Reproducer Only for \$590.

CALL TOLL-FREE
800-447-0414

Ask about our no-risk, 30-day trial offer. Call collect from Illinois, Alaska, Hawaii: (309) 828-1381. Standard 2-year warranty.

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street, Bloomington, Illinois 61701

Marketed exclusively in Canada by McCurdy Radio Industries, Ltd., Toronto



©ITC-Form #112-0012-001

December

Dec. 4-5—*National Cable Television Association* board meeting. Anaheim, Calif.

Dec. 6-8—Western Cable Television Show. Disneyland hotel, Anaheim, Calif.

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

January 1979

Jan. 5-8—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas.

Jan. 14-21—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the *Electronic Industries Association's communications division*. Nairobi, Kenya.

Jan. 19-20—*Florida Association of Broadcasters* midwinter conference. Holiday Inn, Tampa International Airport, Tampa, Fla.

Jan. 21-24—*National Religious Broadcasters* 36th annual convention. Washington Hilton hotel, Washington.

March 1979

March 8-12—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas.

March 9-14 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

April 1979

April 2-5—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

April 3—*Advertising Research Foundation* public affairs conference. Washington.

April 20-26—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 1979

May 7-10—*Southern Educational Communications Association* conference. Lexington, Ky.

May 20-23—*National Cable Television Association* annual convention. Las Vegas.

June 1979

June 6-10—*Broadcast Promotion Association* 24th annual seminar. Nashville.

■ **June 7-11**—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

BROADCASTING PUBLICATIONS INC.

Soi Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Edwin H. James, *vice president*.
Lee Taishoff, *secretary*.
Irving C. Miller, *treasurer*.

Broadcasting TELEVISION

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Soi Taishoff, *editor*.
Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater, (New York), *chief correspondent*.
Leonard Zeldenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Randall Moskop, *associate editor*.
Mark K. Miller, *assistant editor*.
Kira Greene, *staff writer*.
James E. H. Burris, Ellen Lief-Wellins, *editorial assistants*.
Pat Vance, *secretary to the editor*.

YEARBOOK □ SOURCEBOOK

John Mercurio, *manager*.
Joseph A. Esser, *assistant editor*.

ADVERTISING

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

CIRCULATION

Kwenth Keenan, *circulation manager*.
Kevin Thomson, *subscription manager*.
Sheila Chamberlain, Denise Ehdelvand,
Patricia Waldron.

PRODUCTION

Harry Stevens, *production manager*.

ADMINISTRATION

Irving C. Miller, *business manager*.
Phillippe E. Boucher.

BUREAUS

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

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



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

Booknotes

"The Thrill of Victory," by Bert Randolph Sugar. Hawthorn Books Inc., New York 10016. 342 pp.; \$12.

This book adds another dimension to the many stories of ABC-TV's success of recent years by documenting the role played by ABC Sports and notably Roone Arledge.

Mr. Sugar, a former announcer, ad executive, attorney and author of other books, has spiced his history of the net-

work's rise with a wealth of background, anecdotes and trivia, some of it slightly irreverent to ABC-TV and some of it aimed high and inside at the competing networks. The description of the behind-the-scenes negotiations for the 1980 Olympics is one example of this.

Nevertheless, the book comes through as an informative and worthwhile chronicle of ABC Sports' bootstrapping and the people who contributed to its success.

"Writers' & Artists' Rights," by Don Glassman. Writers Press, Box 805, 2000



You're only
HALF COVERED
in Nebraska...

without Lincoln-Hastings-Kearney

- Check retail sales.
- Check the top station dominance, total survey area*;
- Sign-on/sign-off share of homes is 52%. Prime time (adults 18-49) is 41%
- Late news share (adults 18-49) is 69%
Early fringe (women 18-49) 54% share.
- Check with Avery-Knodel.

*Source: Arbitron Feb. '77.



The Feltzer Stations
RADIO
WKZO KALAMAZOO BATTLE CREEK
WJFM GRAND RAPIDS KALAMAZOO
WWWW/KWJF(FM) CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV / CADILLAC TRAVERSE CITY
/ WWUP-TV SAULT STE MARIE
KOLN-TV / LINCOLN, NEBRASKA
KGIN-TV / GRAND ISLAND, NEB.
KMEG-TV SIOUX CITY, IOWA

KOLN-TV/KGIN-TV

Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA
1500 FT. TOWER / 1069 FT. TOWER
Avery-Knodel Television National Representatives



Audio control
as flexible as
your format
—at a price
you can afford.

BASIC A

BASIC A programs and controls your audio, using simple broadcast English—you can see your programming, read it and understand it on a CRT.

BASIC A functions as a manual assist, as the full-time control system, or a combination.

BASIC A fits right in. Keep your existing reel-to-reel decks, Instacarts, Go-Carts, single-play units or carousels—just let BASIC A run the show. Update peripherals as you want, and expand as you grow.

BASIC A is the first really new concept for control systems in years—and the price is lower than many offering you less. We even install it FREE...and train your people! Ask for the brochure.

IGM

A Division of NTI
4041 Home Road
Bellingham, WA 98225
206-733-4567

Connecticut Avenue, Washington 20008.
104 pp.; \$3.50.

You could take what most people know about copyright and fill a page with it—and that's probably optimistic. Yet for those who write the books, plays, music that broadcasters and others use, it is an issue that directly affects their wallets, and they should know what Congress did to copyright law with its wide-sweeping amendments of 1976.

Mr. Glassman attempts to explain the new law in this primer on copyright, beginning with a brief, illustrated history of the evolution of copyright, a glossary of key terms and explanations of the major changes in the new law. It would be useful to authors who know nothing about copyright law—and for that matter, to broadcasters, most of whom probably leave these problems to their lawyers.

Open Mike®

The top-100 report

EDITOR: Permit me to congratulate you on the most interesting "Top 100." I believe this series serves a very useful purpose, and I urge you to continue it.—*Mitchell Wolfson, president, Wometco Enterprises Inc., Miami.*

EDITOR: I thoroughly enjoyed your major article in the June 26 issue on the top-100 companies in electronic communications. It is always delightful to read of how well your friends and associates are doing.

After doing some research, I find that we should have been included in the top 100. Our gross revenues for 1977 were \$14,606,462. This figure would have placed us at least at 99th. Our results this year should be in excess of \$18,000,000.—*Raymond E. Carow, vice president, Gray Communications Systems, Albany, Ga.*

EDITOR: In the capsule summary published as part of your listing of the top-100 companies in electronic communications, you rank us the second largest talent agency in the United States. We have never claimed to be the largest because William Morris, whom you rank first, as a privately held company, does not publish financial information with respect to its operations. It would seem that the only way to refer to either of us, in this context, is as one of the two largest agencies in the world.

By the way, in addition to the subsidiaries and divisions you mention, ICM Artists Ltd. manages a distinguished roster of clients in the classical music and dance fields.—*Alvin H. Schulman, president, Marvin Josephson Associates, New York.*



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF SOUND EFFECTS: fire engines and fire-works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play
407 CUTS IN ALL -- AND ALL IN A 16-LP RECORD SET FOR ONLY \$150. COMPLETE!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name _____

Firm or Call Letters _____

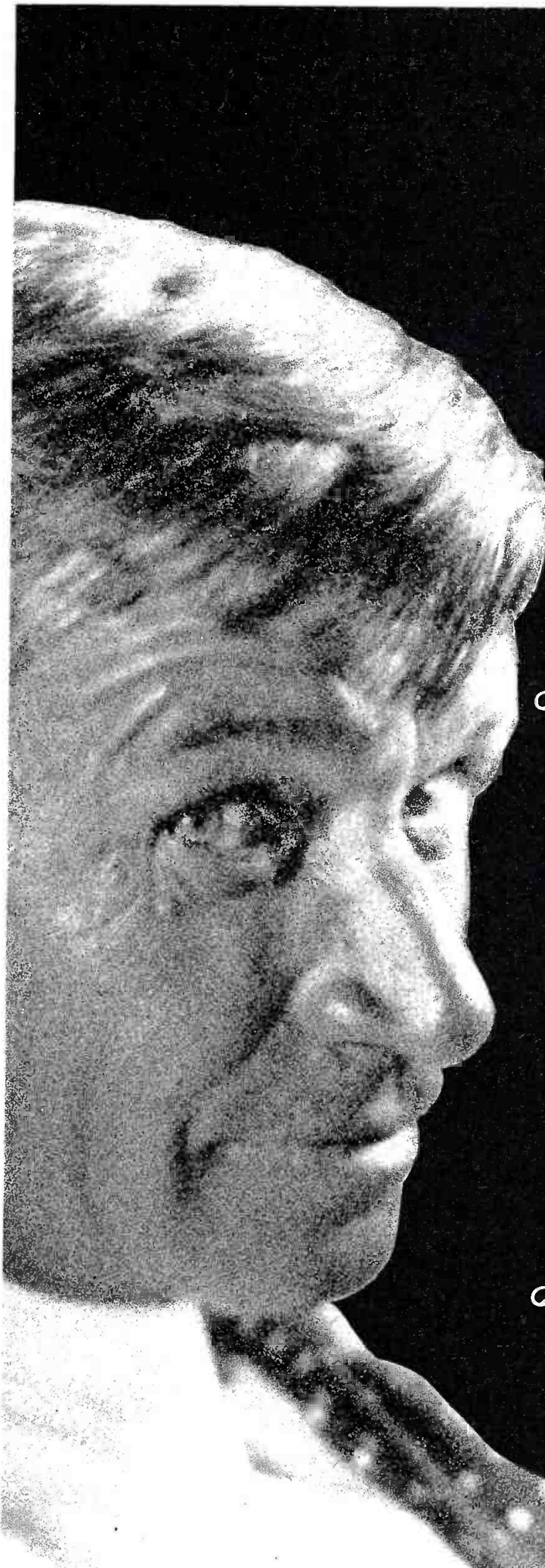
Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.



**WE HOPE YOU
WON'T NEED US...
BUT ISN'T IT
NICE TO KNOW
WE'RE HERE!**

Members of the
Entertainment Industry
are eligible for
hospital treatment
(for covered diseases)
through the

*Will
Rogers Institute*

Affiliated with
Burke Rehabilitation Center
White Plains, New York
And
Cornell University Medical College
New York Hospital, New York City

Support
PATIENT CARE
RESEARCH
HEALTH EDUCATION

*Will
Rogers Memorial Fund*

785 Mamaroneck Avenue
White Plains, New York 10605
(914) 761-5550
(212) 931-1211

Top of the Week

WBAI ruling: Supreme Court saves the worst for the last

On final day of term, it upholds FCC in 'Filthy Words' case; although Stevens says ruling is narrow, there are fears that door has been opened for commission interference in numerous programing areas

A major effort by the broadcasting establishment and allies in related fields to stake out new First Amendment protection for broadcasters shattered last week on a 5-to-4 vote of the Supreme Court. On the final day of its 1977-78 term, the court majority held that the FCC may regulate, and punish, the broadcast of "indecent" material.

The decision, which reversed an opinion of the U.S. Court of Appeals in Washington, came in a case involving Pacifica Foundation's WBAI(FM) New York and its broadcast, at 2 p.m. on Oct. 30, 1973, of comedian George Carlin's recorded monologue entitled "Filthy Words."

The case generated four opinions. But the opinion of the court, written by Justice John Paul Stevens, came as a blow to those seeking to upgrade broadcasters' First Amendment rights, even if he described it as a narrow holding. "Of all the forms of communication, broadcasting has received the most limited First Amendment protection," said Justice Stevens, who wrote for himself, Chief Justice Warren E. Burger and Justices William Rehnquist, Lewis Powell and Harry A. Blackmun.

The reasons he cited were those advanced by the commission in its order in the case: the pervasiveness of the broadcasting medium and its unique accessibility to children. Thus, the majority seemed to extend the rationale used in the past to justify regulation of programing—the scarcity of the spectrum broadcasters use. What's more, the majority held that the no-censorship provision of the Communications Act does not bar the commission from after-the-fact regulation of obscene or indecent programing.

Justice Potter Stewart, in a dissenting opinion in which Justices William Brennan, Byron White and Thurgood Marshall

joined, endorsed the argument Pacifica and its supporters had made and the majority rejected—that since the Carlin monologue was concededly not obscene, the commission lacked the authority to regulate it. Justice Stewart said "indecent" should not be read to be in a broader concept than "obscene." The distinction is that obscene material appeals to prurient interest.

But it was left to Justice Brennan, in a separate opinion in which Justice Marshall joined, to deliver a vigorous attack on the majority opinion. He said "the court's attempt to unstitch the warp and woof of First Amendment law in an effort to reshape its fabric to cover the patently wrong result the court reaches in this case [is] dangerous as well as lamentable."

The Carlin recording, made of a live performance at the Circle Theater in San Carlos, Calif., contained words—some repeated many times—"you couldn't say on the public . . . airwaves." The transcript of the piece was attached to the court's opinion. The monologue was broadcast by WBAI during a program dealing with contemporary society's attitude toward language—the selection was described by the program's host as a "satirical view of the subject"—and the station broadcast a warning in advance that the program contained "sensitive language."

The commission received only one complaint—from a father who heard the program on the car radio while in the company of his son—who was 15 years old at the time. But it served the purpose of an FCC then under pressure from Congress and the public to clear the airwaves of allegedly distasteful programing. The FCC issued a declaratory ruling asserting it had the

power to move against such material under the statute making it a crime to broadcast obscene or indecent programing. And it said that the broadcast at issue, in describing "in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities and organs, at times of the day when there is a reasonable risk that children may be in the audience," was "indecent" (BROADCASTING, Feb. 17, 1975).

The commission described the broadcast as "patently offensive," although "not necessarily obscene," and said the aim of its ruling was to channel such programing to hours of the day when children would be less likely to be in the audience. As for Pacifica, the commission said it would not impose a formal sanction but that the order would be "associated with the station's license file."

The Supreme Court's decision affirming the commission surprised a number of observers, including some who had been at the commission when it was considering the case. After the appeals court had reversed the commission's Pacifica decision, saying it constituted "censorship," commission attorneys recommended against seeking Supreme Court review. But, because some commissioners insisted that the commission obtain a final judicial ruling on the extent of its authority to deal with "indecent" programing, the petition for review was filed.

At that point, the broadcasting establishment—the National Association of Broadcasters, the commercial and non-commercial networks, the Radio Television News Directors Association—and the Motion Picture Association of America, as well as some citizen groups flocked to the



Dirty words debate. NBC-TV's *Today* show last Thursday brought together for a live, split-screen discussion of the Supreme Court's Pacifica decision the two individuals who, in their ways, made it possible. On the right is George Carlin, whose monologue "on seven dirty words" was held to be "indecent," as broadcast on WBAI(FM) New York. On the left is John R. Douglas, whose complaint to the FCC in 1973 started the chain of events that resulted in the high court's decision last week. Mr. Carlin, who was in NBC's Burbank, Calif., studio (he was fill-

ing in for Johnny Carson on *Tonight*), said that words "are not immoral or indecent, in and of themselves—they're symbols." Mr. Douglas, who flew up to New York for the broadcast from Fort Lauderdale, Fla., where he owns an electronics company, said turning off the radio when material he finds offensive is broadcast is not the answer. "It's the same as an assault," he said. "You've already been assaulted." Mr. Douglas, who is a member of the national planning board of Morality in Media, had told the commission in his complaint that his "young son" was with him when he heard the Carlin monologue on the radio. Last week, Mr. Douglas told BROADCASTING the son was 15 at the time.

side of Pacifica, known for the nonconformist and controversial programming of its six noncommercial FM stations, filing friend-of-the-court briefs in its behalf. Even the Department of Justice, which had sided with the FCC in the court of appeals, filed a brief saying it had reconsidered its position (BROADCASTING, April 3).

The NAB, in a statement issued by its president, Vincent T. Wasilewski in the wake of the Supreme Court opinion, said that although the association does not approve of indecent language on the air, "this decision is a harsh blow to the freedom of expression of every person in this country. Given the Supreme Court's authorization to censor," Mr. Wasilewski added, "the NAB fears that the FCC will not stop with the 'seven dirty words.' It is anyone's guess where it will stop."

Communications lawyers expressed similar concerns. The opinion, said one, "opens the door to regulation of other broadcast material that people—including four members of the commission—find offensive." And, given the language of the opinion and the definitions of indecency used, the attorney said that the opinion could be extended to "violent" programming presented on television at times when children are watching. (Justice Stevens quotes a dictionary definition that includes such synonyms as "unseemly").

The decision also worried the networks.

A CBS/Broadcast Group spokesman said: "The court's use of broad language is a serious cause for concern. The real danger of the decision obviously is not that it will prevent broadcasters from using a handful of 'dirty words'; rather, it is that the court's statements about the 'uniquely pervasive presence' of broadcasting, and about broadcasting's being 'uniquely accessible to children,' will be seized upon by those who would impose even more serious infringement on the First Amendment rights of broadcasters and the public."

An NBC statement read: "In reaching this result, the Supreme Court retreated from its traditional refusal to censor free expression. We believe the historic dissenting opinion of Justice Brennan better reflects that the values held by a free society."

ABC, meanwhile, withheld comment pending study of the decision.

The reaction was more favorable at two groups that had backed the commission in its appeal to the Supreme Court. Bishop Thomas C. Kelly, O.P., of the United States Catholic Conference, described the opinion as "encouraging" and viewed it as a hopeful sign as Congress moves toward a rewrite of the Communications Act. "A responsible approach" must recognize the rights of the public as well as government and the broadcasting industry, he said.

And Paul T. McGeedy, counsel to Morality in Media, called the opinion "a triumph of civility over scurrility," and said the Supreme Court recognizes a concept Morality in Media endorses—that

“Patently offensive, indecent material presented over the airwaves confronts the citizen, not only in public, but also in the privacy of the home, where the individual’s right to be let alone plainly outweighs the First Amendment rights of an intruder.”

concern for children "warrants the curtailment of what in some circumstances could be regarded as free speech." Looking to the future, he said the opinion "has ramifications . . . for motion pictures on television that might use gratuitous obscene or indecent speech."

Justice Stevens, in a characterization with which commission officials agreed, said the majority decision represents a narrow ruling. "This case does not involve a two-way radio conversation between a cab driver and a dispatcher, or a telecast of an Elizabethan comedy," he wrote. "We have not decided that an occasional expletive in either setting would justify any sanction or, indeed, that this broadcast would justify a criminal prosecution."

He noted that the commission's decision rested on "a nuisance rationale under which context is all important"—time of day of a broadcast, the composition of the audience, for instance. The differences between radio, television and perhaps closed circuit transmissions may also be relevant, he said.

FCC Chairman Charles D. Ferris last week sought to assure broadcasters that the decision does not signal a new aggressiveness at the commission in policing programming. The ruling, he said, "is based on a narrow set of facts, and doesn't shake my previously stated and firmly felt reluctance to involve myself or the commission in program content." Indeed, he saw the possibility of the commission and the court developing policy in future cases that "would not permit any government entity to involve itself in program content to any unnecessary extent."

Justice Stevens's opinion was not supported in full by the four other members of the majority.

The five agreed that the section of the Communications Act prohibiting the commission from censoring broadcasters does not prevent it from reviewing programs that have been broadcast and was not intended to limit the commission's authority to regulate the broadcast of obscene or indecent material.

And they agreed that the commission

was right in arguing that "indecent" is "different" from "obscene." Pacifica and its supporters had argued that indecent has come to have the same meaning as obscene and that since the Carlin broadcast lacked prurient appeal, the commission could not seek to regulate it. Neither the court's prior decisions nor the language of the statute "supports the conclusion that prurient appeal is an essential component of indecent language," Justice Stevens wrote.

The five were also in accord on the reasoning that, in the Pacifica case, explained broadcasting's lesser First Amendment rights:

The broadcast media "have established a uniquely pervasive presence in the lives of all Americans. Patently offensive, indecent material presented over the airwaves confronts the citizen, not only in public, but also in the privacy of the home, where the individual's right to be let alone plainly outweighs the First Amendment rights of an intruder."

"Broadcasting is uniquely accessible to children, even those too young to read. Pacifica's broadcast could have enlarged a child's vocabulary in an instant . . . The ease with which children may obtain access to broadcast material, coupled with the concerns [the court had expressed regarding children in an earlier case] amply justify special treatment of indecent broadcasting."

However, Justices Powell and Blackmun left the majority on what Justice Powell said was the question of whether the court is free to decide, on the basis of content, which speech is valuable and therefore entitled to First Amendment protection. Justice Stevens held that, on the facts in the Pacifica case, the First Amendment does not deny government the power "to restrict the public broadcast of indecent language." The language in the Carlin monologue, he said, was "vulgar," "offensive" and "shocking." Content of that character, he added, "is not entitled to absolute constitutional protection under all circumstances."

Justice Powell, writing for himself and Justice Blackmun, said the case does not turn on the question of whether the monologue has more or less "value" than a candidate's campaign speech—that is "a judgment for each person to make, not one for the judges to impose upon him."

To Justice Brennan, the majority opinion is a patent misapplication of "fundamental First Amendment principles" and a "misguided" attempt to impose the court's "notions of propriety on the American people." He said "the answer to unwanted communication by radio is to turn the off-on switch. And he warned that the major impact of the court's opinion will be felt by those broadcasters who want to reach—and by audiences consisting of—persons who do not share the court's view as to which words are acceptable; persons who, for a variety of reasons, "including a conscious desire to flout majoritarian conventions," use words con-

sidered offensive "by those from different socioeconomic backgrounds."

Given that context, Justice Brennan added, the court's opinion may be seen for what, "in the broader context it really is: another of the dominant culture's inevitable efforts to force those groups who do not share its mores to conform to its way of thinking, acting and speaking."

And he had his own animal metaphor with which to reply to one employed by Justice Stevens to illuminate the "nuisance" concept that underlay the commission's decision. "A 'nuisance may be merely a right thing in the wrong place—like a pig in the parlor instead of the barnyard,'" Justice Stevens said, quoting Justice George Sutherland in 1926. "We simply hold that when the commission finds that a pig has entered the parlor, the exercise of its regulatory power does not depend on proof that the pig is obscene."

Justice Brennan, for his part, quoted from an 11-year-old opinion in which the court had overturned a Michigan statute that sought to ban bookstores from selling books not regarded as suitable for children. To follow the majority's judgment, Justice Brennan said, is "to burn the house to roast the pig."

Justice Brennan said responsibility for weeding out offensive material should rest where, "until today," it has resided—in a public free to choose from a marketplace "unsullied by the censor's hand."

High court no friend of the media

In the term just ended, justices take conservative stances in several press-related cases, from the Nixon tapes to 'Stanford Daily'

For the nation's news media, the best news out of the Supreme Court would appear to be that its 1977-78 term has ended. After acting in an unusually large number of cases involving the press—print and electronic—the court seems to have revealed itself to the media as an institution of government not particularly sensitive to their First Amendment rights.

Indeed, if the court did no more than issue its decision in the *Stanford Daily* case (BROADCASTING, June 5), the year, in the view of Jack Landau of the Reporters Committee for Freedom of the Press, would have been a "disaster."

In that decision, adopted by a 5-to-3 vote, the court authorized unannounced searches by police of news offices, even when the journalists on the premises are not suspected of a crime. "Raiding newsrooms is so gross it belongs in a class by itself," Mr. Landau said.

Mr. Landau is not alone in the intensity of his feeling. The National Association of Broadcasters and a number of other media organizations have joined the Reporters Committee in petitioning the court to rehear the case. And the media controver-

sy has spilled over into Congress, where bills that would reverse the court's opinion, at least in part, have been introduced in both the House and Senate.

The *Stanford Daily* case may be unique in the pain it has caused. But it is not unique in reflecting the view running through many of the court's recent media-related opinions—that the rights of the press are no greater than those of the general public.

Chief Justice Warren E. Burger, who has been a member of the majority in the press cases, went out of his way to make it clear in a concurring opinion in which the court upheld the right of Massachusetts corporations to spend money to express views on public issues. Quoting a 1946 opinion of the court, he said: "The purpose of the Constitution was not to erect the press into a privileged institution but to protect all persons in their right to print what they will as well as to utter it . . . the liberty of the press is no greater and no less . . . than the liberty of the Republic."

The chief justice made the same point in writing for the court in a case involving the effort of KQED(TV) San Francisco to gain access "at reasonable times and hours" to a county jail for the purpose of inspecting it and taking pictures. He also said: "This court has never intimated a First Amendment guarantee of a right of access to all

In Brief

National Radio Broadcasters Association has told House Communications Subcommittee that it **applauds proposed deregulation of radio** in Communications Act rewrite. It said it is not in complete agreement with new legislation (BROADCASTING, June 12), specifically proposed license fee and limit of five radio stations per group broadcast owner. But, association said in news release last week, "it is recognized that the importance of the bill is in its concepts—not in each and every specific proposal." NRBA board is scheduled to meet with subcommittee staff to discuss rewrite in Washington July 19.

Athena Communications Corp., cable TV company, and **Resorts International Inc.** announced Athena had agreed to turn in warrants to buy 463,439 shares of Resorts stock at \$38.84 per share and to receive, in return, 255,000 shares of Resorts at no cost. Resorts stock has been soaring since company opened gambling casino at Atlantic City in May. Last Thursday, when deal was announced, Resorts shares closed on American Stock Exchange at \$81.50: At that price, Athena's 255,000 shares would be worth almost **\$20.8 million**. Athena's own stock has traded recently on over-counter market at about 37 1/2 cents per share. Athena cannot sell its 255,000 Resorts shares until registration statement is filed with Securities and Exchange Commission, which can be any time after next October.

D.C. Bar's Ethics Committee has **softened** original draft of proposed rules aimed at **blocking so-called revolving door**, through which lawyers pass between government service and private practice. Rewrite, which is committee's response to host of negative comments that were received from private attorneys and government agencies when original draft was disclosed, exempts lawyers now working for government and makes it easier than did

original draft for law firms to get waiver of conflict-of-interest restrictions. New draft would continue to prohibit for one year government attorney from taking job with company with which lawyer dealt in his last year of government service. But ban would not extend to law firm. Proposal is to be submitted to bar's board of governors tomorrow (July 11).

National Association of Black-Owned Broadcasters (NABOB) has charged that **American Association of Advertising Agencies** filing in FCC minority ownership proceeding (BROADCASTING, April 10) is "highly critical" and "**condescending**" in that "it intimates that black-owned outlets are priced too high and costs must be reviewed to make them more competitive with general stations." AAAA comments and other topics were taken up at meeting of NABOB in Atlanta. Keynote speaker was FCC Commissioner Tyrone Brown, who stressed that "black broadcasters must keep the issues confronting minority ownership alive before the commission and other agencies of government." Also during meeting, NABOB announced that several of its members' law firms will put together position papers and testimony on proposed Communications Act rewrite bill. NABOB also established committee that will frame response to AAAA filing.

President Carter will take his **town hall format** with him when he goes to **West Germany** this week. He is scheduled to do one-hour of Q and A beginning at 11 a.m. NYT, Saturday, in West Berlin's Congresshalle, which will be filled with some 1,200 citizens invited by West German government. Questions and answers will be done in simultaneous translation, and ABC, CBS and NBC have decided to provide live television coverage.

U. S. Court of Appeals in Washington has **asked FCC for additional information** in case in which commission revoked license of **WSIB(AM)** Beaufort, S.C. Commission, in July 14, 1976, order, held that station had engaged in misrepresentations to commission in

sources of information within government control" (BROADCASTING, July 3). (However, the court was closely divided—4 to 3—on the issue.)

Not all defeats have come in opinions. Some have been in the refusal of the high court to hear appeals. The court has turned down petitions to review cases in which state courts have ordered reporters to divulge sources, closed off portions of court proceedings to them, and directed participants in trial not to talk to the press.

Last week, among the final petitions denied was one of Tony Garrett, a cameraman for noncommercial KERA-TV Dallas, seeking reversal of an appeals court decision holding he did not have a First Amendment right to film the execution of criminals. The decision that was left undisturbed said that the Constitution does not require the government to "accord the press special access to information not shared by the general public" (BROADCASTING, Aug. 15, 1977).

Besides feeling the impact of adverse decisions that involve the press as a whole, broadcasters had their own problems with the court—its decision, on the final day of the term, in the Pacifica case, for instance. A broad range of media interests had failed to persuade a majority of the court that, in regulating "indecent" programming, the FCC is violating broadcasters' First Amendment rights. (Media lawyers in that case were conferring late last week

on whether to seek rehearing, but indications were that they would not.)

The Nixon tapes case was another in which broadcasting felt a special sting. Although the tapes had been played at the Watergate trial of former President Nixon's top aides and transcripts had been published, the court refused to release the tapes for copying and broadcast.

And broadcasters lost another battle when the court rejected NBC's petition for review of a state court's order that the network and an affiliate, KRON-TV San Francisco, could be sued for negligence in the *Born Innocent* case. The final ruling on broadcasters' First Amendment rights in such matters is yet to be written, but for now, at least, they can be sued by persons who claim injury as a result of someone imitating an act of TV violence.

The media crossownership case is not one broadcasters generally regard as a defeat. At least the Supreme Court unanimously upheld the FCC rule grandfathering most existing situations in which newspapers and broadcast stations are under common ownership in the same community. But the opinion restates the court's view that broadcasters' First Amendment rights are of a lesser order than those of their colleagues in print (BROADCASTING, June 19).

Not all decisions went against the media. In a case involving Landmark Communications' *Virginia Pilot*, the court

ruled that the states cannot impose criminal sanctions on media that publish accurate information about confidential proceedings involving disciplining of judges.

And some media lawyers took solace from a concurring opinion of Justice Potter Stewart in the KQED case. While agreeing generally that the press does not enjoy any greater right of access to information than does the public—and providing the swing vote in the case—Justice Stewart indicated he could be persuaded to support special consideration for the press in some cases. If the terms of access imposed on the public "impede effective reporting without sufficient justification," he said, they may be "unreasonable as applied to journalists . . ."

There is no reason to believe the volume of press cases finding their way to the Supreme Court will diminish. Indeed, a major one is already on the docket for the next term—and it involves CBS's *60 Minutes*.

At issue is the question of whether a plaintiff in a libel suit can probe journalists' thought processes. The U.S. Court of Appeals for the Second Circuit, in a 2-to-1 decision in November, said a plaintiff may not—that such questioning "strikes to the heart of the vital human component" of the editorial process (BROADCASTING, Nov. 14, 1977).

But the Supreme Court has reserved the final word for itself.

effort to conceal double billing (BROADCASTING, July 19, 1976). Court last week remanded case with order that commission answer two questions—standard of proof used in disposing of case, and what effect would be on public interest if commission were to apply "clear and convincing" standard of proof to issues of fact in license-revocation proceedings.

□
Programming department of Katz Agency has (based on May Arbitrons) compiled **ranking of prime-time access syndicated shows** in top-10 markets. Leader is *Family Feud* (with average 31 share), followed by *Muppet Show* (25), *\$100,000 Name That Tune* (24), *New Truth or Consequences* and *Hollywood Squares* (23), *Gong Show* and *Wild Wild World of Animals* (21) and *Sha Na Na, Tatlestaes, Price is Right* and *Wild Kingdom* (20), Katz still is working on top-50 market results.

□
NBC-TV's Super Bowl coverage next Jan. 21 (Sunday) will **definitely not be in prime time**. Kick-off for game at Orange Bowl stadium in Miami will be 4 p.m. NYT.

□
FCC has upheld decision **denying XEGM(AM) Tijuana** permit to **deliver programs by wire** from United States to Tijuana. Adolfo and Elias Liberman had appealed review board decision denying special permit to produce and feed program material to foreign station consistently received in United States. Review board had found XEGM operation caused substantial interference to U.S. stations in San Diego and elsewhere in area.

□
Strong plea for U.S. cooperation with UNESCO to develop new declaration relating to **international press freedom** was made by Amadou Mahtar M'Bow, director-general of UNESCO, in Washington last Friday. At breakfast meeting under auspices of World Press Freedom Committee, director-general lamented "misunderstandings" that have pitted U.S. and other democracies having free press against totalitarian and developing nations with controlled news

agencies. George S. Beebe of *Miami Herald*, chairman of World Press Freedom Committee, denied accusation that his group wants to "harm" UNESCO, but rather that it seeks alternative that would insure free access to news worldwide. Mr. M'Bow said his organization is preparing text of new declaration he hoped would be "acceptable to all".

□
Make-up of **new radio committee of Broadcast Rating Council** was announced last week: Miles David, president of Radio Advertising Bureau, heads committee; other members are Dan Kops, Kops-Monahan, New Haven, Conn.; Ted Dorf, WGAY(AM) Silver Spring, Md.; William McClenaghan, ABC Radio, New York; Howard H. Frederick, WIRL(AM) Peoria, Ill.; William Clark, KABL(AM) Oakland, Calif., and G.H. Swanson, Swanson Broadcasting, Tulsa, Okla. Jack Hill, Ogilvy & Mather, represents American Association of Advertising Agencies and Bernard Miller of Sears, Roebuck represents Association of National Advertisers. Hugh M. Beville Jr., BRC executive director is also on committee.

□
Wally Briscoe, senior vice president, operator services, for National Cable Television Association, will become vice president of Gardiner Communications Corp., Houston, Aug. 1. He is to assume major role in segment of firm that packages components for satellite earth stations. Mr. Briscoe has been with NCTA 14 years. ■ **Tom Swafford**, former National Association of Broadcasters vice president for public affairs and before that, CBS vice president for program practices, has taken on part-time assignment as consultant to SFM Media Service Corp., New York. ■ **James L. Winston**, 30, is new attorney-adviser to FCC Commissioner Robert E. Lee. Former associate counsel to Western Union Telegraph Co. in Washington, Mr. Winston also was attorney for Roxbury Multi-Service Center, Boston, and associate with New York law firm of Le Boeuf, Lamb, Leiby & McRae, specializing in public utility rate regulation. ■ **James Daly**, 59, television and motion picture actor who had more than 600 TV credits, died of apparent heart attack in Nyack (N.Y.) hospital July 4. He had leading role in *Medical Center* and had appeared in numerous other series. He is survived by son and three daughters.

AFTRA rattles swords at its national convention

Wolff sounds strike warnings; next negotiations with ANA-AAAA

The American Federation of Television and Radio Artists has served notice on the broadcast and recording industries that the union will call a national strike if it is needed to "rectify any inequities."

The warning was sounded by Sanford I. (Bud) Wolff, national executive secretary of AFTRA, during the union's convention in Denver that ended July 2. He told an audience of 200 delegates that AFTRA has "come of age" and will accept "nothing less than complete recognition" of the members' needs and demands.

"If it means a national strike," Mr. Wolff said, "then all the union's resources will be brought to bear."

His message drew a standing ovation from the delegates.

Although Mr. Wolff made no direct mention of them, the most immediate negotiations affecting the broadcast industry involve the television and radio commercial codes, which expire on Nov. 15. Negotiations are scheduled to begin in New York in mid-September. Those TV codes are negotiated jointly by AFTRA and the Screen Actors Guild with the Joint Policy Committee of the Association of National Advertisers and the American Association of Advertising Agencies. The networks are among the signatories to the codes and often provide guidance to the management side.

SAG and AFTRA now negotiate separately in the TV commercials sector but there has been sentiment in recent years for a merger of the two talent unions. During the convention, Joe Slattery, national president of AFTRA, again pressed for efforts that could lead to a consolidation.

One of the outside speakers at the convention was Andrew F. Inglis, president of RCA Communications Inc. He said "the growth of satellite television programming won't diminish the audience of the major networks, but will broaden the total audience by providing a greater diversity of

Lost leaders. W. Allen Wallis resigned last Friday (July 7) as chairman of the board of the Corporation for Public Broadcasting. Mr. Wallis made his announcement at a meeting of the board, which now includes six members with expired terms. CPB's president, Henry Loomis, is retiring in September, when Mr. Wallis's retirement also becomes effective. Mr. Wallis said his leaving is for "various personal considerations"; there was speculation that the 64-year-old Mr. Wallis, chancellor of the University of Rochester, did not have the time to attend the committee meetings where much of the board's work is done.

programming choices." He added that satellites "offer an opportunity for program suppliers to economically distribute program material which appeals to more specialized audiences."

Created during the convention was an ongoing committee of news-broadcaster members who will take up the problems posed by outside "news consultants" engaged by station management. The committee will meet throughout the year and form recommendations to be implemented by AFTRA.

Re-elected to national office by the membership were president, Mr. Slattery (Chicago); first vice president, Bill Hillman (San Francisco), and second vice president, Jackson Beck (New York). Elected vice presidents were Hugh Williams (Los Angeles); Brad Phillips (New York); Bill Cardille (Pittsburgh); Tom Pettit (Washington); Stan Farber (Los Angeles); John Fitzgerald (Cleveland) and Bill Burkett (Dallas). Elected treasurer was Elizabeth Morgan (New York) and recording secretary, Ginny Tyler (Los Angeles).

FCC slows the pace for summer months

Commission agenda leans more toward common carrier than broadcasting matters; among radio-TV items are CBS tennis, oral argument on WNET renewal

The FCC heads into the last few weeks before a traditional August hiatus with what seems a heavier load in common carrier activities than broadcasting. For two days last week, the commissioners and their staffs participated in international facilities planning conferences on the construction of common carrier transmission facilities.

But there are some matters of interest to broadcasters coming up. In a closed meeting on Wednesday (July 12), for instance, the commission will consider what action to take in the case involving CBS and its *Heavyweight Championship of Tennis* matches, which were inaccurately promoted as "winner take all." The staff is reported to be recommending short-term renewal for at least one CBS station ("Closed Circuit," June 19; see also page 7, this issue).

In other matters of interest to broadcasters, the commission will hold an open agenda meeting on July 12 and hear panel discussions on July 19 on whether AT&T should charge institutional advertising and charitable contributions to its rate payers (as it does now) or its stockholders. The FCC will hold a special meeting on July 20 on its proposed budget for fiscal year 1980, and hear oral arguments July 26 on the license renewal of WNET(TV) Newark, N.J.-New York.

The commission has only two matters scheduled for August—an oral argument

on an international common carrier matter, on Aug. 7, and a regular agenda meeting on Aug. 8.

Now it's SRA saying networks are way over

Rep association follows earlier study by Westinghouse in claiming three majors are exceeding their own guidelines on ad loads

The Station Representatives Association, initiating what it said would be a series of quarterly studies, issued a report last Friday asserting that in the first quarter of 1978 the three TV networks carried 543 more minutes of commercials than their own standards provide for.

The report, based on Broadcast Advertisers Reports monitoring and estimates, said 350 minutes of the total were in prime time and were worth at going rates about \$30,890,400. The worth of the 193 excess minutes reported for nonprime time was not estimated.

The study was similar to one done independently, but restricted to prime time, by Westinghouse Broadcasting Co. (story page 34).

M. S. Kellner, SRA managing director, said the study counted commercials in excess of "the standard established by the networks," consisting of three minutes of commercials per half hour in prime time, six minutes per half hour in daytime and "normal practice" in other periods. On that basis, he said, BAR found excesses as follows for the first quarter:

■ ABC-TV: 102 minutes in prime time and 40 minutes 30 seconds in nonprime, for a total of 142 minutes 30 seconds.

■ CBS-TV: 104 minutes 20 seconds in prime time and 95 minutes in nonprime, for a total of 199 minutes 30 seconds.

■ NBC-TV: 143 minutes 50 seconds in prime time and a total of 201 minutes 20 seconds.

Mr. Kellner said the networks had adhered to their standards in 30-minute and one-hour programs, except for their 10-second news-update commercials.

The prime-time commercial increase thus "was found primarily in programs running over 60 minutes, such as specials, sports, theatrical releases, made-for-television movies, miniseries and elongated regularly scheduled programs."

SRA's concern, Mr. Kellner continued, is "that the commercial increase in long-form programming will be extended to short-form programming."

To keep tabs, he said, SRA will issue similar monitoring reports each quarter. In the past, he noted, SRA has urged network affiliates and their affiliates' boards to insist that the networks give adequate notice—and obtain station consent—before making any change in commercial patterns.

“As complete an index as I’ve ever seen ...”

“A valuable research tool ...”

“Saves me two to three hours of searching a week ...”

Those are samples of compliments we've received from satisfied users since we began publishing an annual INDEX to BROADCASTING.

But we're not surprised that it works. **The INDEX was released only after thorough testing** in actual use by BROADCASTING's editors and writers. It is as accurate and comprehensive as the magazine itself.

It is even more than an INDEX to BROADCASTING. It is a yearly record of trends and events, transactions and transformations, fates and fortunes in broadcasting and allied businesses and arts. **It is a book of record distilled from the magazine of record.**

Entries are made under subject headings as well as personal or organizational names—all classified and cross-indexed for ready reference. Each entry summarizes a BROADCASTING item or article—and also

identifies the issue and page number for those wishing to consult details in the magazine itself.

No library or reference shelf in radio, television and associated enterprises is now complete without its set of the INDEX to BROADCASTING. Limited editions for the years 1972 through 1976 are available now. The 1977 Index will be out soon. Order yours today.

Broadcasting Index

Mail to Index, Broadcasting Publications, 1735 DeSales St., N.W., Washington, D.C. 20036

Please send me:

- 1976—384 pages, 66,000 entries, \$130
- 1975—340 pages, 59,000 entries, \$115
- 1974—298 pages, 52,000 entries, \$105
- 1973—254 pages, 44,000 entries, \$90
- 1972—228 pages, 40,000 entries, \$80
- All five for \$475—a \$45 saving
- Tell me about microfilm service
- Check enclosed
- Bill me

Name

Organization

Address

City

State

Zip code

ABC-TV affiliates capture a majority of the honors in the May sweeps

It comes in first in 59 of the top-100 markets; NBC-TV is second by taking 28 markets; CBS-TV leads in 17

ABC-TV affiliates led the way in prime time in Arbitron Television's May local "sweep" measurements, emerging in first place in 59 of the top 100 markets.

NBC-TV affiliates were first in 28 markets and CBS-TV affiliates were first in 17. The figures include first-place ties in three markets for ABC, in three for CBS and in two for NBC.

The compilations, by ABC-TV researchers, also showed that 92 of the ABC affiliates—92 out of 99, since ABC has no primary affiliate in one top-100 market (Lansing, Mich.)—showed audience gains as compared with results of the May 1977 sweeps, while two others matched their 1977 levels.

The strength of ABC-TV affiliates' showing was further underscored by the fact that they led in the top-12 markets, as well as in 24 of the top-28 markets in the country.

The year-ago sweep was won by NBC affiliates, who took first place in 53 of the top 100 markets (the results, ABC officials claimed at the time, of a heavy infusion of

original programming against ABC and CBS reruns). ABC affiliates were then first in 21 markets and CBS affiliates in 33 (totals include ties).

Despite their high numbers in May 1977, over half of the NBC affiliates—54—showed still higher numbers in May 1978, while 37 showed audience declines and nine held even.

Among CBS affiliates, 21 showed increases from May 1977, 72 showed declines and five were unchanged (CBS has no primary affiliate in two top-100 markets, West Palm Beach, Fla., and Springfield, Mass.).

In the 97 markets where all three networks have primary affiliates, according to the ABC compilations, ABC affiliates reached 11,210,000 homes per average quarter-hour, a 15% increase from May 1977; NBC affiliates reached 10,220,000, a 1% increase, and CBS affiliates reached 9,190,000, a 5% decline.

These figures gave ABC a 36.6% share, NBC a 33.4 and CBS a 30.0.

The three-network, 97-market total came to 30,620,000 homes, a gain of 3% from the May 1977.

The accompanying table shows Arbitron's network-affiliate rankings for the top-100 ADI's (areas of dominant influence), as tabulated by ABC. The numbers in the H column represent thousands of homes delivered per average quarter hour (add 000). The percentages (%) represent change from the May 1977 sweep; NC indicates no change. Boldface figures indicate the top network in each market. A dash (—) means no affiliate in the market. Hours covered were 7:30-11 p.m. NYT Monday-Saturday and 6-11 p.m. Sunday, with all local programming excluded. Measurement period was May 3-30.

Another call for performer royalties

AFM's Fuentelba wants his union to support House bill

The American Federation of Musicians has issued a call for federal legislation that would establish a performance royalty for sound recordings, including those carried on radio.

The appeal for such legislation was made by Victor W. Fuentelba, president of the AFM, during the union's convention that ended in Spokane, Wash., on June 22. He urged delegates to press for passage of H.R. 6063, introduced by Representative George Danielson (D-Calif.). Mr. Fuentelba said the bill would require radio stations, jukebox operators and others to pay a small royalty to musicians when they use recorded works for profit.

A personage familiar to veteran broadcasters, James C. Petrillo, AFM president emeritus, made a brief speech to the convention. Mr. Petrillo, now 87, recalled the days when he was president of the federation and referred to the "vicious press attacks" against him during the 1940's and 1950's.

"Why did they attack me so much?" he asked. "Because they owned radio stations." In the period he was recalling, the AFM was the militant representative of house musicians then on the payrolls of many radio stations.

The four top AFM officers were re-elected without opposition. They are Mr. Fuentelba, president; David Weinstein, vice president; J. Alan Wood, vice president from Canada and J. Martin Emerson, secretary-treasurer.

Market	ABC %		CBS %		NBC %		ABC %		CBS %		NBC %	
	HH	change	HH	change	HH	change	HH	change	HH	change	HH	change
1. New York	1151	+1	938	+11	1053	+7						
2. Los Angeles	651	-5	417	-12	519	-22						
3. Chicago	541	+26	356	-1	403	+12						
4. Philadelphia	490	+10	325	-5	360	+9						
5. Boston	294	+3	226	-8	288	+14						
6. San Francisco	254	-3	189	-15	230	-12						
7. Detroit	304	+5	241	-3	291	+3						
8. Washington	209	+10	190	-2	187	+1						
9. Cleveland	281	+21	183	-9	228	-3						
10. Pittsburgh	262	+33	193	-8	165	+25						
11. Dallas-Fort Worth	204	+13	169	-2	165	-3						
12. St. Louis	159	+22	138	-2	155	+9						
13. Houston	161	+5	135	-17	164	-6						
14. Minneapolis-St. Paul	148	+21	121	-6	125	-6						
15. Miami	152	+2	156	-12	157	+5						
16. Atlanta	135	+13	128	-7	183	+12						
17. Tampa-St. Petersburg, Fla.	108	+19	140	-19	165	-3						
18. Seattle-Tacoma	161	+24	116	+14	123	-19						
19. Baltimore	161	+25	133	-8	143	-3						
20. Indianapolis	140	+23	96	-12	133	+5						
21. Denver	131	+44	100	-2	110	NC						
22. Hartford-New Haven, Conn.	146	+21	134	-14	68	+19						
23. Sacramento-Stockton, Calif.	131	+15	83	-17	117	-2						
24. Portland, Ore.	113	+26	96	-20	94	+2						
25. Cincinnati	121	+23	105	-2	100	+5						
26. Milwaukee	123	+28	86	-11	114	+10						
27. Kansas City, Mo.	110	+9	88	-21	97	+3						
28. Buffalo, N.Y.	120	+32	85	-11	90	-3						
29. Providence, R.I.	101	+29	58	-31	104	-5						
30. San Diego	102	+48	73	-20	68	-29						
31. Nashville	87	+19	94	-10	98	-3						
32. Columbus, Ohio	112	+21	97	-5	82	-7						
33. Charlotte, N.C.	47	NC	107	+4	97	+10						
34. Phoenix	90	+7	75	-18	78	+1						
35. Memphis	90	+11	105	+7	90	+5						
36. New Orleans	97	+13	112	NC	92	+5						
37. Greenville-Spartanburg, S.C.												
Asheville, N.C.	100	+32	79	-7	103	+6						
38. Grand Rapids-Kalamazoo, Mich.	93	+33	66	-10	78	+1						
39. Oklahoma City	82	+44	68	+10	93	+28						
40. Orlando-Daytona Beach, Fla.	92	+10	77	-3	92	-9						
41. Albany-Schenectady-Troy, N.Y.	89	+37	62	-22	91	+8						
42. Wilkes Barre-Scranton, Pa.	98	+31	54	-3	74	-2						
43. Charleston-Huntington, W.Va.	75	+15	72	+6	103	-5						
44. Salt Lake City	88	+17	61	-20	72	+3						
45. Louisville, Ky.	68	+20	78	+4	84	+12						
46. Norfolk, Va.	80	+8	82	+3	68	-1						
47. San Antonio, Tex.	76	+7	76	-14	67	-18						
48. Birmingham, Ala.	112	NC	32	NC	77	+5						
49. Dayton, Ohio	69	+33	78	-11	73	+9						
50. Harrisburg-Lancaster-York-Lebanon, Pa.	66	+20	59	+2	90	+10						
51. Raleigh-Durham, N.C.	85	+15	81	+7	18	+29						
52. Flint-Bay City-Saginaw, Mich.	94	+21	30	-16	81	+3						

Media Briefs

Change of heart. Announcing staff of WPGC-AM-FM Morningside, Md. (Washington), has voted to throw out American Federation of Television and Radio Artists as its union representative. AFTRA struck station in May 1977 over introduction of new technology, dispute that wound up before National Labor Relations Board when station charged that AFTRA violated secondary boycott and hot cargo statutes when it tried to force advertising agencies to withdraw their commercials from station. Station was upheld by NLRB administrative law judge (BROADCASTING, March 27). All striking announcers were permanently replaced and new election was called at request of station, resulting in AFTRA ouster.

More time on WARC. July 14 has been designated as new deadline for comments on FCC's eighth notice of inquiry relative to preparation for General World Administrative Radio Conference of the International Telecommunication Union to consider revision of international radio regulations. Reply comments due Aug. 4. Previous dates were June 30 and July 21, respectively.

More magazines? ABC Inc. has completed acquisition of two separate publishing companies, Hitchcock Publishing Co., Wheaton, Ill., and Miller Publishing Co., Minneapolis, for about \$20 million (BROADCASTING, April 24). Hitchcock owns seven controlled circulation trade publications, including *Assembly Engineering, Infosystems* and *Machine and Tool Blue Book*. Miller publishes 15 specialized farm publications each devoted to different aspects of agriculture.

Good news. Metromedia Inc.'s board of directors has increased company's quarterly dividend from 37.5 cents to 50 cents per share, payable on Aug. 25 to stockholders of record July 21. Increase is fourth since mid-1976.

Mission accomplished. Noncommercial WNET(TV) New York has announced that five-year fund-raising campaign for total renovation of mid-Manhattan headquarters has been completed. Close to \$13 million was raised from variety of individuals, foundations, corporations and government agencies; initial goal had been \$10 million. New broadcast center is expected to be fully operational by fall 1979.

Chicago in Chicago. Music group, Chicago, will perform Aug. 21 at National Association of Broadcasters first radio programming conference. Gathering is scheduled in city of same name, Aug. 20-23.

Capcities split. Capital Cities Communications board has declared two-for-one split of common stock and will extend to new shares its present quarterly dividend of five cents per share. Corporation said this action will, in effect, double dividend on present shares outstanding. Stockholders of record on July 3 received dividend and shares resulting from stock split.

P-N's promise. Post-Newsweek Scholarship program has been announced; broadcast group will distribute at least \$102,000 over next five years to college students majoring in communications, journalism and broadcast-related fields. In addition to possessing outstanding academic record or demonstrating financial need, eligible student must live or attend school in area served by one of the P-N stations (Detroit; Hartford, Conn.;

Jacksonville, Fla.; Miami), although some scholarships will be awarded without regard to location. First grants, which will average \$1,000, will be available this fall. Information: Administrator, Post-Newsweek Scholarship Program, 2139 Wisconsin Ave., Washington 20007.

Backwards. There were two errors in July 3 report of previous week's FCC meeting. FCC voted 5-1 to continue ban on manufacture and marketing of external radio frequency power amplifiers used illegally to boost power of CB radios. Commissioners rejected argument that ban brought to marketplace equipment easily converted to amplifiers that caused more interference than ones originally banned. It had been reported that ban was dropped. Also, commission voted to issue further notice of rulemaking proposing to amend broadcast equal employment opportunity rules to include handicapped; it has not adopted rule as reported.

Changing Hands

Announced

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

■ KVOX-AM-FM Moorhead, Minn.: Sold by Valley Communications Corp. to Forward Communications Corp. for \$800,000 plus \$230,000 covenant not to compete and assumption of \$55,000 in liabilities. Seller is principally owned by Richard Herbst and his brothers, Michael and Robert. None has other broadcast interests. Buyer is group owner of four AM's, five FM's and six TV's headquartered in Wausau, Wis. Richard D. Dudley

Market	ABC %		CBS %		NBC %		Market	ABC %		CBS %		NBC %	
	HH change	HH change	HH change	HH change	HH change	HH change		HH change	HH change	HH change	HH change	HH change	
53. Greensboro-Winston Salem-High Point, N.C.	94	+16	71	-1	71	+8	76. South Bend-Elkhart, Ind.	48	+15	39	-7	38	-7
54. Toledo, Ohio	68	+31	65	-16	73	-4	77. Paducah, Ky.-Harrisburg, Ill.-Cape Girardeau, Mo.	34	+31	51	-6	61	+17
55. Little Rock, Ark.	82	+26	57	+8	69	+1	78. Youngstown, Ohio	50	+14	44	-8	41	-13
56. Wichita-Hutchinson, Kan.	61	+25	47	-25	58	-1	79. Albuquerque, N.M.	58	+12	35	-10	44	NC
57. Tulsa, Okla.	80	+21	58	-5	49	NC	80. West Palm Beach, Fla.	38	+9	-	-	55	+17
58. Richmond, Va.	55	+17	63	-6	63	+17	81. Jackson, Miss.	29	+16	40	-5	52	+4
59. Shreveport, La.-Texarkana, Tex.	73	+14	61	-18	53	-5	82. Chattanooga	49	+14	42	+5	53	+6
60. Knoxville, Tenn.	28	+22	63	-2	79	+8	83. Bristol, Va.-Johnson City-Kingsport, Tenn.	24	+4	45	+10	49	+4
61. Syracuse, N.Y.	76	-12	60	-10	86	-17	84. Springfield, Mo.	22	+22	38	-7	52	-12
62. Des Moines, Iowa	58	+23	50	-2	53	+10	85. Lincoln-Kearney-Hastings, Neb.	32	+28	38	-16	15	+15
63. Mobile, Ala.-Pensacola, Fla.	74	+35	74	+17	51	-18	86. Springfield, Mass.	55	+22	-	-	46	NC
64. Jacksonville, Fla.	38	-7	79	+3	63	+11	87. Greenville-New Bern, N.C.	27	+23	40	NC	53	NC
65. Omaha	76	+21	53	-12	55	-8	88. Lexington, Ky.	37	+23	40	+18	38	NC
66. Rochester, N.Y.	66	+16	47	-19	54	+2	89. Fort Wayne, Ind.	42	+20	29	-14	31	NC
67. Green Bay, Wis.	67	+40	45	-12	63	+11	90. Peoria, Ill.	46	+49	30	NC	39	+26
68. Roanoke, Va.	38	+12	66	+9	52	+2	91. Evansville, Ind.	53	+23	30	NC	30	+15
69. Davenport, Iowa-Moline-Rock Island, Ill.	57	+33	47	+2	58	+4	92. Huntsville-Decatur, Ala.	34	+36	39	+8	27	NC
70. Fresno, Calif.	45	+13	36	-18	42	-18	93. Tucson, Ariz.	37	+16	25	-17	35	-5
71. Springfield-Decatur, Ill.	42	+8	54	+20	60	+18	94. Lansing, Mich.	-	-	43	-2	37	+20
72. Spokane, Wash.	55	+25	41	-9	49	-8	95. Sioux Falls, S.D.	15	+25	38	-16	30	-6
73. Cedar Rapids, Iowa	60	+40	37	-10	46	+12	96. Fargo, N.D.	22	+22	26	-10	32	+3
74. Portland-Poland Springs, Me.	48	+12	31	-18	47	-2	97. Columbia, S.C.	24	+14	22	+16	60	+7
75. Johnstown-Altoona, Pa.	11	+37	49	-8	71	-8	98. Austin, Tex.	27	-4	38	-5	22	NC
							99. Baton Rouge	56	+155	38	-10	26	-51
							100. Colorado Springs	38	+15	26	-24	27	-7

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Chris Craft.....	9 mo. 5/31	\$64,936,000	-1.1	\$4,047,000	-37.1	\$7.75	\$65,673,000	\$6,433,000	\$1.28
Filmways.....	3 mo. 5/31	35,092,000	+11.5	1,313,000	+193.2	.34	31,464,000	448,000	.17
General Tire.....	6 mo. 5/31	981,435,000	-34.5	56,095,000	-7.5	.65	1,040,525,000	80,613,000	.60
Grey Advertising.....	3 mo. 5/31	107,754,000	+11.1	767,000	-20.2	1.23	97,008,000	961,000	1.17
A. C. Nielsen.....	9 mo. 5/31	234,954,000	+19.2	17,330,000	+20.9	1.60	197,148,000	14,332,000	1.32
Rust Craft.....	3 mo. 5/31	23,513,000	+14.0	742,000	+15.2	.32	20,614,000	644,000	.28

is president. Kvox is on 1280 khz with 1 kw daytime and 500 w night. KVOX-FM is on 99.9 mhz with 26.5 kw and antenna 170 feet above average terrain. Broker: Blackburn & Co.

■ **WKAT(AM) Miami Beach:** Sold by WKAT Inc. to William H. Hernstadt and his wife, Judith, for \$1 million. Seller is owned by Ucola Katzentine (66.6%) and Sidney Levine, vice president and general manager (33.3%). Neither has other broadcast interests. Buyers are Nevada state senator and business consultant, respectively, and principals in KVVU-TV Las Vegas which has been sold, subject to FCC approval (BROADCASTING, June 19). WKAT is on 1360 khz with 5 kw day, 1 kw night. Broker: Blackburn & Co.

■ **KBBB-AM-FM Borger, Tex.:** Sold by Dr. Orville M. Rippey to Borger Broadcasting Corp. for \$300,000. Seller is practicing physician in Stillwater, Okla., and has no other broadcast interests. Buyer is owned

by R. Smith Schuneman, president of Media Loft Inc., Minneapolis educational and corporate media production firm; Robert Schneider, employe of McMartin Industries, broadcast equipment firm, and Dr. Hugh Weigman and Dr. John Cecil III, both Hays, Kan., radiologists. None has other broadcast interests. KBBB is 5 kw daytimer on 1600 khz. KBBB-FM is on 104.3 mhz with 26 kw and antenna 175 feet above average terrain. Broker: George Moore & Associates.

■ **WFPA(AM) Fort Payne, Ala.:** Sold by WFPA Inc. to Edward Keith Baker and his wife, Evelyn, for \$360,000. Seller is principally owned by Robert H. Johnson, president, and his wife, Beatrice, who have no other broadcast interests. Mr. Baker is former owner of KHBM-AM-FM Monticello, Ark., and has no other broadcast interests. WFPA is on 1400 khz with 1 kw daytime and 250 w night. Broker: Business Broker Associates.

■ **KVOG(AM) Ogden, Utah:** Sold by United Broadcasting Co. to Sherman Greenleigh Sanchez Broadcasting of Utah Inc. for \$200,000. Seller is owned by Arch G. Webb, his wife, Lucille, and sons, John and Richard. United is 80% stockholder in applicant for new FM in Ogden. Buyer is owned by Robert Sherman (32%), Thomas Greenleigh (32%), Dr. Lawrence Greenleigh and his wife, Gloria, parents of Thomas (30% jointly), and Juan Sanchez (6%). Mr. Sherman is producer for Mark Goodson-Bill Todman Productions. Thomas Greenleigh is independent program consultant and former program director of KIQQ(FM) Los Angeles. Dr. and Mrs. Greenleigh are physician and real estate broker, respectively. Mr. Sanchez is former assistant to dean of Harvard University School of Education. All principals are also applicants for new AM in Indio, Calif. Kvog is on 1490 khz with 1 kw daytime and 250 w night. Broker: Chapman Associates.


Approved

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

■ **KIQQ(FM) Los Angeles:** Sold by Cosmic Communications Inc. to The Outlet Co. for \$4.5 million. Seller is principally owned by L. E. Chenault, Philip T. Yarbrough (professionally known as Bill Drake) and seven others. Mr. Chenault owns KYNO-AM-FM Fresno, Calif. Messrs. Chenault and Yarbrough are equal partners in Drake-Chenault Enterprises, program production and syndication company. Buyer is publicly traded group owner of WTOP(AM) Washington, WJAR-AM-TV Providence, R.I., WDBO-AM-FM-TV Orlando, Fla., and WCMH-TV Columbus, Ohio. KIQQ is on 100.3 mhz with 58 kw and antenna 1,130 feet above average terrain.

■ **KLLL-AM-FM Lubbock, Tex.:** Sold by Corbin Broadcasting Inc. to Lubbock Broadcasting Inc. for \$1,490,000. Seller is owned by Larry W. Corbin (80%) and Gerald M. Coleman (20%). Each also owns 20% of K MAD(AM) Madill, Okla. Buyer is owned by Thrash Broadcasting Co. (92%) and John Frankhouser (8%). Thrash Broadcasting is owned by James Thrash of Blackburn & Co., Atlanta, media broker. He is also associated with Turner Communications Corp. Mr. Frankhouser is general manager of WZCFM Atlanta. KLLL is a 1 kw daytimer on 1460 khz. KLLL-FM is 54 kw on 96.3 mhz with antenna 450 feet above terrain.

■ **KIXY-AM-FM San Angelo, Tex.:** Sold by



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

EXPERIENCE . . .

. . . RESULTS

Over 1,000 Station Sales

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

<p>WASHINGTON, D.C. 20006 1725 K Street, N.W. (202) 331-9270</p>	<p>CHICAGO 60601 333 N. Michigan Ave. (312) 346-6460</p>	<p>ATLANTA 30361 400 Colony Square (404) 892-4655</p>	<p>BEVERLY HILLS 90212 9465 Wilshire Blvd. (213) 274-8151</p>
---	---	--	--

7/10/78

Solar Broadcasting Co. to CDI/Abaris Communications for \$575,000 in cash and notes, \$10,000 agreement not to compete and \$80,000 consulting agreement. Seller is 100% owned by Walton A. Foster who has no other broadcast holdings. Buyer is Illinois limited partnership in which John P. Higgins, Gerald P. Mikitka and Don J. Wiskes own equal amounts of stock. Mr. Higgins is Chicago real estate developer and has interest in CATV systems there. Messrs. Wiskes and Mikitka are president and senior vice president, respectively, of Capital Directions Inc., Chicago investment firm. KIXY is 1 kw daytimer on 1260 khz. KIXY-FM is on 94.7 mhz with 39 kw and antenna 140 feet above average terrain.

Other station sales approved last week include: WTRL(AM) Bradenton, Fla.; KTGR(AM)-KTGC(FM) Columbia, Mo.; WATN(AM) Watertown, N.Y.; WALR-FM Union City, Tenn.; KBUS(AM) Mexia, Tex., and KRTR(AM) Thermopolis, Wyo. (see page 42).

Movie doesn't matter much

Robert D. Carson and his wife, Susan, won the FCC administrative law judge's nod in an initial grant in a comparative hearing in which three applicants are seeking a permit for a new FM station on channel 261, at Stockton, Calif. But they had to overcome a slight demerit on a diversification-of-mass-media issue. They own a local motion picture theater—a small one.

Judge Walter C. Miller, after weighing the plusses and minuses of Barnes Enterprises Inc., McLean Communications and Carson Communications, denied the applications of the first two and granted Carson's.

He said Carson had decisional advantages under the criterion of integration of ownership with management, cited with approval its commitment to install an auxiliary power supply and concluded it would provide the best practicable service to Stockton.

In getting to that point, Judge Miller took into account the Carsons' ownership of a 209-seat motion picture theater in Stockton. In the prehearing stage of the proceeding, Judge Miller said that, on the basis of an eight-year-old review board decision in which a motion picture theater was regarded part of the mass media, the Carsons' theater would be considered in connection with a diversification of ownership of mass media issue.

The Carsons pointed out that the theater is not much of a factor in the media world of Stockton, which has some 30 theaters with a total of 15,000 seats, not to mention broadcast outlets and newspapers.

Nevertheless, the theater remained a factor in the decision, though a minor one. Judge Miller said, "This small nonbroadcast media of mass communications results in assessing a de minimus comparative demerit against Carson."

Programming

DFS divines new season

Biggest hit agency foresees is NBC's 'Galactica'; winners on CBS are 'Kaz' and 'WKRP'; on ABC they're 'Taxi' and 'Vegas'

Five of 23 new programs on the three commercial TV networks' fall prime-time schedules stand a good chance of becoming full-scale hits, while 10 others are doomed to failure, according to an analysis released last week by Dancer Fitzgerald Sample.

Leading the pack as "most promising new program" is ABC-TV's *Battle Star: Galactica* (Sunday, 8-9 p.m. NYT). DFS believes the Universal production may become "a contemporary breakthrough" by combining spectacular science-fiction effects with "a hint" of strong character development to come.

Successful characterizations also were cited as the winning factors in CBS-TV's *Kaz* (Sunday, 10-11 p.m.) and *WKRP in Cincinnati* (Tuesday, 8:30-9 p.m.). Ron Liebman's title role portrayal of an ex-convict lawyer in *Kaz*, from Lorimar Productions, caused DFS to peg him as potentially "one of the hot new TV personalities this season." However, the agency ex-

pressed some reservations about his ability to withstand the competition from ABC's movie package on some nights.

MTM's *WKRP* is filled with "neatly drawn comic personalities," in DFS's view, which should earn the show "dream" demographics as a viewing alternative to NBC's *Little House on the Prairie* and ABC's *Operation Petticoat*, DFS said.

The only other shows given excellent chances to become ratings winners are *Vega\$* (Wednesday, 10-11 p.m.) and *Taxi* (Tuesday, 9:30-10 p.m.), both on ABC. The former rates DFS's confidence because of the track record of its producers (Aaron Spelling and Douglas Cramer) and because of a compatibility with its lead-in, *Charlie's Angels*. Since no pilot was made for *Taxi*, DFS said its prediction of probable success "depends on the faith one has in the creative team and ABC's scheduling." DFS likes the odds on both counts: the Charles Walters Group (formerly associated with several major hits from MTM) is producing and *Happy Days*, *Laverne & Shirley* and *Three's Company* are the lead-ins.

DFS is cautiously optimistic about NBC's *Dick Clark's Live Wednesday* on NBC and *In the Beginning* on CBS. McLean Stevenson, as the shy priest in TAT Communication's *In the Beginning*, has "finally" found an appropriate vehicle for his comedic talents, according to DFS, while the "taste and good sense" of Mr. Clark's production team may earn his

- Negotiations
- Appraisals
- Radio
- T. V.
- Newspapers
- CATV
- Financing

(703) 821-2552

**Cecil L.
Richards,**
inc.
media brokers

Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043

**MAJOR
MARKET**

Undeveloped FM
\$2,000,000

A Confidential Service to
Owners and Qualified Buyers

variety hour a decent share against tough competition.

Difficult competitive positions and in many cases other considerations put several shows in DFS's "marginal" category. They were *Dallas* and *Mary* for CBS and *Operation Runaway*, *Waverly Wonders*, *W.E.B.* and *Sword of Justice* for NBC. Also given question-mark prospects of from fair to poor were CBS's *People* and *Flying High* and NBC's *Grandpa Goes To Washington* and *Centennial*. Written off as either too good or too bad were CBS's *Paper Chase* and *American Girls*, ABC's *Apple Pie* and NBC's *Lifeline*.

Talk to children about violence on TV, urges study

Purdue research says that some harmful effects of televised mayhem may be mitigated if the action is explained by an adult

An important factor in offsetting whatever ill effects television violence might have on young viewers may be conversation.

Psychologists David Santogrossi and Robert Horton of Purdue University said they accept now that certain television violence has deleterious effect on some children. But, they asked: Could those effects be offset by adults talking about what is going on as the children watch television?

Assistant Professor Santogrossi and graduate student Horton decided to find out. First, they showed groups of children in second through fifth grades an edited tape of a program in which violence played a major role. During the showings the children heard three different commentaries, one irrelevant to the violence, another condemning the acts, and the third, without expressing disapproval, presenting nonaggressive alternatives to the violence.

Next, the groups were shown tapes of preschoolers acting out aggressive behavior—although the viewers thought they were seeing real action and live—and were asked by an adult who left the room to call upon him if anything went wrong, or if the preschoolers got into trouble.

Results revealed that students who had received the antiaggressive and nonaggressive commentaries summoned help significantly faster than those who had received an irrelevant commentary.

Mr. Santogrossi said: "We are concerned about generalizing too much about these studies. . . . We can't say we are reducing the amount of violence the kids themselves might display. . . . TV now puts a damper on conversations between parents and child. We're saying conceivably it could be used in the opposite direction; it could be used as a source of topics of conversation, as a means of leading the child and finding out how he is perceiving and interpreting events. . . . Parents should look at television as an opportunity to talk

Disco, anyone? All the hustling isn't on the dance floors these days. Not with the likes of *Hot City Disco*, *Dance Fever*, *Jive Turkey Review* and *The Soap Factory* all vying for a place on the syndicated TV schedule. It's apparently no longer enough to convince TV station management that disco's the way but rather which way will pay. Viacom and Kip Walton Productions have six one-hour programs of dance, performers, fashion and more which they call *Hot City Disco* and have sold Metromedia on it. Merv Griffin Productions and 20th Century-Fox TV's *Dance Fever* carries on half-hour dance contests with celebrity judges, culminating in a 26th show and a \$25,000 first prize. Fox also has teamed up with Hill/Eubanks Group Productions for *Jive Turkey Review*, a comedy/variety series with black performers and disco and rock groups. That one's still on the drawing board. *The Soap Factory* (DMB Productions and Brookville Marketing) takes its name from the Palisades Park, N.J., discotheque where the 39 half-hours are being shot (they'll also go on location in the U.S. and Europe.)

about a wider range of subjects, to discuss values and ideas and all sorts of creations."

That would mean, of course, that television could not be used as a babysitter; that parents would have to take an active part in viewing. Action should be discussed as it occurs, Mr. Santogrossi said.

Bock tries to break the Eastern bloc with TV programming

Lothar Bock, the West German middleman who delivered the broadcast rights of the 1980 Olympic games to NBC-TV, is developing plans to take selected U.S. television programs to Eastern European countries.

Through his Munich TV production-distribution firm, LBA Associates, Mr. Bock plans to acquire rights to entertainment, sports and children's specials that might be assembled into packages for sales in Eastern Europe.

"I think there's a market there, based on a dozen years of experience working in Eastern Europe," he reported last week during a business trip to New York. "One problem is that the Eastern bloc does not pay much for programming, but I think this can be restructured."

Mr. Bock was in New York for several days to hold discussions with potential advertisers of Spartakiade, a two-week sports competition scheduled to be held in Moscow in July 1979. It is described as a rehearsal for the Olympics the following year. Mr. Bock indicated that talks with advertisers were still in the preliminary stages.

San Diego outlets war against new Tijuana station

They're attempting to fave FCC apply law prohibiting sending of programing across border that will be beamed back into U.S.

An organization of San Diego broadcasters is seeking to force XETRA-FM Tijuana to get FCC approval to broadcast material prepared in the U.S.

Most of the programing for the 100 kw station will be recorded in the U.S. and shipped across the border, much as is done now for its sister station, 50 kw XETRA(AM).

Section 325(b) of the Communications Act prohibits delivery of programing to a foreign country for broadcast to the U.S. without an FCC permit. Delivery is a key word. In 1937, in *Baker v. United States*, the Fifth Circuit Court of Appeals ruled that hand-delivery of materials into Mexico for broadcast to the U.S. did not violate 325(b). In the early 1970's, San Diego broadcasters urged the FCC to enforce the provision against two other Mexican radio stations, but the U.S. sales operations went out of business before a ruling could be made.

Dan McKinnon, president of KSON-AM-FM San Diego and head of the Committee for Equality in Radio Frequencies (CERF), said the FCC has avoided a decision. He said XETRA-FM is nothing more than a pirate radio station out to steal advertising dollars from the San Diego market, that it can operate without restrictions imposed on U.S. radio stations and that it will pull away up to \$2.5 million a year from San Diego stations.

John Lynch, XETRA-FM's general manager and former general sales manager at KFMB-AM-FM San Diego, says it isn't so, that Section 325(b) does not apply, that XETRA-FM is a legitimate station serving both Mexican and American communities and that instead of taking money out of the advertising market it will bring millions more in.

Mr. Lynch said 50% of the up to one million residents of the Tijuana area listen to American radio stations but those stations do not get credit from ratings companies. He said XETRA-FM Noble Multimedia Communications, which owns U.S. sales rights to the Mexican outlet, will show research to Arbitron and other ratings firms that would boost San Diego from the nation's 19th largest listening market to the 10th.

XETRA(AM) has been broadcasting since 1934, the last 10 years as a beautiful music station reaching as far as Los Angeles. XETRA-FM's format will be announced in about three weeks; it will be aimed at the 12-to-34 age market.

Bill Potts, XETRA-FM's attorney in Washington, said the *Baker* case is precedent and the FCC has relied on it in similar decisions. The real issue of the case, he

said, is whether CERF is going to somehow succeed in getting the government to protect San Diego stations from legitimate competition from Mexico.

On the other side, Mark Fowler, CERF's attorney in Washington, said CERF is going to contend that the Baker case is bad law, that the intent of Congress was to prohibit stations like XETRA-FM from broadcasting from Mexico as a de facto U.S. station. If XETRA-FM files for a permit under 325(b), Fowler said CERF would oppose it on the grounds of a 1973 U.S.-Mexican agreement that FM stations provide effective programming for nationals within their own borders.

Meanwhile, at the FCC, David Landis, chief of the broadcasting facilities division, said the situation represents a "legal jungle," and that he figures the FCC is "back to Baker" since there has been no clear ruling since.

Hierarchy changes in the wake of Silverman at NBC

There was a rash of executive shuffling and hiring at NBC last week, all of which bore the distinct stamp of the company's new president, Fred Silverman.

NBC-TV restructured its West Coast program department, adding a new emphasis on talent. John J. McMahon, vice president, programs, West Coast, was promoted to the newly created position of senior vice president, programs and talent, giving him the expanded over-all responsibility for the acquisition of performers. Mr. Silverman, in meetings with his West Coast programmers two weeks ago, told them he wanted a talent operation "second to none," according to an NBC spokesman, and he similarly took note of a need to bring new stars to the network in a press conference June 23 (BROADCASTING, July 3).

Filling Mr. McMahon's former post will be Brandon Tartikoff, a director of comedy programs for the network since last September. Mr. Tartikoff worked under Mr. Silverman as a dramatic-programs executive at ABC-TV, in charge of such programs as *Family*, *Eight Is Enough* and *The Hardy Boys/Nancy Drew Mysteries*.

At NBC he reported to Dick Ebersole, vice president of comedy and variety programs. He will now report directly to Mr. McMahon, who in turn continues to report to program chief Paul Klein in New York. Mr. Ebersole, whose NBC title remains the same, also came to NBC from ABC, where he was assistant to then vice president in charge of sports, Boone Arledge, until 1974.

In addition, last week NBC clinched a handshake deal with Ethel Winant. She'll be vice president, talent relations and casting, reporting to Mr. McMahon in Los Angeles. Also a former associate of Mr. Silverman's, she had been vice president in charge of talent and casting at CBS-TV and most recently was an executive pro-

ducer for the Children's Television Workshop.

And it was announced that yet another former colleague of Mr. Silverman's, Lee Currilin, would leave CBS, where he had been vice president of programming for the television stations division, to join NBC on the corporate level as vice president of broadcast planning, reporting to Irwin Segelstein. It was Mr. Currilin who replaced Mr. Silverman as vice president of programs for CBS-TV when Mr. Silverman left the network in 1975 for ABC.

Program Briefs

Keep 'em laughing. Already said to be airing on 58 radio stations is *The Comedy Hour*, 56-minute weekly barter show featuring likes of Groucho Marx, George Carlin, Robert Klein and Monty Python. National spots for Polydor Records are included; air time is Sundays at 11 p.m. Sonny Fox, program director at WYSP(FM) Philadelphia, is producer; Philadelphia-based Interaudio Associates is distributor.

Bowl full. Mizlou Television Network has acquired rights to two new post-season college football games: Holiday Bowl in San Diego Dec. 22 and Garden State Bowl in New Jersey Dec. 16.

WGA settlement. Writers Guild of America has reached agreement with noncommercial KCET(TV) Los Angeles on two-year contract covering writers of dramatic, documentary and news programs on freelance basis. Writers employed by KCET will receive same up-front fees as those paid by commercial TV stations in Los Angeles, but they will not get residual benefits for reruns. WNET-TV Newark, N.J.-New York is only other major producing station for Public Broadcasting Service which has contract with WGA, but union is seeking pacts with PBS outlets in Boston, Chicago, Pittsburgh, San Francisco and Washington.

Superlative deal. Glastris-Manning Productions, St. Louis, has obtained exclusive rights from Sterling Publishing Co., New York, to write, produce and syndicate three-minute radio shows based on information in "The Guinness Book of World Records." Show, which will be ready next month, will be narrated by Ray Manning and distributed by Courtesy Checks Inc., barter firm.

Gesundheit. *The Gigglesnort Hotel* is being offered to TV for fall children's programming by Vipro Inc., Chicago. Twenty-six half hours will be ready for fall; 52 additional shows are expected for 1979. Show has been aired locally for three years on WLS-TV Chicago, where it is produced by Bill Jackson, creator of show's puppet characters. Screening cassettes may be obtained by calling (312) 664-7111.

Sportin' life. Melvin H. Cox/Associates Ltd. announced plans for production of *The Great American Sports Show*. Weekly syndicated TV magazine will be hosted by Donna de Varona, former Olympic swimming champion. Half hour programs,

intended for "weekend athlete," will investigate sports consumerism, medicine and history, and provide tips on wide variety of participation sports.

Spice of life. Worldvision Enterprises has entered package of nine 60-minute musical variety specials in syndication market. Eight are under "Sunshine Specials" umbrella, filmed on location in U.S. with stars ranging from Fifth Dimension to Mac Davis. Other is *Newfangled Wandering Minstrel Show* with singer Olivia Newton-John.

Science as news. TV's "Mr. Wizard," Don Herbert, is hoping to be on air this fall with *How About*, series of science featurettes geared to adults. Package of 65 90-second segments is being prepared by Mr. Herbert's Prism Productions, with help of \$530,000 National Science Foundation (NSF) grant which will be repaid or reinvested to further science presentation on commercial TV. Push, though not exclusive, is for insert in news shows. Through scripting and doubling up episodes two-minute and four-minute versions also are available. Distribution route's still open. Series also is experiment for NSF which will have Mr. Herbert reporting back—paperwork and all—on science/commercial TV potential.

Blakely signed. Susan Blakely, actress in ABC-TV's *Rich Man, Poor Man* miniseries, has been signed to appear in made-for-TV movies and miniseries exclusively for ABC, and to develop and produce TV projects through Jaffe-Blakely Films Inc., company in which she is partner with Steve Jaffe.

Signed up for SFM specials

SFM Media Service Corp. last week was claiming more than 110 markets so far for its *SFM Holiday Network*, with TV group representation including Gaylord, Metromedia, Outlet, Post-Newsweek and Westinghouse.

Lined up for airing are a series of films to be broadcast on a Friday, Saturday or Sunday evening preceding such holidays as Halloween, Thanksgiving, Christmas and Easter. Under the barter arrangement, half the advertising time goes locally; the remainder to network advertisers still being lined up.

"The Phantom Tollbooth" is to precede Halloween; "Lili" and "Gypsy Colt" are geared for Thanksgiving, and "Journey Back to Oz" goes before Christmas. Subsequent holiday broadcasts include "Ivanhoe," "Kim" and "Around the World Under the Sea."

AFM members say yes

The American Federation of Musicians has reported that its membership has ratified a video-tape agreement with the television networks and TV program producers calling for increases in rates and improvements in fringe benefits. The two-year contract, retroactive to May 1, calls

for a 10% increase in rates for musicians, a 12% boost in rehearsal rates and a 10% hike in music preparation fees. The union said there were improvements in the health and welfare provisions and in payments for use of programs on pay cable television, pay television and cassettes.

Simmons, Ohlmeyer hunker down for the marbles

NBC Sports's new bosses look past some recent setbacks, see chinks in the armor of the competitors, expect spur from summer Olympics

There's a tough new image emanating from NBC Sports these days, an air of the perennial weakling getting ready to kick sand in somebody else's face.

That attitude was apparent in presentations made in recent weeks by the division's president, Chet Simmons, to his network's TV affiliates and to television critics in Los Angeles (BROADCASTING, June 26). "The one thing you cannot be in this business right now is passive," he said, "because if you're passive you're going to get your brains beat in. That's the kind of business we're in."

With a frankness rare in public remarks by network executives, he said that he believes the quality of ABC Sports coverage has declined since Roone Arledge took on the added responsibilities of running ABC News as well as sports, and that NBC doesn't even consider CBS Sports "a factor" any more.

Subjective evaluations aside, however, what Mr. Simmons has been making it a point to say is that NBC Sports is, indeed, in the business. Spurred by the acquisition of the 1980 summer Olympic games, the newly divisionalized sports operation has mounted a rebuilding campaign aimed at bringing the traditionally live sports network into competition on all fronts with ABC and CBS. The primary architects of the effort are Mr. Simmons and Don Ohlmeyer, new executive producer of all NBC Sports programs. Along with a staff that is growing in numbers from what Mr. Simmons has acknowledged was the smallest of the three networks a year ago, they are out to make TV sports a whole new ball game.

"Our ultimate goal is to be recognized as the number-one network in sports," Mr. Ohlmeyer said. "It's not going to happen overnight, but that's our plan."

Easier said than done of course. *Sportsworld*, NBC's new Sunday anthology series, averaged just a 5.0 rating for the first quarter of this year a far cry from ABC's 17-year-old Sunday *Wide World of Sports*, which averaged a 13.0 for the same period (the Saturday version had a 13.1 and CBS's five-year-old *Sports Spectacular*, which averaged a 7.5. NBC also lagged behind in the made-for-TV genre, where its *Dynamic Duos* experi-

ment averaged a 33.3 rating to ABC's 10.1 with *Superstars* and CBS's 6.0 for *Celebrity Challenge of the Sexes*.

But since then there has been some evidence of, as Mr. Simmons puts it, "encroachment." For the second quarter (April 25 through June 25) *Sportsworld* was up to a 5.7 average, tying with *Sports Spectacular*. *Wide World* remained the clear leader, with a 7.9 average on Sunday and a 7.8 on Saturday.

Encroachment being a key work with affiliates, the over-all strategy of NBC's campaign has been not so much to increase the quantity of sports coverage as to offer more diversity together with a more identifiable style of presentation. Mr. Simmons said there will be no major increase over the 385 hours of sports programming last year (roughly equal to the other networks) and the new regime has maintained for the most part the major packages it inherited—major league baseball, the American Football Conference, college basketball, Wimbledon tennis, the Rose and Orange Bowls and several second-echelon golf tournaments, such as the Bob Hope Desert Classic.

Besides *Sportsworld* (for which about 23 hours of tennis coverage was cut back, Mr. Simmons said), new additions are the Fiesta Bowl, taken away from CBS (BROADCASTING, May 1) and three golf tournaments—the Tournament of Champions, the Hawaiian Open and the Colgate/Dinah Shore Winner's Circle. NBC also has the World Series and Super Bowl this year, but generally Mr. Simmons sees no proliferation into prime time or late night, an area in which CBS Sports has experimented.

"I don't know how much further we can incur into the affiliates' time," Mr. Simmons said. "Now we balance and juggle and add an hour or two here and there [recent examples include a doubleheader golf tournament and an opening day doubleheader for baseball]. But I don't know if we may not be at the limit of what we can expect affiliates to clear. They do have their own programming to get on."

In fact, Mr. Simmons knows the affiliates feel that way, because they've told him so. Fred Paxton, president of WPSD-TV Paducah, Ky., heads a group of NBC affiliates that acts as a liaison with the sports division. He agrees that sports coverage has not increased by all that many hours, but he and other affiliates (besides the 15% of NBC stations which have yet to clear *Sportsworld*) have warned Mr. Simmons that further incursion into weekend afternoons, especially late afternoons, will not be tolerated.

Mr. Simmons announcement at the affiliates convention that 10 weekend basketball games would be moved up a half an hour to avoid running into local 6 p.m. programs appeared to be a major conciliatory gesture toward easing those conflicts, as was the simultaneous promise that local sports in professional football games would be more frequent and better placed.

There are, then, considerable limits within which Mr. Simmons and Mr.

Ohlmeyer must work their magic. Beyond the constrictions of time and the fact that major sports contracts seldom change hands between networks, NBC has entered the market for anthology events several years behind its competitors. But with 150 or more hours of Olympics coverage coming up in 1980, and a growing network awareness of the value of sports in the over-all programming scheme, the division is nothing if not motivated.

Mr. Simmons's first major move, made a few weeks after his appointment in mid-November, was to reorganize the division's executive structure (see box). A further reorganization is now in progress below the top-line executive level, Mr. Simmons said, a process that includes additions to the management and production staffs.

Mr. Simmons cites two basic goals behind these changes. One is to give the heads of the division's various operations the freedom to run their own shows, thus allowing Mr. Simmons the flexibility to devote his attention to the areas that require it most. The other is to break away from the department's traditional "unit orientation." As an example, when NBC acquired the rights to the 1980 Olympics, an "Olympics unit" was immediately formed and assigned to its own offices, which were to have been connected to the rest of the sports department via a new spiral staircase. The Olympics unit has since been dissolved—"NBC Sports will produce the Olympics," Mr. Simmons said—and the spiral staircase now simply connects the sports offices on the 14th and 15th floors of 30 Rockefeller Center.

The installation of Mr. Ohlmeyer as executive producer of all NBC Sports programs is clearly a key element in that newly integrated philosophy. "You really can't have two people taking you down the path creatively," Mr. Simmons said. "We felt it was best to put all the creative direction in one area, and Don was obviously the most appropriate one to do that."

The task suits Mr. Ohlmeyer just fine. "It gives me the opportunity to flip from project to project," he said, "to kind of oversee and to give a little creative guidance. It allows me to try and shape philosophies, but it also allows me to be in the truck when we're producing shows."

In that comment, as in many things Mr. Ohlmeyer says and does, it's impossible not to think of the similarities between him and his former mentor, Roone Arledge. Both possess nearly legendary capacities for work, both look with some amusement upon the buttoned-down atmosphere of network life and both are extremely confident about what they're trying to do.

Mr. Ohlmeyer does not shrink from the Arledge comparison. His "executive producer" audio credit now follows each NBC Sports broadcast, and he even compares the challenge he faces at NBC to Mr. Arledge's achievements at ABC. "NBC has always had solid coverage," he said, "but ABC's coverage, while it also is solid, always had a flair to it—a signature which is basically Roone's signature. What we're doing is taking that solid coverage

that NBC has and putting our own signature on it, so when you look at a telecast, you don't need to look at the dial to know you're looking at an NBC Sports telecast."

That may be the most difficult task of all, judging from the most frequently voiced criticism of *Sportsworld*—that it "doesn't look any different from *Wide World of Sports*," as one NBC affiliate manager put it. When asked how he'll distinguish *Sportsworld* from the other anthologies, Mr. Ohlmeyer mentions more creative use of graphics, the "Sports Journal" journalism segment (suspended after a few attempts because of dissatisfaction with its quality; the "Journal" will return next January, produced by a special unit), and a more light-hearted, something-for-everyone approach. Critics, in turn, reply that the off-beat style is a result

of nothing more than having only off-beat events from which to choose.

Something else the other networks said when NBC entered the anthology market was that it would drive the already skyrocketing rights fees for events clear out of sight. Again, Michael Trager, joined by Mr. Simmons and Mr. Ohlmeyer, denies that is so. "You can take two program tactics," Mr. Trager said. "You can go after events the other guy is doing or you can look for events that are not being telecast by the other networks. My felling is that we have not escalated rights because we have tried to find different events." (There is some evidence to the contrary outside the anthology area, however. An executive at CBS Sports said that NBC's \$400,000 purchase of TV rights to the Fiesta Bowl represents a 100% increase over what his network paid last year.)



Simmons



Ohlmeyer

Sporting men. President of the new NBC Sports division is **Chester R. (Chet) Simmons**, a sports executive for more than 20 years, most of them with NBC. In 1957 he joined Sports Programs Inc., where he worked with Roone Arledge, James Spence and others. The company evolved into ABC-TV's sports arm, and Mr. Simmons became vice president and general manager of sports programs. When Roone Arledge was appointed vice president in charge of ABC Sports in 1964, Mr. Simmons resigned to become director of sports for NBC. In 1973 he was appointed vice president of sports operations for the network and in 1977 became vice president, sports. He assumed his current post last Nov. 9.

Don Ohlmeyer was wooed from ABC Sports in May of 1977 to produce NBC's 1980 Olympics coverage and *Sportsworld*. His promotion to executive producer of all NBC Sports programs came last February as part of Mr. Simmons's re-organization of responsibilities in the division.

At ABC, Mr. Ohlmeyer helped produce many of the network's Olympics broadcasts, beginning in 1968 when he was associate director of the summer games in Mexico City. He directed the 1976 summer game broadcasts from Montreal and was producer/director of the 1976 winter games from Innsbruck, Austria. An informal title he is less happy with is "the father of trash sport," bestowed by members of the sports press in recognition of his production of ABC's *Superstars*. He also has produced *Battle of the Network Stars*, *US Against the World*, *NFL Monday Night Football* and the Emmy awards broadcast last year. His contract with NBC includes packaging prime-time entertainment programs for the network, and he is currently writing a made-for-TV movie with his friend, author Erich Segal, besides considering enrolling in a speed reading course so he can maintain his reading level of three books and 15 magazines a week.

Other NBC Sports executives affected by Mr. Simmons's reorganization are:

Allan B. (Scotty) Connal, who had been NBC Sports' executive producer, became vice president, sports operations. In that capacity, he is to be in charge of the day-to-day activities of the division's programing and personnel, as well as working in liaison with the engineering department and the TV network.

Michael Trager, former vice president, administration, for NBC Sports, became vice president, program planning and development, responsible for acquiring events and personalities in addition to program scheduling.

Benjamin D. Raub continues as vice president and assistant general attorney, now reporting to Mr. Simmons. He is active in negotiations and in various aspects of the division's Olympics project.

Mr. Ohlmeyer also doesn't rule out the possibility of more made-for-TV events finding their way onto the network. "We're not going to make our stamp on sports television by doing made-for-TV events," Mr. Ohlmeyer said, "People remember the major events—the World Series, the Super Bowl, the Kentucky Derby, things like that. But a lot of people somehow have it in their minds that made-for-TV events are a Communist conspiracy to pollute the minds of the young, like flouridated water. I've never seen the damage that watching *Superstars* will do to nubile youngsters."

Of course, the creation of *Sportsworld*, and the campaign of NBC Sports to build its image in general, began with NBC's winning of the 1980 Olympics. The plan is to increase the frequency of Olympics-oriented events on the network as the opening of the games approaches gradually building the public's appetite for the saturation coverage NBC will offer. At the same time, it's reasonable to expect that the network's affiliates may also increase their interest in the sports division's efforts as 1980 nears.

The volumes of books about Russian history art and society on the bookshelves of so many offices in NBC Sports give testimony, if any were needed, of the presence the games already occupy in the minds of those who work there. But just as persistent are the reminders that the division's executives are interested in pulling together much more than just the 1980 Olympics broadcast. "Remember, the games only last two weeks," said one of those executives. Anticipating the coming and going of the games and feeling in particular pressure to perform for a new president, Fred Silverman, the new team at NBC Sports is out to make a lasting impression.

TV and teachers should work together

Pierce says his industry needs feedback from educators; points out number of research projects being done on children's programs

Closer cooperation between broadcasters and teachers was urged last week by Frederick S. Pierce, president of ABC Television, as a means of extending TV's educational potential for children.

In a keynote speech at the convention of the National Education Association in Dallas, Mr. Pierce noted that one of the challenges facing television is to determine how to channel a child's natural interest in the medium toward learning and exploration.

"To build a strong partnership, broadcasters and teachers must talk more often," Mr. Pierce suggested. "We need to hear from you about your needs and interests. We want to know how to make our programs more useful to your educational strategies and what materials would be

Westinghouse charges networks with reaping windfall from added TV 30's

In continuing campaign against increased commercialization, it says all three are on their way to running seven minutes an hour

The three television networks added enough "extra" 30-second commercials in prime time in the first eight months of the current season to increase their billings by about \$19,750,000.

That estimate is from the latest study conducted by Westinghouse Broadcasting Co. in its ongoing campaign against network commercial and program expansion. It is based on figures showing that from last September through April the networks carried 395 more prime-time 30's than in the same period last year. The dollar figure assumes an average value of \$50,000 per 30-second spot.

If expansion continues at the same pace through the rest of the season and if the announcements are valued at \$37,500 to reflect smaller summertime audiences, according to the study, the networks' total additional take would be about \$25 million for the 1977-78 season.

And that, the study notes, is just from commercials in excess of the number carried in 1976-77. The number in 1976-77, in turn, was higher than in 1975-76, though not by as much.

The report, based on Broadcast Advertisers Reports data covering the last three seasons, said that on a comparable basis—after deleting 1976 Olympics and election-year coverage, for example—the number of prime-time 30-second commercials in excess of the conventional six per half hour totaled 1,118 in the September-April period of 1975-76 and rose by 6.3%, to 1,188, in the same period of 1976-77.

In the same eight months of the current season, the report continued, the number in excess of six per half hour totaled 1,583, up 33% from 1976-77 and up 41.6% from the season before that.

"In essence," the report said, "this increase now means that the networks are better than one-third of the way to seven minutes of commercial per hour, or seven 30-seconds per half-hour."

In the 1977-78 period, according to the study, 1,583 half-hours, or 34.7% of total prime-time half-hours, carried seven rather than six 30-second commercials. The figures varied by networks: NBC-TV was shown with seven 30's in 46.9% of its prime-time half-hours; ABC-TV was shown with "excess" commercials in 31.7% of its prime-time half-hours and

helpful. Write us with your ideas and talk with community relations people at local stations. The more we learn about your needs, the better we both can serve our young and lively audience—in the classroom and on the screen."

Mr. Pierce said television shares with the fields of education the larger goal of helping children to use television to expand and enrich their lives, and added:

"I think of television as a visual library, and not every book is right for every reader. Sometimes we read science fiction for diversion and, at other times, a history book for knowledge. That's the way television should be. We want the visual library of television to be lively, entertaining and informative, and with your help, this library can be used to its greatest potential."

Mr. Pierce said that parents bear the major responsibility to guide a child's viewing but noted the TV industry also has responsibilities. He felt these responsibilities fall into three basic areas: the quality of children's programming; learning more about the relationship between television and children and working with parents and teachers to encourage the creative use of television.

In the programming sector, he pointed out, ABC-TV has developed such shows as *Weekend Specials*, designed to interest children in reading the novels from which the programs were adapted; *Afterschool Specials*, dealing with problems of special concern to older children, and *Schoolhouse Rock*, an animated series dealing with the three R's, American history and science.

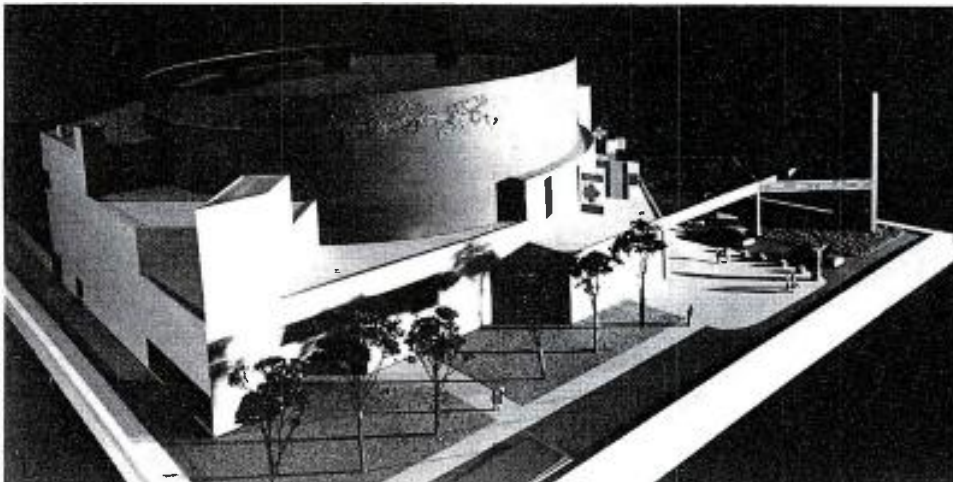
To learn more about the relationship between television and children, Mr. Pierce said, ABC conducts its own research and

also supports a number of research projects at various universities. He listed some of them: One is seeking to determine how children's perceptions of minority superheroes on ABC affect their self image and another is examining how parental guidance influences TV viewing by children. One of the major research projects, according to Mr. Pierce, is the 18-month study at Yale University, funded by ABC and announced some time ago. It will include experiments to develop a method for teachers to use in helping children to become more intelligent and discriminating viewers of television.

Though formal research projects represent one approach, Mr. Pierce said, the use of television programs in conjunction with school work provides immediate feedback. He noted that all three networks and the Television Information Office distribute teachers' guides to programs of historical significance. He mentioned, for example, that ABC-TV will have guides for *Roots*, which will be rerun in September.

"The question about the relationship between television and children involves their knowing how the medium works," Mr. Pierce said. "One idea we've had to increase this knowledge is a sort of video 'field trip.' This one-hour prime-time special will include segments on the basic mechanics and visual techniques of television. For example, the show will explain what a commercial is and its relationship to programming. It will examine fantasy and reality in programming.

"One show, however, can only highlight aspects of television, and we are working with our affiliates to get them involved in providing behind-the-scenes opportunities for teachers and students."



Great place to horse around. Live, color transmission of horse races from five tracks and off-track betting comes together in a New Haven, Conn., facility being built by a subsidiary of General Instrument Corp.

Teletrack features thoroughbred races from Aqueduct, Belmont Park and Saratoga, and harness racing from Roosevelt and Yonkers raceways which will be received by microwave transmission and shown on a 24-by-32-foot screen. Wagers will be made through ticket-issuing machines, with pay and sell capabilities, manufactured by American Totalisator, a General Instrument subsidiary.

The theater will seat 1,800 persons on its ground floor and 400 in a second-level clubhouse-dining area.

General Instrument, which had almost \$503 million in revenues in 1977, manufactures and supplies electronic systems and components, including on-line wagering and electronic point-of-sale systems, cable TV products and other components for the telecommunications and computer industries.

CBS-TV with excess numbers in 25.4%. "CBS has been at a lower level than the other two networks," the report said, "but is moving rapidly to catch up. NBC has consistently topped the other two networks in excess commercials but keeps increasing, while ABC has the slowest rate of growth. If past history of encroachment means anything, all three will arrive at the highest network's figure."

Over the study's three-season span, the report showed the addition of 30's has increased at the greatest rate in miniseries (up 412.5% from 1975-76 to 1977-78) and specials (up 380%), and least in made-for-TV movies (up 25.9%) and theatrical movies (up 2.9%). However, the largest numbers of 30's in excess of six per half-hour were in theatrical movies (457 in 1977-78), and made-for-TV movies (404), and the fewest were in specials (168) and miniseries (123).

Spot TV: rates going up

The trend toward continuing higher rates for spot television is pointed up in a national survey of TV stations conducted by Gaynor Media Corp., New York, media planning and buying organization.

On the basis of 44 TV station responses (out of a total of 165 stations solicited), Gaynor said that 87% of the outlets raised rates during the past year and 65% boosted rates 10% or higher. About 73% of station respondents said they expected to raise rates by 10% or more in the fourth quarter of 1978.

Other highlights of the study: 36% of the stations said rate cards no longer provide "realistic" rate information to advertisers and 19% said they do not publish their rates in the *Standard Rate & Data* directory.

Of rate increases implemented during the past year, half the stations responding said they covered prime time, with the remainder of stations pointing to late news, early news, prime access, daytime and late fringe, in descending order.

Diener/Hauser gets a new last name

Diener/Hauser Greenthal Co., New York, has changed its name to Diener/Hauser/Bates Co. and has announced a program of expansion in its advertising specialty, the leisure time field.

The change in name is to reflect more closely its association with Ted Bates & Co., New York, of which it is a part, and to point up the combined services of the two agencies. Diener/Hauser/Bates is a specialist in entertainment advertising and its clients have access to Ted Bates's technical, media and research facilities, a spokesman said.

D/H/B also announced that it is opening a branch in Miami to augment its New York and Los Angeles offices in servicing major motion picture accounts. The agency represents Universal Pictures, Avco Embassy and United Artists and recently acquired New World Pictures; World

Northal Films and Atlantic Releasing Corp. D/H/B has more than \$30 million in billings, with 50% in broadcast.

ABC sets up new retail marketing group

ABC Owned Television Stations Division has formed a retail marketing department to promote the use of television in the five markets in which ABC has stations.

Robert Gottlieb, formerly vice president of sales promotion for Gimbel's, New York, has been named to head the new department as director of retail sales development. There will be a manager of retail marketing at each of the five stations—WABC-TV New York, WXYZ-TV Detroit, WKS-TV Chicago, KGO-TV San Francisco and KABC-TV Los Angeles—coordinating their activities with Mr. Gottlieb. The five managers are expected to be named shortly.

Peter Desnoes, vice president, sales and marketing, ABC Owned Television Stations, said that "television, if properly used, is capable of being a major medium in a retailer's media mix." He said the thrust of ABC's retail sales development will be to "encourage a media mix in which television and newspapers will share the retailers' advertising budgets."

FCC doesn't buy plea for auctions

The FCC has affirmed its earlier ruling that broadcast auctions constitute program-length commercials and should be logged as commercial matter.

The Washington law firm of Haley, Bader & Potts had asked for the reconsideration, on behalf of clients, on the grounds that the auction programs did not promote the sale of articles but rather sold them, and the descriptions of articles offered for bids were merely attempts to obtain sales, not advertising.

The sale of articles, the firm said, was the entertainment value of the program and noted there was also no sale of broadcast time involved.

The commission said the main purpose of the program was to sell, and when a station conducted an entirely commercial program to obtain revenue for the station, a determination that the station itself was the sponsor was appropriate and in the public interest. The commission said there was no commercial announcement, continuity or matter of any kind, and the petition ignored the basic concept of commercialism—the conduct of a sale.

ABA wants to know

The American Bar Association's Commission on Advertising will hold a day-long hearing on advertising by lawyers and other professionals Aug. 3 in New York. The group seeks answers to questions about what kinds of information to put in

legal ads, which media to use, how to deal with potentially fraudulent or deceptive ads and what sorts of redress should be available to consumers who have been defrauded. The hearings will be held at the Americana hotel prior to the bar association's annual meeting. People wishing to testify should contact Susan O'Neill, staff liaison for the Commission on Advertising, 1155 East 60th Street, Chicago 60637.

FTC employe provokes ire of Goldwater for KIOI editorial reply

Senator wants commission to look into economist's use of franking and appearance on station to rebut opinion of children's ad ban

Senator Barry Goldwater (R-Ariz.) has requested that the Federal Trade Commission investigate possible improprieties in a radio rebuttal an FTC employe made to a San Francisco station's editorial attacking the commission's proposed children's advertising proposal.

In a letter to FTC Chairman Michael Pertschuk, Senator Goldwater, who is a member of the Communications Subcommittee, alleges that the employe, commission economist Larry Haverkamp, misused the government franking privilege in correspondence with KIOI(FM) San Francisco for what purported to be a personal editorial reply on the children's controversy.

The incident took place when Dr. Haverkamp, taking exception to a KIOI editorial attacking the FTC's proposed ban on some forms of children's advertising, urged listeners to tune out the station—"and don't turn back to KIOI until big business, in their unrelenting search for profits, is constrained from unilaterally determining the commercial wants and desires of the most innocent victims of big business—our children."

The remark drew strong protests from the station's president and general manager, James Gabbert, who associated it directly with the FTC—"a clear-cut example," he said, "of government using the regulatory agencies to intimidate and restrain free speech." Dr. Haverkamp, on the other hand, maintains that he took precautions to disassociate himself from the commission in his reply, offering it as the opinion of a private citizen.

But Senator Goldwater says all of Dr. Haverkamp's correspondence with the station was made on commission stationery and mailed postage free, using the commission's franking privilege. The senator, requested that the commission investigate the "apparent misuse" of the franking privilege "and misrepresentation of a commission employe of the official scope of his position." He also asked that Dr. Haverkamp be removed from any involvement with the children's advertising inquiry, including a hearing to be held in San Francisco Nov. 7.

A commission spokesman said last

week that an investigation of the incident is already under way by the commission's general counsel. And as to the senator's second request, he said Dr. Haverkamp has not been and is not now involved with the children's inquiry.

Taking a measurement

Two new radio audience measurement services are picking up clients: Burke Broadcast Research said it has signed RKO General as its first group, plus WCFL(AM) Chicago and the J. Walter Thompson and Leo Burnett agencies. Audits & Surveys' A&S/TRAC-7 said it has added group owners Metromedia, Susquehanna Broadcasting, Southern Broadcasting, WPAT-FM Paterson, N.J., J. Walter Thompson, Bozell & Jacobs, Leo Burnett, McCaffrey & McCall, Foote, Cone & Belding, BBDO Ted Bates & Co., Rosenfeld, Sirowitz & Lawson to the previously announced NBC-owned stations. A&S Chairman Solomon Dutka also reported his firm has begun getting delivery on \$2.4 million worth of extra computer equipment for use in interviewing in the top 20 markets. Both Burke and A&S are slated to begin measuring this fall; Burke in 10 markets, A&S in four and possibly six with both planning to expand next year.

Nighttime Emmy changes

The awards committee of the Academy of Television Arts and Sciences, Los Angeles, has revised the 1977-78 Emmy Awards procedures for prime-time programs.

In the art-direction category the words "and scenic design" will be deleted from the category description on the ballot. All cinematographer nominations will be screened at identical facilities to make viewing conditions as uniform as possible. Umbrella titles, such as NBC's *Big Event*, will be deleted from all ballots.

The telecast for prime-time Emmy awards is scheduled to be carried over CBS-TV from Hollywood on Sept. 17, 9 p.m. to conclusion (NYT).

Good won-lost record

The American Association of Advertising Agencies reported last week that in 1977 its member agencies gained three times as much in account billings from house agencies as they lost to them.

The AAAA said the advertising volume represented by the reported shifts was about \$72 million. The report, based on agencies representing 70% of the association's total billings, indicates that 44 accounts with a total budget of \$54.2 million went from house agencies to members while 47 accounts with a total budget of \$17.4 million went in-house.

The total U.S. volume of the 450 AAAA members in 1977 is estimated at \$10.97 billion.

Cablecasting®

Cable's effect on public TV varies

Two CPB studies of CATV impact reach inconclusive results

One of two surveys released last week by the Corporation for Public Broadcasting showed public television's growth in shares of audience is "both less certain and smaller among cabled viewers than among broadcast viewers." Among cabled viewers in the 13-market survey, slightly more people watched public television, but for less viewing time than among broadcast viewers.

The second survey, in the Salt Lake City and Billings, Mont., markets, indicated that cable viewers say they are watching more stations than broadcast viewers, but actual viewership and knowledge of programs fail to reveal any great differences.

Indiana University's department of telecommunications conducted the 13-market survey, comparing the viewing habits of cable subscribers with those of their neighbors using off-air signals.

Among the findings were that local stations of all types—public, affiliated and independent—attracted smaller over-all average shares of audience among cabled viewers than among broadcast viewers. Also, the typical cable viewer used only three to five channels regardless of the number available. Those who watch more television hours than the average in the market used more channels than the light users. Researchers found no sizable or clearly defined group of the general audience that favored independent or public stations to the exclusion of network viewing.

Forty-four percent were classified as heavy viewers and 56% light, and the proportion did not vary between broadcast and cable reception groups. Twenty per cent of the light and 33% of the heavy viewers watched public television during the survey week, giving public TV a larger share of heavy viewers. Because the heavy viewer watches more television and more types of programs, he is the marketing target of pay-cable services and home VTR units, researchers said. They said this means use of alternative systems will affect public television usage before and more directly than commercial television.

But, they said, audience losses from this increased competition can be decreased or even negated by traditional factors of local scheduling, promotion, production and community involvement.

Among findings of the Salt Lake City-Billings survey was that cable subscribers are as likely, if not more so, as noncable viewers to make voluntary contributions to their local public station. As might be expected, out-of-state contributions to a distant public station—KUED(TV) Salt Lake—were less frequent than local, and the most significant influence in generating the out-of-state (in this case, Billings)

contributions was on-air promotion of fund drives.

Also, this survey, conducted by the department of communication at the University of Utah in Salt Lake City, indicated the presence of cable does not result in an increase of public TV program knowledge.

Cable Briefs

News for cable. United Press International has launched all-day, all-night voice and still-picture news service to cable television systems with initial delivery to three subscribers—Hawkeye Cablevision in Des Moines, Iowa; Frontier Cable in Cheyenne, Wyo., and Tulsa (Okla.) Cable TV. First national advertisers to buy on service, called *Newstime*, are Pabst Brewing Co., Union Carbide Corp. and Manufacturers Hanover Trust Co. Distribution is by domestic satellite from Smyrna, Ga., earth station. Richard Boggs, UPI Texas broadcast editor, has been named manager of *Newstime*.

Cover story. New York Times Co. last month let two-way subscribers to Warner Cable's Qube system in Columbus, Ohio, play editor for *Us* magazine. Subscribers were given five possible cover subjects: John Wayne, *Incredible Hulk*, Goldie Hawn (with Chevy Chase), Dolly Parton and Kris Kristofferson (with Rita Coolidge). Mr. Wayne and Hulk came out on top and have since appeared on *Us* covers. *Us* publisher, Porter Bibb, said Qube testing complemented in-house research and confirmed editors' judgment.

HBO says no. Although he commended House Communications Subcommittee for its rewrite effort, Home Box Office Chairman Gerald Levin came down hard on future of cable under proposed Communications Act of 1978. (BROADCASTING, June 19). Mr. Levin called provision allowing telephone company to compete in CATV "morbid joke," said prior actions by telephone company apparently weren't taken into account. As for federal deregulation, with rules left to states and cities, Mr. Levin called it "giant step backward." In light of satellite networking, he said, cable industry now is national and needs some type of federal pre-emptive protection. Remarks came during address before New York chapter of National Academy of Television Arts and Sciences.

Correction. Typographical error in July 3 "Profile" devalued approximate worth of corporation run by Robert Rosencrans. Value of UA-Columbia Cablevision Inc. should have been reported as \$78.8 million, not \$7.8 million.

Phoenix buys from Acton. Connecticut-based Phoenix Communications Corp. has agreed to purchase from Acton Corp. various cable systems in Kansas and Missouri for \$10.4 million. Sale will result in \$6.5 million pretax profit for Acton and 17,000 new subscribers for Phoenix, giving it 30,000 total. Communications Equity Associates handled sale, subject to approval of various municipalities, FCC, Acton's board and primary lender of Phoenix.

The Broadcasting Playlist™ Jul 10

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>Shadow Dancing</i> □ Andy Gibb	RSO
2 2	<i>Baker Street</i> □ Gerry Rafferty	United Artists
3 3	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
9 4	<i>Last Dance</i> □ Donna Summer	Casablanca
6 5	<i>Miss You</i> □ Rolling Stones	Atlantic
4 6	<i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
7 7	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
10 8	<i>You Belong to Me</i> □ Carly Simon	Elektra
15 9	<i>Still the Same</i> □ Bob Seger	Capitol
11 10	<i>The Groove Line</i> □ Heatwave	Epic
13 11	<i>Take a Chance on Me</i> □ Abba	Atlantic
14 12	<i>Copacabana</i> □ Barry Manilow	Arista
5 13	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
8 14	<i>Dance With Me</i> □ Peter Brown	Drive
20 15	<i>Grease</i> □ Frankie Valli	RSO
23 16	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
22 17	<i>Love is Like Oxygen</i> □ Sweet	Capitol
12 18	<i>Feels So Good</i> □ Chuck Mangione	A&M
18 19	<i>Shame</i> □ Evelyn "Champagne" King	RCA
17 20	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
19 21	<i>Bluer Than Blue</i> □ Michael Johnson	EMI America
25 22	<i>Three Times a Lady</i> □ Commodores	Motown
24 23	<i>Runaway</i> □ Jefferson Starship	Grunt
21 24	<i>King Tut</i> □ Steve Martin	Warner Bros.
26 25	<i>Life's Been Good</i> □ Joe Walsh	Asylum
16 26	<i>Too Much, Too Little</i> □ Mathis & Williams	Columbia
27 27	<i>With a Little Luck</i> □ Wings	Capitol
28 28	<i>Only the Good Die Young</i> □ Billy Joel	Columbia
37 29	<i>Every Kinda People</i> □ Robert Palmer	Island
30 30	<i>Because the Night</i> □ Patti Smith	Arista
34 31	<i>I Can't Stand the Rain</i> □ Eruption	Ariola
33 32	<i>You're the Love</i> □ Seals and Crofts	Warner Bros.
29 33	<i>Baby Hold On</i> □ Eddie Money	Columbia
36 34	<i>Hot Blooded</i> □ Foreigner	Atlantic
31 35	<i>Macho Man</i> □ Village People	Casablanca
40 36	<i>Magnet and Steel</i> □ Walter Egan	Columbia
32 37	<i>I've Had Enough</i> □ Wings	Capitol
39 38	<i>My Angel Baby</i> □ Toby Beau	RCA
38 39	<i>Wonderful Tonight</i> □ Eric Clapton	RSO
35 40	<i>Even Now</i> □ Barry Manilow	Arista
48 41	<i>Stay</i> □ Jackson Browne	Elektra
41 42	<i>Stuff Like That</i> □ Quincy Jones	A&M
46 43	<i>Imaginary Lover</i> □ Atlanta Rhythm Section	Polydor
43 44	<i>Follow You, Follow Me</i> □ Genesis	Atlantic
42 45	<i>I Was Only Joking</i> □ Rod Stewart	Warner Bros.
45 46	<i>On Broadway</i> □ George Benson	Warner Bros.
44 47	<i>This Time I'm in It For Love</i> □ Player	RSO
- 48	<i>You</i> □ Rita Coolidge	A&M
47 49	<i>FM</i> □ Steely Dan	ABC
50 50	<i>If Ever I See You Again</i> □ Roberta Flack	Atlantic

Playback

New Gold. Andrew Gold is back with a new single, *Never Let Her Slip Away* (Asylum), and a new style to go with it. "It's going to be a smash," says Rick Allen of WKNX(AM) Saginaw, Mich. "It's not at all like his last song [*Thank You for Being a Friend*]. It's got a sound that you've never heard from him before [and] a rhythm all the way through it that doesn't stop. It should appeal to everybody, it's not as much a teen song as the last few." Richard Harker of KBDF(AM) Eugene, Ore., agrees that *Never Let Her Slip Away* is a good song, but, he says, it's "not doing as well as it should. I figured it would be a good follow-up... it's stronger [than his last single and] not characteristically a Gold sound. Its sluggishness is surprising." **For the birds.** Barbra Streisand's new single, *Songbird* (Columbia), is gaining "very good acceptance," says Ken Warren of WING(AM) Dayton, Ohio. "It's typical Barbra Streisand: It's a pretty song and she always sings pretty songs." Jimmy Fulmer of WCOG(AM) Greensboro, N.C., says the song is slow in taking off, but he says, "it's a slow ballad, and ballads take longer in the summer to get full across-the-board play." **Up and coming.** Music directors are picking these songs to go all the way: *Home and Dry* (United Artists), a cut from Gerry Rafferty's *City to City* LP, is getting "real good response," says Rick Scott of KYA(AM) San Francisco. "It's a good tune." Electric Light Orchestra's *Mr. Blue Sky* (United Artists) "will be big," says Jerry David Malloy of WHAS(AM) Louisville, Ky. "It's got an obvious Beatle sound, but it's fuller and more contemporary." *I'm Not Gonna Let it Bother Me Tonight* (Polydor), Atlanta Rhythm Section's latest, is "a little more Southern-fried boogie than their last [*Imaginary Lover*]," says WCOG's Mr. Fulmer. "It'll [also] be bigger—top three nationwide."

Country

Last This week week	Title □ Artist	Label
7 1	<i>I'll Be True to You</i> □ Oak Ridge Boys	ABC
5 2	<i>I Believe in You</i> □ Mel Tillis	MCA
14 3	<i>You Don't Love Me Any More</i> □ Eddie Rabbitt	Elektra
8 4	<i>Love or Something Like It</i> □ Kenny Rogers	UA
17 5	<i>Tonight</i> □ Barbara Mandrell	ABC
3 6	<i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
1 7	<i>It Only Hurts For a Little While</i> □ Margo Smith	Warner Bros.
10 8	<i>Never My Love</i> □ Vern Gosdin	Elektra
9 9	<i>Ain't No Good Chain Gang</i> □ Cash & Jennings	Columbia
6 10	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
4 11	<i>Two More Bottles of Wine</i> □ Emmylou Harris	Warner Bros.
2 12	<i>Night Time Magic</i> □ Larry Gatlin	Monument
- 13	<i>Pittsburgh Stealers</i> □ Kendalls	Ovation
22 14	<i>Let Me Be Your Baby</i> □ Charly McClain	Epic
13 15	<i>Here Comes the Reason I Live</i> □ Ronnie McDowell	Scorpion
24 16	<i>When Can We Do This Again</i> □ T.G. Sheppard	Warner Bros.
21 17	<i>Slow & Easy</i> □ Randy Barlow	Republic
- 18	<i>Weekend Friend</i> □ Con Hunley	Warner Bros.
15 19	<i>Cowboys Don't Get Lucky</i> □ Gene Watson	Capitol
- 20	<i>That's What Makes the Jukebox Play</i> □ M. Bandy	Columbia
11 21	<i>I Can't Wait Any Longer</i> □ Bill Anderson	MCA
- 22	<i>You Needed Me</i> □ Anne Murray	Capitol
- 23	<i>Spring Fever</i> □ Loretta Lynn	MCA
- 24	<i>I Never Will Marry</i> □ Linda Ronstadt	Asylum
12 25	<i>Do You Know You Are My Sunshine</i> □ Statler Bros.	Mercury

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron 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.

News media threaten to boycott hearing on newswire rates

Prehearing conference is told hearing issues should be modified; another session set for July 20

As many as 14 press parties have said they will boycott an FCC hearing on preferential press rates for users of domestic private line service unless the hearing issues are modified. The administrative law judge in the case has tentatively scheduled the hearing to begin in January.

The parties last month petitioned the commission to terminate the proceeding. They contended that the effort and expense involved would be too great considering the uncertainty as to the lawfulness of private line rates and the possible availability of alternative technologies to meet the press's needs (BROADCASTING, June 19).

The hearing issue asks whether the decision to terminate the use of Telpak end links, effective in January, and the possible elimination of other Telpak service would impair the dissemination of news.

At a prehearing conference, Michael Yourshaw, counsel for the press parties, said that most if not all of them would not participate in the hearing issue. If changes are made, the parties will review the matter. The National Association of Broadcasters, some of whose members were indirect beneficiaries of the Telpak end-link service, has not yet decided whether or not it would proceed in the event of an adverse ruling by the commission.

Judge Reuben Lozner said that unless the commission rules before then, he will hold a second prehearing conference on July 20. The hearing was tentatively scheduled to begin on Jan. 8, in the hope matters will be clarified by then.

Besides newspaper, newswire and broadcast parties, participants include AT&T, Western Union and the FCC trial staff.

Was Newman news?

Lamb's Lamb and CBS's Salant dispute propriety of interviewing actor as part of coverage of UN disarmament discussions

Both CBS News President Richard Lamb and Lamb Communications Chairman Edward Lamb agree that the "personal prejudices of a network official" shouldn't "be used to exclude extremely important news" from the airwaves.

But if Mr. Salant chooses not to interview actor Paul Newman or another U.S. representative to a UN special session on disarmament, Marge Benton, in the course of coverage of the special session,

is that censorship?

Mr. Lamb contends it is; Mr. Salant disagrees.

Several weeks ago, Mr. Lamb first wrote to Mr. Salant, urging that CBS News focus on the two representatives in its reporting of the disarmament meeting.

From Mr. Salant came the response that he doubted that "Paul Newman is the best interview subject on a matter of substantive policy-making" and suspected that the actor was there "at least in part, rather, to attract cameras and microphones." He added: "We at CBS News don't play."

Mr. Lamb wrote again, emphasizing his faith in Mr. Newman as a bona fide U.S. representative and charging that Mr. Salant's decision had "dangerous implications. You suggest that you can substitute your personal opinions of the merits of a guest interviewee for the news value and content of a program." Mr. Lamb saw that as "a terribly dangerous exhibition of monopoly at its worse." His concern for access, he said, "compels me to ask advice as to the propriety of my calling this matter to the attention of the proper regulatory agencies."

Whether Mr. Lamb turns to a regulatory body is "really up to you," Mr. Salant wrote back again, "let the First Amendment take it from there." Mr. Salant apologized, however, saying that his earlier letter "was silly, badly put and deserving of your sharp reply."

But on the subject of covering Mr. Newman, the CBS News president stood firm. "What I was trying to say is that it was our news judgment that Paul Newman—as distinguished, for example, from Ambassador Young, or Ambassador Warnke, or Secretary Vance, to cite some examples—was not the best possible person to deal with the substantive issues involved in disarmament."

When questioned later Mr. Lamb said he hadn't yet decided what his next step would be. Mr. Lamb, a television group owner who said that UN support is his "principal interest in life," emphasized, however, that "the matter isn't going to be brushed off."

Mr. Lamb said he had no problem with the other commercial networks. He said Mr. Newman has appeared on NBC and that he had received a "cordial" reply from ABC on the matter.

Journalism Briefs

In memory of Crisp. National Press Photographers Association changed name of its News Photographer of the Year Award to the Kodak Ernie Crisp Award in honor of Mr. Crisp, Kodak film instructor and cameraman for KWTW(TV) Oklahoma City who died last October while piloting airplane (BROADCASTING, Nov. 7, 1977).

Look to the East. Ten middle-management journalists from broadcasting and newspapers are eligible for International Press Institute orientation visit to Japan Sept. 8-29. Applications from appropriate

executives of news organizations by July 23 to Richard H. Leonard, editor, *The Milwaukee Journal*, Milwaukee, Wis. 53201. Expenses, air fare paid. Group to visit Tokyo, Kyoto, Osaka, Hiroshima, other cities; talk with government officials, business executives; visit families. Preference given to IPI members or those recommended by organizations belonging to IPI.

On RTNDA agenda. Nominated for post of vice president/president-elect of Radio Television News Directors Association: Curt Beckmann, WCCO(AM) Minneapolis, and Chris Clark Botsaris, WTVF(TV) Nashville. Election will be held at RTNDA annual conference Sept. 20-22 in Atlanta; winner succeeds Paul Davis, WCIA-TV Champaign, Ill. Speakers slated for conference: Harry Reasoner, keynoter; Bill Monroe, for awards banquet; George Gerbner, Annenberg School of Communications TV violence researcher, for panel session.

Parlor game lost. Chicago police officer who was filmed through two-way mirror by crew from ABC's WLS-TV Chicago while he was on official business at massage parlor is not having success with \$402,000 invasion of privacy suit he filed against ABC and members of crew. Trial court granted defendants' motion for summary judgment, and appeals court has affirmed that action. It held that conduct of on-duty officer is legitimate area of public interest and that no right of privacy exists where newsgathering activities concerning discharge of public duties is concerned. Crew, dispatched to parlor after its manager complained to station about police harassment, obtained film of police officer watching model change her lingerie—he had paid \$30 to see "deluxe" lingerie modeling.

Together: NBEA, NCEW

Broadcast and print editorial writers are using exchange visits to each other's conventions to try and bridge the gap between electronic and print journalists.

Phil Balboni, editorial director of WCVB-TV Boston and vice president of the National Broadcast Editorial Association, said print and broadcast editorialists generally don't mix and "this is the first time we have really stepped over the line. . ."

First contact between NBEA and its print counterpart, the National Conference of Editorial Writers, came in early 1977, Mr. Balboni said, and that resulted in NCEW's Robert Pittman of the *St. Petersburg Times* speaking at the NBEA convention in Atlanta that year. He and others from the NCEW were at the Washington NBEA meeting last month (BROADCASTING, June 26). Now, in October, Mr. Balboni will lead a delegation of broadcast editorialists to the NCEW convention in Detroit.

Mr. Balboni said he wants to set up an executive committee with members of both groups, possibly to arrange for the

groups to hold annual meetings at the same time in the same cities and to come up with some specific issues on which they can work together. Two areas could be First Amendment rights and the fairness doctrine, Mr. Balboni said.

Cooperation of the groups may lead to joint support of bills in Congress or joint press conferences uniting behind or against various issues, he said.

Putting TV news under microscope

GWU television center will give researchers access to information on newscasts

A Washington university will open in November a facility making it easier for scholars to research television news. George Washington University's Television Study Center will offer information on what television news tapes are available and how to get them, and provide equipment on which they can be viewed.

Funded for three years by a \$455,753 grant from the Sarah Scaife Foundation (of the Mellon complex in Pittsburgh), the center is affiliated with Vanderbilt News Archives in Nashville. It is essentially an equipment and information facility for researchers who will rent video tapes from Vanderbilt, which has taped network news programs since 1968.

Three major TV archives in the country are Vanderbilt, the National Archives and at the CBS broadcast center in New York. CBS gives the public limited access since many of its tapes are available through the National Archives.

Fay Schreiberman, director of the GWU

center, said it will have a 74-seat video playback room in which conferences, workshops and seminars can be held, and various individual screening rooms and booths. It will not hold tapes, she said, but will provide information and necessary forms to get tapes from Vanderbilt, which will send them to the center or to the researcher, usually in about two weeks.

The center will have indexes and abstracts of news programs on file at Vanderbilt, which provides something of an electronic clipping service. Vanderbilt will provide whole programs, segments of programs and even commercials, often edited together on a single tape.

For at least three years, Ms. Schreiberman said, the GWU center will be free. It offers access and equipment, she said, and will not promote or sponsor research projects.

News Council backing

The National News Council has endorsed legislation to reverse Supreme Court decision allowing newsroom searches based only on warrants even when no guilt is ascribed to news personnel. (BROADCASTING, June 5). The council called the court action a "threat to the press's essential news-gathering mission" and "certain to inhibit severely the readiness of news sources to volunteer confidential information."

Dissenting in a 9-2 vote was member William Rusher, publisher of *The National Review* (joined by William Brady, Milwaukee businessman), who said opponents "are deliberately seeking to distinguish the media from the people as a whole" and running "a grave risk of alienating the public permanently."

Crossover complication

In an unusual commercial/noncommercial TV connection, ABC News has contracted with producers Alan and Susan Raymond to buy *The Police Tapes*, a 90-minute nonnarrative documentary that originally aired over noncommercial WNET(TV) New York in January 1977.

ABC plans a Sunday, Aug. 13, airing in 60-minute form beginning at 7 p.m. NYT. Since its airing, *The Police Tapes* has picked up George Foster Peabody, Emmy, Alfred I. Dupont-Columbia University, Deadline Club and Indie awards.

The ABC deal, however, has caused some stir at WNET. When the program was not accepted by the full Public Broadcasting Service network, the station distributed it to 28 public stations. Some have yet to air it. WNET contends that it is always looking for wider distribution of its program (it claims it was the co-producer with exclusive rights) but that the station is now in a bind because of its own sales. WNET plans to contact ABC lawyers.

Video school

Since the passage of Proposition 13 in California, many summer school programs have been cut back or eliminated. In Palm Springs, Calif., KPLM-TV has developed *21 Inch Summer School* to help deal with this problem. The program, which begins today (July 10) and airs for eight weeks, is designed for students in grades three through seven and will cover reading, writing and arithmetic. The lessons will be taught by local school teachers.

Fates & Fortunes

Media

Jim Corno, operations manager, WDM(TV) Washington, joins WDIV(TV) Detroit in same capacity. Shift is result of swap of Post-Newsweek's WTOP-TV (now WDM) and Evening News Association's WWJ-TV (now WDIV). Mr. Corno also assumes newly created position of director of computer operations for P-N stations. **Bob Rios**, business manager, KCRA-TV Sacramento, Calif., joins P-N's WFSB-TV Hartford, Conn., in same capacity.

Letty Tanchum, assistant general attorney in legal division of ABC owned stations division, named general attorney.

Thomas P. Shelburne Sr., president of NEP Communications, and general manager of its WNEP-TV Scranton, Pa., elected chairman of board and chief executive officer of NEP. Thomas P. Shelburne III, executive VP and sta-

tion manager, WNEP-TV, succeeds senior Shelburne.

John J. O'Neill, manager, business affairs, NBC Radio division, New York, appointed director, financial analysis.



O'Neill



Divens

Roger Divens, VP-general manager, WSET-TV Lynchburg, Va., named president. He will con-

tinue as general manager.

John D. Hershberger, station manager, non-commercial WUSF-TV Tampa, Fla., named general manager. Northeastern Educational TV of Ohio, Kent.

Joe Simmons, account executive, KODAM-FM Houston, named station manager, KRXX(AM) Fort Worth.

Hal Owens, general manager, WCSL(AM) Cherryville, N.C., named to board of directors of Mark Media Inc., owner of station. **Michael A. Sink**, operations manager of Mark Media's WKYK(AM) Burnsville, N.C., also named to board of directors and VP.



Simmons

Mary McConville, office manager, Creston (Iowa) Cablevision, named station manager, KSIB(AM)-KITR(FM) Creston. Both cablevision company and radio stations are owned by Heritage Communications of Des Moines, Iowa.

Mark Larson, assistant program director, KFMB-AM-FM San Diego, named operations manager.

Scott W. Moseley, operations manager, KKNU(FM) Fresno, Calif., named VP-operations, East-West FM Group Inc., owner of station.

Jerry Clark, news director, WIFF-AM-FM Auburn, Ind., appointed assistant general manager.

Broadcast Advertising



Lerman

Al Lerman, partner in Lerman/Van Leeuwen, New York, named senior VP and creative assistant to president of Foote, Cone & Belding Communications, New York. **Ken Yagoda**, head of production, Scali, McCabe, Sloves, New York, joins FCB there as VP, director of television production.

Michael Kahn, associate creative director, Cunningham & Walsh, New York, appointed VP-creative director, FCB.

Bea Bauer, media planner-buyer, Leo Burnett, Chicago, joins Tatham-Laird & Kudner there as media planner. **Melanie Cody**, assistant media planner, D'Arcy MacManus & Masius, Chicago, joins TLK in same capacity. **Susan Wilcox**, from broadcast buying group, W. B. Doner, Southfield, Mich., joins TLK as broadcast buyer. **Mary Lou Gorno**, **Mary Auster** and **Bob Janssen**, all staff assistants at TLK, named assistant account executives.

Robert Schulin, public relations account supervisor, Aitkin-Kynett, Philadelphia, joins Ketchum, MacLeod & Grove, Pittsburgh, in same capacity.

Debi Akchin, reporter, WBRZ(TV) Baton Rouge, named director of public relations, Herbert S. Benjamin Associates, Baton Rouge agency.

James L. McMennamin, Norton Simon Inc., elected president of New York chapter of American Marketing Association, succeeding **Philip Levine**, Ogilvy & Mather Inc. **Mal Ochs**, *Time* magazine, named president-elect. Other new officers: first VP, **Rena Bartos**, J. Walter Thompson Co.; second VP, **Dr. Walter Burgi**, Burgi International Inc.; secretary, **Martin Beilinson**, Clairol Inc.; assistant secretary, **Mark M. Chudnoff**, Nadler & Larimer; treasurer, **James P. Burke**, *New Yorker* magazine; assistant treasurer, **Mercia Fleschner**, Smith's Fifth Avenue, New York employment counselor.

Appointments, Katz Television Continental, New York: **Bob Levenstein**, VP and New York sales manager of Silver team, named VP-national sales manager. **Sterling Swierk**, account executive with Silver team, succeeds Mr. Levenstein as New York sales manager. **Jack Mulderrig**, VP and New York sales manager of

Bronze team, named VP-national sales manager. **George Stella**, on Bronze sales team, succeeds Mr. Mulderrig as New York sales manager. **Earl Overton**, sales manager of Gold team, named VP and national sales manager. **Jay Friesel**, member of Bronze team, succeeds Mr. Overton. Appointments, Katz American Television, New York: **James E. Beloyianis**, manager of White team, named regional VP-New York and general sales manager of Katz American Television. **John DeSimone**, team manager of White group, succeeds Mr. Beloyianis. **Len Graziano**, sales manager of Blue team, named regional VP-South, stationed in Atlanta. **Michael F. Hugger**, member of Blue team, succeeds Mr. Graziano.

Marvin R. Davis, account executive, RKO Television Representatives, New York, named regional sales manager.

Luke D. Alexander, Western manager, nighttime sales service, ABC Television Network, New York, named director, network sales service, Chicago. **Michael Rubin**, manager of daytime sales, central division, Chicago, named manager of sports sales for central division. **Douglas W. Little**, director of sales service for central division, succeeds Mr. Rubin.

James Chabin, from KIQQ(FM) Los Angeles, named account executive, CBS Radio Spot Sales there.

Joseph D. Schwartz, account executive with CBS-FM National Sales, named sales manager of Chicago office of unit.

John Garwood, national sales manager, WPLG(TV) Miami, named general sales manager of co-owned WDIV(TV) Detroit.

Harold Bausemer, account executive, WBZ-AM-FM Boston, appointed general sales manager, WITS(AM) there. **Doris Howe**, from New England Broadcasting Association, Boston, and **Bob MacKay Jr.**, from WRKO(AM) Boston, join WITS as account executives.



Honoring its own. Ampex Corp., Redwood City, Calif., recognizes those employees each year who have made outstanding contributions to technical achievement. The AMP (Alexander M. Poniatoff) award is the highest honor given to Ampex employees and it carries with it a cash prize of \$2,500. This year's winners are Donald Chiu, senior engineer, memory products division, and Maurice Lemoine (r), senior staff engineer, audio-video systems divisions, with the founder of Ampex and chairman of the board emeritus, Alexander M. Poniatoff.

Michael A. Liff, account executive, TeleRep, Los Angeles, appointed national sales manager, KTVU(TV) Oakland-San Francisco.

Peter Marcus, president, WWC(AM) Waterbury, Conn., joins WNBC(AM) New York as account executive.

Charlotte Beales, research director, WBBM-TV Chicago, joins WRC-TV Washington as research coordinator. **Edris Stevens**, graduate, Harvard University, Boston, and **Jayne Warrington** account executive for co-owned WKYS(FM) Washington, join WRC-TV as account executives.

Lee Nixon, national sales manager, WIVY-FM Jacksonville, Fla., joins WTVQ-TV Lexington, Ky., in same capacity.

Jeff Utschig, regional sales director, WLUC-TV Marquette, Mich., named account executive, WISN-TV Milwaukee.

Jay Davis, account executive, WTAE(AM) Pittsburgh, named sales manager of co-owned WXXX(FM) there.

Ken Somers, account executive, WHYZ(AM) Greenville, S.C., named sales manager.

Kevin L. Rice, account executive, WLKW-AM-FM Providence, R.I., named general sales manager, WHON(AM) Richmond, Ind.

Mark Turner, graduate, University of North Carolina, Chapel Hill, named account executive, WITN-TV Washington, N.C.

Mary Ellen Larson, high school instructor, Highland, Ill., and **Dale Lamb**, sales assistant, Gordon Foods, Louisville, Ky., named account executives, WLPO-FM La Salle, Ill.

Programing

John McMahon, VP-programs, West Coast, NBC-TV, Burbank, Calif., named to newly created position of senior VP-programs and talent. **Brandon Tartikoff**, director, comedy programs there, succeeds Mr. McMahon.

Jeffrey M. Kulliver, director of program operations, NBC Radio network, named network's director of sports programing.

Alan L. Cohen, director of program planning, ABC Entertainment, New York, appointed to new post of director, early-morning programing, ABC Entertainment.

Al Newman, director of advertising, publicity and promotion, MGM film and TV divisions, New York, named VP-worldwide advertising, publicity and promotion, motion picture division, Culver City, Calif. **Mary Ledding**, director of business affairs, MGM Television, named assistant to VP of business affairs, Frank Davis, motion picture division.

Ben De Augusta, director of operations, Worldvision Enterprises, New York, named assistant VP-operations. **Randy Hanson**, account executive, Eastern division, New York, moved to Worldvision's Los Angeles office as Western division account executive. **Jonathan D. Shapiro**, assistant to executive VP-marketing, takes on additional duties as account executive, Eastern division.

Roger B. Adams, director of sales and marketing, Rick Trow Productions, Doylestown, Pa., named Eastern division sales manager, first-run syndication, Viacom, New York.

Leanne Smith Nurse, administrative secre-

tary, FMC Corp., Philadelphia, appointed associate producer, KYW-TV there.

Enrique Samaniego, announcer, KDCE(AM) Espanola, N.M., named program director.



Marcus

Joan Marcus, radio account executive with Christal Co., New York, named marketing manager of Taft, H-B Domestic Sales, based in New York.

Mark McKay, assistant program director, KFRC(AM) San Francisco, named program director of co-owned WRKO(AM) Boston.

Jean Caughman, field producer of children's program, South Carolina Educational Television, Columbia, named producer of live talk show, WISN-TV Milwaukee.

News and Public Affairs

George Noory, executive news producer, WJBK-TV Detroit, joins KMSP-TV Minneapolis-St. Paul as news director.

Robert Allen, news director, WESH-TV Orlando (Daytona Beach), Fla., joins KYW-TV Philadelphia as assignment editor. **Susan Dutcher**, news producer, WNBC-TV New York, joins KYW-TV in same capacity.

Dorothy Reed, general assignment reporter, WKBW-TV Buffalo, N.Y., named news correspondent, WCBS-TV New York.

Tom Korzeniowski, reporter-anchor, WJBK-TV Detroit, joins WBBM-TV Chicago as general assignment reporter.

Jeffrey L. Field, Newscenter editor for United Press International, San Francisco, named assistant managing editor of UPI, based in New York. **Susan Tebbe**, assistant editor of San Francisco Newscenter, succeeds Mr. Field.

Robert L. Gist, weekend anchor, WGR-TV Buffalo, N.Y., joins KHOU-TV Houston, in same capacity.

Steve Olszyk, partner in production house and advertising agency, Cedar Rapids, Iowa, joins WISN-TV Milwaukee as feature reporter.

Christopher Peake, reporter-photographer, WCHS-TV Charleston, W. Va., joins WHBQ-TV Memphis, as reporter.

Sue Peters, graduate, Western Illinois University, Macomb, joins WRAU-TV Peoria, Ill., as assistant producer of news and reporter.

Christine Harris, anchor, noncommercial WTTW(TV) Chicago, joins WAVE-TV Louisville, Ky., as consumer general assignment reporter.

Dan Royal, from KAMR-TV Amarillo, Tex., named feature reporter for WAVE-TV. **David Busse**, from KOMU-TV Columbia, Mo., named WAVE-TV news staff photographer.

Diane Freda, from WCMS-AM-FM Norfolk, Va., joins WTVR-TV Richmond, Va., as reporter.

Orin Piepho, graduate, Oklahoma Panhandle State University, Goodwell, Okla., named news and public affairs director, KBSO(FM) Espanola, N.M.

Art Andrews, news director, WCAU-FM Phila-

delphia, joins WPEN(AM) there as news director and news anchor.

Jim Russell, news director, KMEN(AM) San Bernardino, Calif., named news and public affairs director, KCKC(AM) there.

Ben Frazier, from Associated Press Radio, Washington, named anchor, WTOP(AM) there. New officers of National Broadcast Editorial Association: **Art McDonald**, KOMO-TV Seattle, president; **Phillip Balboni**, WCVB-TV Boston, VP; **Mary Braxton**, WJLA-TV Washington, secretary, and **Ed Hinshaw**, WTMJ-TV Milwaukee, treasurer.

Equipment and Engineering

T. Arthur Kvaas, VP and general manager of operations, Moseley Associates, Goleta, Calif., joins Cetec Broadcasting Group as operations manager in company's new Carpinteria, Calif., facility. Other appointments there: **Ron Hughen**, market analyst, Technical Wire Products, Santa Barbara, Calif., named operations coordinator. **Frank Crow**, from Vidar Corp., San Luis Obispo, Calif., named operations planner. **Doug Sterne**, production manager, KDIA(AM) Oakland, Calif., named sales coordinator. **Joe Ziemer**, from company's headquarters in Goleta, named manager of international sales in Carpinteria.

Henry G. Catucci, VP of Washington office of Western Union International, named senior VP.

Nicholas J. LaBate, manager of systems engineering, Philips Broadcast Equipment Corp., Mahwah, N.J., named product manager, professional color products. **Alan J. Keil**, supervisor of field engineering, named assistant product manager, broadcast studio products.

Janet M. Cohen, supervisor of warranty and profit center analysis, Zenith Radio Corp., Glenview, Ill., named controller of company's service, parts and accessories division.

Anthony E. (Bub) Maurin, director of engineering, noncommercial WYES-TV New Orleans, elected VP for engineering.

Deaths

Bob Crane, 49, star of former CBS television series now in syndication, *Hogan's Heroes*, was found beaten to death June 29 in his apartment in Scottsdale, Ariz., where he was appearing in dinner theater play. Mr. Crane began his career

in 1959 as disk jockey at several East Coast stations before going to KNX(AM) Los Angeles.



Paley

Barbara Cushing Paley, 63, wife of CBS Chairman William S. Paley, died of cancer last Thursday at their New York apartment. Mrs. Paley, born at Brookline, Mass., was youngest of three daughters of late Dr. Harvey W. Cushing, noted neurosurgeon. She married Mr. Paley in 1947, following divorce in 1946 from

Stanley G. Mortimer Jr. Among other activities, she was trustee of Museum of Broadcasting and of William S. Paley Foundation, member of board of governors of Human Resources Center in Albertson, L.I., and honorary life trustee of North Shore University hospital of Manhasset, L.I., where she and her husband have made their home for many years. In 1969 she was among recipients of first annual citation of National Society of Interior Designers for inspiring good design. She was also interested in gardening and horticulture, and was consistently ranked at or near top of annual "10 Best Dressed Women" lists. Survivors, with Mr. Paley, include their two children, William Cushing Paley and Kate Cushing Paley; two children from her former marriage, Stanley G. Mortimer III and Mrs. Amanda Mortimer Burden; stepson and stepdaughter, Jeffrey Paley and Mrs. J. Frederic Byers III, children of Mr. Paley by former marriage.

Tom Sheldon, 42, program director, noncommercial KSOR(FM) Ashland, Ore., died June 16 there of heart attack while on duty. Mr. Sheldon's radio career included work at several Santa Barbara, Calif., stations and one in Prescott, Ariz. He is survived by his wife, also employe of KSOR, and six children.

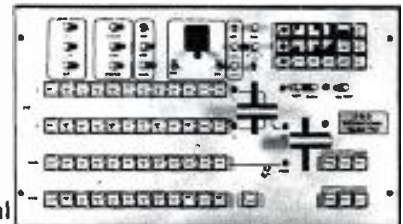
Bernard Casper, 59, retired member of inspection staff of former U.S. Information Agency, Washington, died June 26 at his home in West Lake Village, Calif., after heart attack. After serving in Army during World War II, he worked for Office of War Information and Department of State as radio engineer and field technician. He is survived by his wife, Eleanor Saul Casper, and two sons.

The Price Is Right.....

\$7,400.00

PRODUCTION VIDEO SWITCHER 12 INPUTS - 4 BUSSES

Compare.....You will agree;
The J&D Model 712 is a truly professional
Production Video Switcher with capacity and features that will satisfy your
ENG, CATV and Production Studio requirements. Contact us for details.



J&D INTERNATIONAL, INC
Interstate Industrial Park
Bellmawr, New Jersey, 08031
Tele:(609)931-4100

Distributed *NATIONWIDE* by:-
BEAVERONICS, INC
8 Haven Avenue, Port Washington,
New York, 11050 Tele:(516)883-4414

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period June 26 through June 30.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM actions

- The FCC Broadcast Bureau took the following actions on dates shown:
- Harriman, Tenn.—Returned as unacceptable for filing application for CP for a new AM there. Action June 5.
- Clarksville, Tenn.—Returned as unacceptable for filing application by Two Rivers Broadcasting for a new unlimited time AM. Action May 16.
- KQLA Lakewood, Wash.—Granted CP to replace expired permit for new station. Action May 23.

FM actions

- *Grand Junction, Colo.—Broadcast Bureau granted Pear Park Baptist Schools 88.5 mhz, 250 w, HAAT 431 ft. Address: 3120 E. Rd., Grand Junction 81501. Estimated construction cost \$16,789; first-year operating cost \$3,000. Format: Religious. Principal: Applicant is nonprofit, religious, education institution. Action June 9.
- Springfield, Ill.—Broadcast Bureau granted Midwest Broadcasting Co. 98.7 mhz, 50 kw., HAAT 500 ft. Address: Box 2102, Springfield 62705. Estimated construction cost \$123,137; first-year operating cost \$105,680; revenue not given. Format: progressive contemporary, news. Principals: Mark E. Erenburg (13.95%), Edward D. McNamara Jr. (13.95%), Ruth J. Hill (19.77%), Carl F. Flipper III (26.74%) et al. Messrs. Erenburg and Flipper and Ms. Hill are employed at Sanagamon State University, Springfield. Mr. McNamara is attorney. Action June 26.
- Parsons, Kan.—Broadcast Bureau granted Community Broadcasting Co. 93.5 mhz, 3 kw, HAAT 265 ft. Address: 109 1/2 South Central, Parsons 67357. Estimated construction cost \$29,327; first-year operating cost \$12,000; revenue \$11,700. Format: contemporary popular. Principals: Carol B. Combs (50.2%), her son Richard R. Combs (24.8%) and Eugene L. Joslin (25%). They also own KCLK(AM) Parsons. Action June 16.
- *Summertown, Tenn.—Broadcast Bureau granted Radio Free Broadcasting Co. 88.3 mhz, 10 w. Address: 156 Drakes Lane, Summertown 38483. Estimated construction cost \$1,500; first-year operating cost \$2,150. Format: educational, religious. Principal: Jeffrey Keating, station manager. Action June 19.
- Burnet, Tex.—Broadcast Bureau granted William E. Hobbs 107.1 mhz, 3 kw, HAAT 300 ft. Address: 2429 Brentwood, Wichita Falls, Tex. 76308. Estimated construction cost \$54,729; first-year operating cost \$12,

650; revenue \$18,000. Format: easy listening. Principal: Mr. Hobbs is licensee of KHLB(AM) Burnet and 13.3% owner of KAUZ-TV Wichita Falls. Action June 19.

FM licenses

- KRBU Pocatello, Idaho—KSEI Broadcasting Inc. granted license covering new station; ERP: 3 kw(H&V), ant. height 580 ft. (H&V).V. Action June 27.
- *WTBR-FM Pittsfield Mass.—Pittsfield Public School Committee granted license covering new station. Action June 27.
- *KSJU Collegeville, Minn.—St. John's University granted license covering new station. Action June 27.
- KTRI-FM Mansfield, Mo.—Mansfield Broadcasting Co. granted license covering new station; ERP: 3 kw (H&V), ant. height 205 ft. (H&V). Action June 27.
- *KRSH Overland, Mo.—Rittenour School District granted license covering new station. Action June 27.
- KEDM Deming, N.M.—Luna County Broadcasting Co. granted license covering new station; ERP: 3 kw (H&V), ant. height 195 ft. (H&V). Action June 27.
- WBTF-FM Attica, N.Y.—Granted license covering new station to operate on 101.7 mhz; ERP 1.25 kw (H&V); ant. height 4,440 feet (H&V). Action June 8.
- *WUSB Stony Brook, N.Y.—State University of New York granted license covering new station to operate on 90.1 mhz; ERP 4 kw; ant. height 225 feet. Action June 8.
- KOM-FM, Omak, Wash.—KOM Inc. granted license covering new station; ERP: 3.0 kw (H&V), ant. height minus 840 ft. (H&V). Action June 27.
- KERM Torrington, Wyo.—Kermit G. Kath granted license covering new station; ERP: 3 kw (H&V), ant. height 300 ft. (H&V). Action June 27.

Ownership Changes

Grants

- WTRL(AM) Bradenton, Fla. (AM: 1490 khz; 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of WTRL Inc. from Boris Mitchell and Gordon Towne (100% before; none after) to Aires Broadcasting (none before; 100% after). Consideration: \$358,000. Principals: Seller is owned by Mr. Mitchell (57%) and Mr. Towne (23%). Both are stockholders in Multi-Communication Services Inc., applicant for MDS in several cities. Buyer: presently owned by Paul W. Mosely (100%); however, 10% will be transferred to Jaime Zierler upon closing. Mr. Moseley, ex-vice president of Ted Bates (advertising) and Pepsico (soft drinks), is president and stockholder of Transcom Inc., in-flight services; Mr. Zierler is his assistant. Mr. Mosely has also worked as an announcer/writer for several stations. Action June 20.
- KIQQ(FM) Los Angeles (FM: 100.3 mhz, 58kw)—Broadcast Bureau granted assignment of license from Cosmic Communications Inc. to The Outlet Co. for \$4.5 million. Seller: Owned by W. John Driscoll (35.52), L.E. Chenault (23.21), Philip T. Yarbrough aka Bill Drake (23.21%) and six others. Mr. Chenault owns KYNO-AM-FM Fresno, Calif. and option to buy 10% of buyer of KCBS-FM San Francisco. Messrs. Chenault and Yarbrough are equal partners in Drake-Chenault Enterprises, program production and syndication company. Buyer: Recently acquired WTOP(AM) Washington, owns WJAR-AM-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio. Action June 20.

- WEVU(TV) Naples, Fla. (ch. 26)—Gulfshore Television Corp. granted assignment of license to Caloosa Television Corp. for \$2,645,000 plus \$780,000 in consulting and non-compete agreements. Seller: principally owned by Richard G. Simpson Jr., president, and by R. S. Dean Sr. and Sam Johnson Jr., both local businessmen. None has other broadcast interests. Buyer: subsidiary of Home News Publishing Co., New Brunswick, N.J. of which William M. Boyd is president. Home News publishes *New Brunswick Home News* daily and five weekly newspapers in Conn. and N.Y. and also owns WKPT-AM-FM-TV Kingsport, Tenn. and WINE(AM)-WRKI(FM) Brookfield and WSWG(AM) Torrington, both Conn. Action June 12.
- WGNO-TV New Orleans (ch. 26)—Communications Corp. of the South granted assignment of license to General Media for \$4 million. Seller: Seymour Smith and members of his family, who have no other broadcast interests. Buyer: approximately 170 individuals; Earl Hickerson is president. General Media owns CATV systems in Rockford and Loves Park, both Ill., and last year sold WCEE-TV Rockford. Action June 12.
- KTGR(AM)-KTGC(FM) Columbia, Mo. (AM: 1580 khz, 250 w-D; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Tiger Broadcasting from Robert Neathery Jr., Laurel R. Thompson and Richard Bradley (100% before; none after) to Tiger Broadcasting (none before; 100% after). Consideration: \$84,567 plus \$75,000 covenant not to compete. Sellers: have no other broadcast interests. Buyer: 100% owned by W. J. Wheeler, president, general manager and 17.8% owner of KHOZ-AM-FM Harrison, Ark. Action June 16.
- WATN(AM) Watertown, N.Y. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Watertown Broadcasting Corp. to Inter-County Broadcasting for \$190,000. Seller: Harry G. Righter, owner and president, is in failing health. He has no other broadcast interests. Buyer: is 72.7% owned by Grover H. Hubbell, who owns Syracuse, N.Y. advertising agency. Remainder is owned by Mark Clarq, sales manager WEZG(FM) North Syracuse. Neither has other broadcast interests. Action June 14.
- WICK(AM) Scranton, Pa. (AM: 1400 khz, 1 kw-D, 250 w-N)—Scranton Radio Corp. granted assignment of license to Lancom Inc. for \$305,000. Seller: principally owned by Joseph W. Hobbs and his wife, Ann, who have no other broadcast interests. Buyer: subsidiary of Lane Broadcasting Corp. licensee of WWDL-FM Scranton. Lane is principally owned by Douglas V. Lane, president and general manager of WWDL-FM.
- WALR-FM Union City, Tenn. FM: 104.9 mhz, 3 kw—Broadcast Bureau granted transfer of control of Perkins Broadcasting Co. from Edgar R. Perkins (100% before, 30% after) to Reelfoot Broadcasting Inc. (none before; 70% after). Consideration: \$304,500. Principals: Mr. Perkins is selling his interests for cash and 30% of the stock of buyer so that he may devote more time to other pursuits. Other owners of Reelfoot are: William L. Pope (26%), Harold D. Butler (25%) and Verne A. Brooks (18%). Mr. Pope also owns 50% of stock in WHDM(AM) McKenzie, Tenn., 50% stock in WBHT-(AM) and WTBG-FM Brownsville, Tenn. Mr. Butler owns the other 50% of WHDN, WBHT and WTBG. Mr. Brooks has had extensive broadcasting experience, most recently as general manager of WHDM. Action June 14.
- KILL-AM-FM Lubbock, Tex. (AM: 1460 khz, 1 kw-D; FM: 96.3 mhz, 54 kw)—Broadcast Bureau granted assignment of license from Corbin Broadcasting Inc. to Lubbock Broadcasting Co., Inc. for \$1,490,000. Seller: Larry W. Corbin owns 80% of stock, Gerald M. Coleman 20%. Buyer is owned by Thrash Broadcasting Co. (92%) and John Frankhouser (8%), who is general manager of WZGC-FM Atlanta. Thrash Broadcasting is 100% owned by James Thrash of Blackbrun & Co. media brokers, Atlanta and of Tuner Communications Corp. Action June 20.

■ **KBUS(AM)** Mexia, Tex. (AM: 1590 khz, 500w-D)—Broadcast Bureau granted transfer of control of Limestone Broadcasting Inc. from Bill J. and Sara F. Collins (100% before; none after) to G.E.T. Corp. (none before; 100% after). Consideration: \$150,000. Principals: Seller is owned by Mr. and Mrs. Collins (equal partners). Buyer is owned by B. W. Wallis, Aubrey E. Irby, Wade Ridley, Wilton H. Fair and Isadore E. Roosth. Ms. Irby and Mr. Fair are both stockholders of KZAK(AM)-KTYL(FM) Tyler, Tex. Action June 16.

■ **KRTR(AM)** Thermopolis, Wyo. (1490 khz, 250 w-U, DA-1)—Broadcast Bureau granted assignment of license from Mildred V. Ernst to Eagle Broadcasting for \$47,500. Seller: is co-owner of KWRB-TV Riverton, Wyo., and is selling for age and health reasons. Buyer: is owned by W. H. Johnson Jr. (51%) and Harry C. Wisheart Jr. (39%) KWRB-TV salesman. Action June 14.

Facilities Changes

AM actions

■ The FCC Broadcast Bureau took the following actions on dates shown:

■ **KHAC** Window Rock, Ariz.—Granted CP to change frequency to 1110 khz, increase power, change type trans. Action June 16.

■ **WITS** Boston, Mass.—Granted mod. of license covering operation of trans. by remote control. Action June 12.

■ **KERR** Polson, Mont.—Granted CP to increase daytime power. Action June 16.

■ **WLNH** Laconia, N.J.—Granted CP to install a new aux. trans. Action June 12.

■ **KQWB** Fargo, N.D.—Granted mod. of CP to operate trans. by remote control. Action June 12.

■ **WGSW** Greenwood, S.C.—granted CP to install new aux. trans. Action June 12.

■ **WNYC(AM)** New York—Granted increase of power to 50kw, and change TL. Action June 29.

FM actions

■ ***KALX(FM)** Berkeley, Calif.—Granted license covering changes, ERP: 9.3w, ant. height 774 ft. Action June 27.

■ **WDIZ** Orlando, Fla.—Granted mod. of license to change SL; operate trans. by remote control. Action June 14.

■ **WFXE** Columbus, Ga.—Granted mod. of license covering operation of trans. by remote control. Action June 20.

■ ***WLWU** Chicago—Granted mod. of CP to establish second SL and operate trans. by remote control. Action June 20.

■ **KGRA(FM)** Lake Charles, La.—Granted mod. of license covering change in name of licensee to Stream Broadcasting Inc. Action June 20.

■ **WWJ-FM** Detroit, Mich.—Granted mod. of license

to operate trans. by remote control. Action June 22.

■ ***KCSC** Edmond, Okla.—Granted CP to change ERP: 100 ant. height 430 ft. (H&V); change KW(H&V); type trans. ant. and make changes in ant. system; remote control permitted. Action June 14.

■ **WACM(FM)** Freeland, Pa.—Granted CP to replace expired permit and waiver of Section 1.534 (b) of the rules. Action June 14.

■ ***WSAJ-FM** Grove City, Pa.—Granted mod. of license covering change in SL and authority to operate trans. by remote control. Action June 20.

■ **KRLY(FM)** Houston, Tex.—Granted license covering changes in aux. ant. ERP: 8.9 kw (H&V), ant. height 720 ft. (H&V). Action June 27.

■ **KJKJ(FM)** Logan, Utah—Granted mod. of license covering change in name of licensee to Bluejay Broadcasting, Inc. Action June 22.

Extensions

■ The FCC last week granted the following modifications of CP's for extension of completion dates to dates shown:

■ ***KVPR-FM** Fresno, Calif.—to Oct. 22.

■ **WDLM-FM** East Moline, Ill.—to Dec. 9.

■ ***WISU(FM)** Terre Haute, Ind.—to Dec. 20.

■ **WACR-FM** Columbus, Miss.—to Oct. 1.

■ ***WSOE(FM)** Elon College, N.C.—to Nov. 1.

■ **WJTP(AM)** Newland, N.C.—to Dec. 15.

■ **KPTW-FM** Eugene, Ore.—to Dec. 15.

■ **WHJB(AM)** Greensburg, Pa.—to Oct. 1.

■ **WHPA(FM)** Hollidaysburg, Pa.—to Jan. 18, 1979.

■ **WGIT(FM)** Hormigueros, P.R.—to Oct. 2.

■ ***KACC(FM)** Alvin, Tex.—to Dec. 25.

■ **KFIM(FM)** El Paso, Tex.—to Dec. 1.

■ **WVFN(FM)** Charleston, W. Va.—to Dec. 15.

■ ***WHPW(FM)** Huntington, W. Va.—to Dec. 15.

■ **WRFY-FM** Reading, Pa.—to Dec. 1.

■ **WARM(AM)** Scranton, Pa.—to Dec. 1.

■ ***WMHK(FM)** Columbia, S.C.—to Dec.

■ **KLSN(FM)** Brownwood, Tex.—to Nov. 1.

■ ***KPBX-FM** Spokane, Wash.—to Dec. 18.

■ **WAFCC(FM)** Clewiston, Fla.—to Dec. 15.

■ **KEYN-FM**, Wichita, Kan.—to Sept. 1.

■ **KABN** Long Island, Alaska—to Jan. 31, 1979.

■ **WWBA-FM**, St. Petersburg, Fla.—to Jan. 1, 1979.

■ **KDWT-FM** Stamford, Tex.—to Dec. 15.

Fines

■ **WMAL(AM)** Washington, D.C.—Notified of apparent liability for \$5,000 for failure to accurately log commercial time. Action June 29.

■ **WAVN(AM)** Stillwater, Minn.—Notified of apparent liability for \$300 for repeated failure to make equipment performance measurements of main trans. Action June 15.

■ **KITT(AM)** Columbus, Neb.—Ordered to forfeit \$500 for failure to have qualified engineer in charge of main trans. Action June 16.

■ **KVWG(AM)** Perasall, Tex.—Notified of apparent liability for \$100 for repeated failure to post instructions for trans. adjustments which lower grade operators can make and tabulation of upper an lower limit values of parameters. Action June 16.

■ **KPQ-AM-FM** Wenatchee, Wash.—Notified of apparent liability for \$2,000 for failure to have qualified engineer in charge of main trans. Action June 15.

In Contest

Procedural rulings

■ **Cleveland, Tenn.** (Thomason Broadcasting Inc. and Bradley Enterprises) **FM proceeding:** (Docs. BC-78-33-34)—ALJ James F. Tierney continued, without date, hearing scheduled for Sept. 11. Action June 22.

■ **Milton and Hurricane, W. Va.** (Putnam Broadcasting Co. and WNST Inc.) **FM proceeding:** (Docs. 20994,5)—Review Board scheduled oral argument for July 18 on exceptions to initial decision of ALJ David I. Krausharr granting 106.3 mhz to WNST Radio. Action June 16.

Translators

Actions

■ **K13NS** Kwigillingok and Mecoryuk, Alaska—Granted mod. permit to extend completion date for VHF TV translator to June 22. Action Dec. 22. Ann. June 9.

■ **K278AA** Klamath Falls, Henley, Altamont, Keno, Merrill, Malin, Ore. and Tulelake, Calif.—Granted CP for new FM translator to rebroadcast signals of KVIP Redding, Calif. Action April 20. Ann. June 9.

■ **K240AH** Salinas, Calif.—Granted CP for new FM translator to rebroadcast signals of KAMB-FM Merced, Calif. Action May 1. Ann. June 9.

■ **Chester, Westwood and Canyon Dam, Calif.**—Returned as unacceptable for filing application by Almanor TV Club for new UHF television translator station. Action June 12.

■ **K280AU**, Colorado Springs, Col.—Granted CP for new FM translator to rebroadcast signals of KVOD-FM Denver, Colo. Action May 1.

■ **K280AL** Glasgow, Mont.—Granted license covering new FM translator to operate on 103.9 mhz. Action May 8.

■ **K13LW**, Plentywood, Mont.—Returned as unacceptable for filing application by Pentwood Translator Corp. for license renewal for TV translator. Action June 12.

■ **K05GZ**, Del Bonita, Mont.—Returned as unacceptable for filing renewal application by Del Bonita TV Club for TV translator station. Action June 12.

■ **K10BO**, Trident, Mont.—Returned as unacceptable for filing application by Trident Community Club for renewal of license for TV translator. Action June 12.

■ **K07EK**, Terry Creek, Circle, Rock Spings and Cohagen, Mont.—Returned as unacceptable for filing renewal application by Sheep Mountain TV Club for TV translator. Action June 12.

■ **K240A1** Carlin, Nev.—Granted CP for new FM Translator to rebroadcast signals of KSRN Reno, Nev. Action May 5.

■ **K265AE**, Satateline, Nev.—Granted CP for new FM translator to rebroadcast signals of KEZC-FM Truckee, Calif. Action May 1.

■ **K249AA** Seaside, Ore.—Granted license covering changes for FM translator. Action May 4.

■ **K294AD**, Deadwood, S.D.—Granted CP for new FM translator to rebroadcast signals of KRCS Sturgis, S.D. Action May 1.

■ **W217AA**, Johnson City, Kingsport, Bristol, Tenn. and Bristol, Va.—Granted CP for new FM translator

Summary of broadcasting

FCC tabulations as of May 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,525	43	4,568
Commercial FM	2,976	1	69	3,046	120	3,166
Educational FM	920	0	36	956	74	1,030
Total Radio	8,391	5	131	8,527	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

Call letters

Applications

Call	Sought by
	New FM's
KJHP	North Coast Communications, Healdsburg, Calif.
VVHG	La Belle Broadcasting, La Belle, Fla.
*WMWA	Midwest Academy of the New Church, Glenview, Ill.
WGBZ	Nelson County Broadcasting, Bardstow, Ky.
KSDZ	Heritage Broadcasting, Gordon, Neb.
*KENW-FM	Eastern New Mexico University, Portales, N.M.
WAOX	AGK Communications, Manlius, N.Y.
KGOK	Garvin County Broadcasting, Pauls Valley, Okla.

Existing TV's

WAFF	WYUR Hunstville, Ala.
KECI-TV	KGVO-TV Missoula, Mont.

Existing AM's

KXAM	KNTQ Los Angeles
KBLS	KTYD Santa Barbara, Calif.
WOMN	WCDQ Hamden, Conn.
KONK	KNBI Norton, Kan.
WLDM	WDEW Westfield, Mass.
WOXO	WGON Munsing, Mich.
KCAN	KELR El Reno, Okla.

Existing FM's

KKRK	KAPR-FM Douglas, Ariz.
KHTZ	KGBS Los Angeles
KBZT	KLRO San Diego, Calif.
WNGS	WWRN West Palm Beach, Fla.
WXLN	WHTT Moline, Ill.
WVMK	WMIK-FM Middlesboro, Ky.
WNUU	WSTM St. Matthews, Ky.
WEXA	WKEA Eupora, Miss.
KUGN-FM	KFMY Eugene, Ore.
WWKX	WHIN-FM Gallatin, Tenn.

Grants

Call	Assigned to
	New TV
KSTU	Springfield Television of Utah, Salt Lake City
	Existing TV
WDVM-TV	WTOP-TV Washington, D.C.
	New FM's
*WPBH	Connecticut Educational Television, Middlefield, Conn.
WZZX	Publicast Communications, Jeffersontown, Ky.
WALZ	Washington County Broadcasting, Machias, Maine
WTMS	RAM Enterprises, Presque Isle, Maine
KIOK	KALE Inc. Richland, Wash.
	Existing AM's
WPIO	WYNR Brunswick, Ga.
KPOI	KHVV Honolulu, Hawaii
KHVV	KPOI Honolulu, Hawaii
WORI	WOKI Oak Ridge, Tenn.
KSHY	KVVO Cheyenne, Wyo.
WVVO	KRNK Cheyenne, Wyo.
	Existing FM's
KDVL	KDLR-FM Devils Lake, N.D.
KTLS	KFJL Oklahoma City, Okla.
WKTN	WKTN-FM Kenton, Ohio
WSCZ	WCRS-FM Greenwood, S.C.

to rebroadcast signals of WMBW-FM Chattanooga, Tenn. Action May 1.

■ K29-280AC, Vancouver, Wash.—Granted CP to replace expired permit for FM translator. Action May 19.

■ K64AW Chloride, Ariz.—Granted CP for new UHF TV translator to rebroadcast signals of KTVK-TV, Phoenix. Action May 4.

■ K65BD Oscura, Three Rivers, and Carrizozo, N.M.—Granted CP for new UHF TV translator to rebroadcast signals of KGGM-TV, Albuquerque, N.M. Action May 8.

■ K58AR Malad Idaho—Granted CP for new UHF TV translator to rebroadcast signals of KID-TV, Idaho Falls. Action May 9.

■ K60AZ, Malad and surrounding area, Idaho—Granted CP for new UHF TV translator to rebroadcast the signals of KIFI, Idaho Falls, Idaho. Action May 9.

■ K13PC Tuscarora, Nev.—Granted CP for new VHF TV translator to rebroadcast signals of KTVN-TV, Reno. Action May 9.

■ K61BA, Indian Village and Fort Wingate, N.M.—Granted CP for new UHF TV translator to rebroadcast signals of KNME-TV, Albuquerque, N.M. Action May 9.

Cable

Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ Advanced Communications, for Columbus, Ohio (CAC-12962); changes.

■ Saipan Cable TV System, for Saipan, Guam (CAC-12978); commence operation.

■ Alcona Cablevision, for Harrisville, and Lincoln, Mich. (CAC-12983-5); commence operation.

■ Robertson County Cable TV, for Springfield, Tenn. (CAC-12986); commence operation.

■ M-R Cable TV, for Rigeland Miss. (CAC-12980); existing operation.

■ Kaiser-Teleprompter of Hawaii, for Hawaii Kai, Hawaii (CAC-13001); changes.

■ Rockingham-Hamlet Cable-vision, for Rockingham, N.C. (CAC-13003); changes.

■ Warner Cable of Salem, for Salem, Mass. (CAC-13004); changes.

■ Centennial Communications, for Hartford City, Ind. (CAC-13005); changes.

■ Warner Cable of Greenville, for Greenville and Greene, Tenn. (CAC-13006,7); changes.

■ General Television of Minnesota, for St. Cloud, Waite Park and Sauk Rapids, Minn. (CAC-13017-9); changes.

■ Teleprompter, for Coquille and Coos, Ore. (CAC-13020,1); changes.

■ TCI Cablevision, for Columbia and Forest Actes, S.C. (CAC-13022-4); changes.

■ United Suburban Television, for Blue Springs, Mo. (CAC-13025); commence operation.

■ Williamson County Cable TV, for Brentwood, Franklin and Williamson, Tenn. (CAC-13027-9) commence operation.

■ Community Cable TV, for Coal City, Wilmington and Braidwood, Ill (CAC-13030-2); changes.

■ Video Enterprises, for South Hadley and Holyoke, Mass. (CAC-13033,4); changes.

■ CPI of Arkansas, for Pulaski county, Ark (CAC-13035); commence operation.

■ San Juan Cable TV, for Saratoga, Elmo and Hanna, Wyo. (CAC-130358); commence operation.

■ Clay Video, for Clay, Fla. (CAC-13039); commence operation.

■ Multi-channel TV Cable, for Lucas, Ohio (CAC-13040); commence operation.

■ Clearview of Clinton, for Clinton, Miss. (CAC-13044); commence operation.

■ Continental Cablevision of Miami Valley, for Miami, Ohio (CAC-13045); commence operation.

■ Morris CATV Associates, for Morris, Ill. (CAC-13046); changes.

■ Teleprompter, for Islip, N.Y. (CAC-13047); changes.

■ General Television, for Oscoda, Tawas, Ausable, East Tawas, Baldwin and Greenbush, Mich. (CAC-13048-54); changes.

Actions

■ Pulaski county, Ark.—CPI of Arkansas Inc. denied, request for STA to commence operation. Action June 15.

■ Blue Lake, Calif.—Humboldt Bay Video Co. granted certificate of compliance to commence operation. Objection by California Oregon Radio Co. denied. Action June 19.

■ Southington, Conn.—Telesystems of Conn. Inc. denied certificate of compliance to add signals. Action June 7.

■ Aurora, Ill.—Consolidated Cable Utilities Inc. granted certificate of compliance to add signals and STA to continue carriage of WCFC (Specialty, ch. 38) Chicago, Ill., and WIFR-TV (CBS, ch. 23) Freeport, Ill. Objection by WGN Consolidated Broadcasting Company denied. Action June 16.

■ Sturgis, Mich.—Michigan CA-TV Co. ordered to provide syndicated program exclusivity to WOTV(TV) Grand Rapids against WKBD-TV Detroit. Action June 15.

■ Cape Girardeau, Mo.—Cape County Cable TV granted certificate of compliance to commence operation of system. Objection by WPDS-TV and Hirsch Broadcasting Company denied. Action June 16.

■ Las Cruces, N.M.—Las Cruces TV Cable Inc. granted STA to add signals.

■ Thompson, N.Y.—Dismissed application by Liberty Video Corp. for certificate of compliance. Action June 20.

■ High Point, N.C.—Carolina's Cable, Inc. granted STA to add signals. Action June 15.

■ Thomasville and Lexington vicinities, N.C.—Summit Cable services of Thom-A-Lex granted STA to add signals. Action June 14.

■ Anderson, S.C.—Anderson Cablevision granted STA to add signals. Action June 22.

Services

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

dataworld inc
Technical broadcast data base
Engineering computations
FCC actions "flag" service
1302 18th St., N.W., Suite 502
Washington, D. C. 20036
(202) 296-4790

CHLADEK & ASSOCIATES
Cable Origination/Access/M.D.S.
(212) 475-1550
110 East 23rd St.,
New York, N.Y. 10010

BILL DAHLSTEN & ASSOCIATES
Radio Representatives
Offices Nationwide
1680 N. Vine St.
Los Angeles, Ca. 90028
(213) 464-9263
Natl. & Reg. Representation
WE INCREASE SALES

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telesat Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCCE

**STEEL, ANDRUS
& ASSOCIATES**
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St., N.W. 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 N. Stone Way
Seattle, Washington 98103
(206) 833-2885
Member AFCCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
6934 A N. University
Peoria, Illinois 61614
(309) 692-4233
Member AFCCE

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22102
Tel (703) 358-9504
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS
75218
Computer Aided, Design & Allocation Studies
Field Engineering,
Aerial Radiation Measurements
(214) 321-9140

**Satellite Telecom
Services, Inc.**
Management and Engineering
Consulting Services
2971 Flowers Rd. So.
Atlanta, Ga. 30341
404-455-8369

KESSLER ASSOCIATES
Consulting Engineers
AM-FM-TV-Microwave Systems
1511 N.W. Sixth Street
Gainesville, Florida 32601
(904) 376-3157 • (904) 373-5225

**D. L. MARKLEY
& Associates, Inc.**
CONSULTING ENGINEERS
3101B W. Harmon Hwy.
Peoria, Illinois 61604
309/673-7511
Member AFCCE

RADIO ENGINEERING CO.
PO Box 2352 Palos Verdes Ca 90274
CONSULTANTS
ALLOCATIONS INSTALLATIONS FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
(213) 541-7379
Serving Broadcasters over 35 years

**JOHN FX. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel: (313) 642-6226 (202) 293-2020
Member AFCCE

**WILLIAM B. CARR
& ASSOCIATES, INC.**
DALLAS/FORT WORTH
GLENN B. CALLISON
15745 Terrace Lawn Circle,
Dallas, Texas 75240, 214/233-6034
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028, 817/295-1181
MEMBER AFCCE

E.M.R. ENGINEERING, INC.
P.O. BOX 766, CHANNELVIEW, TEX 77530
(713) 452-6147
CONSULTING ENGINEERS
COMMUNICATION SYSTEMS,
ALLOCATIONS, BROADCAST SYSTEMS &
MICRO-WAVE SYSTEMS
FRED L. ZELLNER

JOHN BARNETT, JR., P.E.
CONSULTING ENGINEERS
Allocation Studies &
Field Engineering
9804 VINEWOOD
DALLAS, TEXAS 75228
(214) 327-2882

DON'T BE A STRANGER
To Broadcasting's 157,000* Readers
Display your Professional or Service
Card here. It will be seen by the decision-
making station owners and managers,
chief engineers and technicians, applicants
for AM, FM, TV and buyers of broadcasting
services.
*1977 Readership Survey showing 44
readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager—Binghamton, NY Market Station. Strong sales and leadership experience a must. Great potential. EOE. Write Box G-170.

General Manager for AM/FM combo in Kennewick, (Tri Cities) Washington. Must be experienced and capable in all areas. E.O.E. Complete resume and salary history to Don Heinen, KUTI, P.O. Box 261 Yakima, WA.

General Sales Manager, greatest opportunity awaits right person in top Western market where living is great and opportunity abounds! Street selling, plus good agency experience required! Ability to sell, plus motivate and train sales staff. This isn't a desk job! Top young company that is in many markets, and going into many more! Guaranteed future. \$20,000 plus commission, override, profit sharing, all benefits. Resume. Box G-237.

Wanted—General Manager Eastern Pennsylvania complete charge, must be sales active & minded. Group owner. Box H-20.

New Radio Station needs entire staff. Excellent vacation and university town. EOE. Send resume and tape to Sam Parker, PO, Box 527, Murray, KY 42071.

HELP WANTED SALES

California Daytimer seeks Sales Manager who can and will sell, build, train, and motivate a sales staff. A proven Sales Manager with a successful history promotions and merchandising and long term contracts, one who is presently employed and delivering but seeks change and challenge, for a community oriented, community participating station. Compensation: negotiable. Box G-22.

If you can sell, you can live the good life in the heart of Minnesota's Lakes. A Detroit Lakes radio station is looking for a sincere, motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Immediate opening—Call Sales Manager Bob Spilman 218—847-5624 or send resume to KDLM, PO Box 746, Detroit Lakes, MN 56501. An Equal Opportunity Employer.

Rapidly Expanding Southwestern broadcast group needs experienced radio sales and management personnel. EOE. Al Cohen 915—532-4979.

AM Rocker under new ownership needs sales help. Major market South. The sky is the limit if you're good. Reply Box G-208.

Salesperson/Sportscaster in Southern California coast, top 100 market. Excellent sales potential, plus pbb. Send tape, resume to Larry Deutch, KBBQ-KBBY, Box 5151, Ventura, CA 93003. EOE.

Experienced aggressive, on-street salesperson needed for WROC/WPXY Radio. Send resume in complete confidence to: Dick Ferry, 201 Humboldt Street, Rochester, NY 14610.

Local Sales Manager for expanding AM-FM combo. Rock, MOR, and top ratings. Excellent pay and opportunity to advance. Bob Rooney, GM, WOJC, Box 177, Oswego, NY 13126.

Top rated 24 hour contemporary AM needs a highly self-motivated person who loves to sell. Sales Management possibilities. E.O.E. Contact Ken Riggle, WCMD, PO. Box 1665, Cumberland, MD 21502. 301—724-5400.

Sales Manager and sales persons for new FM station in Metro market. Advancement to G.M. possible. Initial salary guarantee. Resume to WQVE, Box 38, Carlisle, PA 17013. Equal opportunity Employer.

Religious formatted radio station needs full-time commercial sales person. Send resume and salary requirements to Wilbur Goforth, GM, WMOO, Box 1967, Mobile, AL 36601.

The Hottest radio facility in St. Louis has got all the right people "inside". We need the right people "outside". Call Peter Stromquist at KIRL, 314—946-6600. EOE.

Young aggressive sales person needed for contemporary AM/FM in Southwest Virginia. No experience necessary—will train right person. Call 703—980-2702. Equal opportunity employer.

Excellent Opportunity to replace senior radio account executive moving into management. Broadcast experience; be professional and aggressive. Equal opportunity employer. WCIT & WLSR, Lima, Ohio. Call Robert F. Rice, for appointment, 419—228-9248.

Account Executive—Needed immediately. Replace person retiring. Top list with more potential. \$15,000. To \$20,000. Starting. Want aggressive professional with broadcast experience. Recently expanded facilities—50,000 Watt FM-5,000 Watt AM. Beautiful lake filled area. Contact Gary Mallernee WTVB/WNWN, PO. Box 1590, Coldwater, MI 49036.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Position open for experienced announcer/les, news/sales, sports produce own spec spots, and client's copy. Box G-21.

92/PRO-FM, Capital Cities Communications in Providence has a choice opening for an on air personality. If you have experience in Top 40, do great production, hold a Third Class License, and carry impeccable references, maybe you're qualified to join our team of "PRO's..." Send tapes and resumes to: Gary Berkowitz, Program Manager, PRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

Country Personality for Central Florida evening shift. Strong production-copy desired. Send resume to Box G-216.

Strong Air Personality/Music Director for area's Number One Contemporary Station. If you have it, rush resume, air check to WENY, Box 208, Elmira, NY 14902.

Morning drive contemporary M.O.R. Beautiful, competitive Western Michigan community. Good voice—production and some continuity experience required. Immediate opening. Send tape and resume to PO. Box 238, Muskegon, MI 49443. E.O.E.

Immediate opening for dedicated, contemporary, air-personality, strong on production. Send air check, resume to: Bob Day, WCPA, 1032, Clearfield, PA 16830. An Equal Opportunity/Affirmative Action Employer.

Two Announcers. One, a morning personality; a second for odd and weekend shifts. -Fulltime. Country MOR format. Now 5000 watts. Daytime. Central Pennsylvania. Stable. Major fringe benefits. WHPA/WKMC. P. O. Box 44, Hollidaysburg, PA 16648. 814—696-1000.

WKBW Buffalo is seeking an all night radio personality. Exceptional opportunity with a Capital Cities' Station. We need an experienced pro with a third class endorsed ticket. Some news required. If you're an entertainer, send tape and resume to Sandy Beach, Program Director, WKBW, 1430 Main St., Buffalo, NY 14209. No calls please. An equal opportunity employer.

Immediate openings. Announcers for Adult Contemporary, and Big Band Format stations in Naples-Marco Island, Florida. Extra money if you can handle high school play by play and remote broadcasts. Additional compensation if you can sell. Submit tape, resume, availability date and salary requirements to Manager, WRGI, 950 County Road 31, Route 9, Naples, FL 33942. Telephone: 813—775-3321. An EEO Employer.

Top rated contemporary station in beautiful Rocky Mountain area wants newscaster-sportscaster combination, capable of play-by-play. Tape and current salary with first letter. Dick Elliott, KEXO, Box 1448, Grand Junction, CO 81501. EOE/MF.

WBOC, Salisbury, MD. Experienced Mid-day person with flexibility. Must handle news, production, be able to communicate and entertain. Adult Contemporary. Looking for stability. Paid retirement, life and health insurance. Resume, references and tapes to: Ed Hunt-WBOC-AM-FM-TV, Satisfsury, MD 21801. Equal Opportunity Employer.

Announcer/Sales. Salary plus unlimited commissions. Native of general area only. William Fogg, KXJK, Box 707, Forrest City, AR 72335.

Midwest Modern Country, looking for a communicator, good production, good board, to work with a great staff for a great company in a great atmosphere, we are open to all ideas. Box G-217.

WOTB-FM Stereo 107 ... Rhode Island's Newest Quality Music Station invites tapes and resumes. Salary open. Box 450 Middletown.

Announcer—Carolina's top billing small market station. Experience, talent, maturity. Benefits plus profit sharing. Group operator. Send tape, resume to Don Curtis, Box 512 Laurinburg, NC E.O.E.

Beautiful Music announcer with experience for top rated WBNY, Buffalo. Send tape, resume and financial requirements to Stu Cohen, WBNY, 2500 Rand Building, Buffalo, NY 14203. EOE.

Illinois-WSMI, Litchfield. Outstanding small market station has opening due to promotion to account executive.

Alaska—Send tape/resume for morning drive on mild rock AM and country FM automated. Heavy production. At least two years experience a Must. KSRM/KOOK, Box 852, RR 2, Soldotna, AK 99669. 907—262-5811.

Need an announcer who must also be willing to work in the news department. 3rd Class required. No previous experience necessary. Send tape and resume to Box 940, Maquoketa, IA 52060.

Contemporary Jock for AM/FM in Southwest Va. Good working conditions, no big city hassels. College town near by. Call 703—980-2702, an equal opportunity employer.

WWKR, Detroit, has an opening for a warm Contemporary air talent to join a great station with an outstanding environment. Send tape and resume to: Paul Christy, Program Director, WWKR, Box 1310, Dearborn, MI 48126. Equal Opportunity Employer.

Morning Personality with experience—Contemporary format. Excellent voice and strong production skills. Good on remotes. Secure future and opportunity for individual with high personal standards. Good pay, full range of benefits. Excellent area: LL Lynchburg, Virginia 804—239-0333. EOE.

Adult Good Music Station has opening for a fully experienced person with above average announcing and production ability. We are an equal opportunity employer with good benefits for the person who can fill our needs. Contact Ron Joseph 804—847-6666.

New management seeks new personnel. Combo announcer/sales. Knowledge of modern country and rock. No beginners. Small NC market but large potential. Contact Bob Townsend, WLSE, Box 520, Wallace, NC 28466. Minorities and females encouraged to apply.

Highly rated Central Virginia Black programmed station has opening for experienced announcer—production person. Must have good voice and excellent reading ability. We are an equal opportunity employer with good benefits and opportunity for the person who can fill our needs. Contact Ron Joseph 804—846-1331.

**HELP WANTED ANNOUNCERS
CONTINUED**

Production Manager for Bonneville Service Beautiful Music Station. Duties include air-shift, brief news. Automation knowledge preferred. Top Dollar. Tape and Resume to John D'Angelo, WQAI FM, 1031 Navarro, San Antonio, TX, 78205. E-O-E, M/F.

Experienced Contemporary Disjockey wanted. Great station, great living, in the Berkshires. Contact Bob Catan. WUPE AM and FM Pittsfield, MA 01201.

Contemporary Format air-personality, afternoon drive. Must also be fast and creative production pro. This is major requirement. \$300 week to start. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Take charge Chief Engineer needed by major Broadcast Group. Experience with AM Directionals, FM Automation, and Construction gets you a very good salary, excellent working conditions, a great future. An EOE/affirmative action employer. Contact L. Stephen Shrader, P.O. Box 647, Atlanta, GA 30324.

Technical Director for Albuquerque AM-DA, FM. 5 years experience in top 50 market required. Those without impressive references and credentials need not apply. Excellent salary. Send resume to Larry D. Ellis, PE., Telecommunications Consulting Engineer, Box 22835, Denver, CO 80222. No phone calls accepted.

Midwest Stereo FM has an opening for a chief engineer to maintain and construct new studio facilities in great college town. Must be able to maintain high quality audio equipment, automation, STL, and have background in station construction. If you are looking for a good opportunity, send resume and salary to Box G-213.

Chief Engineer for U.S. Caribbean stations. Must have 1st. ticket and good background. No announcing required. Good pay and benefits. Send resume and references to Box G-244.

Maintenance technician for nights at top AM-FM in Syracuse market. Excellent pay, even better if you good pipes. Bob Rooney, GM, WKFM, Fulton, NY 13069, 315-343-5648.

Immediate Opening for First Phone Engineer for Miami, Florida AM Radio Station four tower directional. Combo plus solid experience in all phases transmitter and solid state studio equipment. Isolated transmitter site requires 4 days on duty. Good pay and benefits. Contact S. Lew, WRHC Radio, 2260 Southwest 8 Street, Miami, FL 33135 or phone 305-541-3300. An Equal Opportunity Employer.

University seeks full-time Chief Engineer for Non-commercial FM NPR affiliate. Good salary at a good university in a good city. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees. Closing Date August 1, 1978.

WIGY/WJTO Looking for hard working experienced engineer who has worked with all aspects of AM & FM Stereo who can do short AM air shift. Call T. Porter. 207-443-5542 Bath, Maine.

Engineer Wanted. 5KW-AM FM. Please reply to Box H-6.

Wanted—Chief Engineer. New York state. Must be career oriented to assume total responsibility. Group owner. 1KW AM, 50 FM. Box H-21.

Opening before September 1st, First Class Engineer. Extensive experience all phases of AM & FM required. Salary \$12,000 to \$15,000 Group owned AM buying FM in this market. Contact John Timm, WAKY Radio, Louisville, Kentucky 502-587-7979.

Immediate opening Chief Engineer with maintenance background. Full time Class IV AM and 3 KW automated FM in Atlantic City, New Jersey. 5 Figure salary. Call Mr. Johnstone-609-344-5113. EOE.

100,000 watt FM in Sunny Southwest needs experienced chief. Maintenance and some rebuilding. Call 312-764-7442.

Chief Engineer—Michigan, 5,000 Watt AM, Directional night. New 50,000 Watt FM Stereo. Must be good transmitter and audio engineer. Great benefits, beautiful lake area. No absentee ownership. Owner concerned about sounding best. Salary negotiable. Call 517-279-9767.

WGIR AM/FM, Manchester, New Hampshire, is seeking a Chief Engineer. You should have a minimum of five years experience, be familiar with automation, remote control, STL & TSL links, R-ENG, and like to work with people. If you're qualified, send resume and salary requirements to Ed Juare, Engineering Director, Knight Quality Station, P.O. Box 927, Fall River, MA 02722. E.O.E.

KMXT-FM in Kodiak, Alaska is looking for a Chief Engineer to begin work September 1, 1978. The Chief Engineer is responsible for the entire technical operation of the radio station. The Chief must be able to install, repair and maintain all equipment necessary to the legal operation of the radio station. Must have a working knowledge of FCC. Rules and Regulations. Must be able to conduct a station "proof of performance" at the intervals required by the FCC. Reports directly and takes direction from the General Manager. Must be approved by the Alaska Public Broadcasting Commission. Has the responsibility to see that all on-air personnel are familiar with the proper operation of all equipment and the proper FCC. logging procedures. The Chief must have a 1st Class License. Salary: DOE. Please submit resume to Kodiak Public Broadcasting Corporation, Box 484, Kodiak, AK 99615.

Chief Engineer, Experienced pro for successful we maintained Class C in Beaumont, Texas. Hassle free graveyard shift. 10K. K106, 713-769-2852.

HELP WANTED NEWS

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann. Box 1446, Mason City, IA.

Mid Atlantic Regional needs person to join solid news team, a real opportunity in a great market. Must be able to report, write and deliver. An Equal Opportunity Employer. Send full resume and information to Box G-240.

WAYS Radio has immediate opening in news department for fulltime reporter, newscaster. News writing, editing and broadcast experience necessary. Call Jerry Reese, 704-597-9770. We Are An Equal Opportunity Employer.

A News Person with no previous experience. Would be second news person at a Small Eastern Iowa Radio Station. Tapes and resumes to: Box 940, Maquoketa, IA 52060.

Sports Director/Play by Play for strong N.E. Ohio sports station. Complete knowledge of football preferred. Home of Pro Football Hall of Fame. Send complete resume and tape to Rick Jacobs, WHBC, P.O. Box 1045, Canton, OH 44701. No phone calls. E.O.E.

Expanding chain looking qualified person to establish first class news operation. New facilities. Salary negotiable. E.O.E.. letter and resume to: WPVA, Box 87, Petersburg, VA 23803.

We need a heavyweight to do morning news in our newly created department. Should have one to two years news experience. Journalism degree preferred, but not required. Salary range: twelve to fifteen thousand dollars. Contact: Jan Thomas, News Director, KFYR Radio, Box 1738, Bismarck, ND 58501. Phone: 701-223-0900.

Radio News Reporter/Producer. Ideal entry-level position with prestigious state capital station. Degree in journalism, communications, or related field; or equivalent education and/or experience. \$10,080 salary, plus considerable benefits, including extensive travel. Send letter, resume, tape and writing samples to: News Director, WOSU-AM-FM, 2400 Olentangy River Road, Columbus, OH. 43210. Application deadline: July 31. The Telecommunications Center of The Ohio State University is an equal opportunity/affirmative action employer. All persons, including women, members of minority groups, and the handicapped are invited to apply.

News Director Wanted, for 5KW news leader in Missouri market of 16,000. Experience, references, resume, and personal interview required. Box F-140.

All News Station in Grand Rapids needs solid Reporter/Anchor with 3rd Phone. Minimum one year experience. Tapes/resumes to: WMAX Newsradio, 205-B Waters Building, Grand Rapids, MI 49503.

WBHP Radio News has an opening for a pro with ability to handle desk work as well as mobile and beat work. An excellent opportunity to join an expanding news department in a prime location in the South. Send tape and resume to Tim Tyson, News Director, WBHP Radio News, Huntsville, AL 35804.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Broadcast leader in Missouri seeks qualified programmer capable of heading up overall programming. A great station wants to become better. Box H-22.

Program Director to formulate new Midwest Medium Market FM Rocker. Structured AOR or Rock programming experience. Solid company with many stations. Equal Opportunity Employer. Rush resume and references Box H-31.

Classical Musi. Director: for non-commercial FM. 2 years experience in broadcasting with emphasis in classical music and B.A. Host live program, develop all program content, and maintain classical program library. Salary: \$8,700. Send tape and resume to KVPR, 1515 Van Ness, Fresno, CA 93721.

Production-Copywriter position open. Applicants experienced in both should send a few copies of continuity written, several taped examples of production done and resume to Lee, W. Allerton, WLBC, 820 East 29th. Street, Muncie, IN 47302. Personal interview will follow later.

SITUATIONS WANTED MANAGEMENT

General Manager position desired in Rocky Mtn or Plains area. Medium/small market background. Box G-201.

17 years experience in all sales functions of radio. Looking for sales manager position which includes training, selling, promotion etc. Will relocate. Now in top four market. I know what I can offer. You know what you need. Lets have a meeting of the minds. Box H-17.

Can I join your management team, qualifications: former ownership. Sales, programing, finance, acquisition, AM-FM, CATV. available now. Box H-24.

Florida—Capable, experienced Manager wants return to home state. Equity position possible. Now employed. Box H-37.

4 year small market G.M. Experienced in sales, news, production, P by P, and FCC. Looking for challenging job with good benefits. 33 and married. Call 717-253-1035 between 12 noon-2pm; 6pm-8pm.

**SITUATIONS WANTED
SALES**

Experienced Sales Manager; AM/FM separate staff operation. 22 year broadcast veteran. Looking for next step, General Manager. Present market 150,000 major university city. Need \$35,000 with good fringe benefits. Box G-198.

**SITUATIONS WANTED
ANNOUNCERS**

Young, Aggressive Air Personality. Expertly trained. 3rd Endorsed. Will relocate anywhere immediately. Tape and resume upon request. Call 312-767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago IL 60652.

Experienced DJ, 3rd endorsed, tight board, good news/commercial delivery, will go anywhere. Box G-145.

First phone, good news and announcing, and maintenance ability. Prefer small to medium station in Southeast. I'd like a responsible, long-term position. Box G-169.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Jock Itchin' for first job Radio. Professionally trained. 3rd Endorsed. Would prefer relocating out West. For tape and resume contact Mark Jay Muller, 9047 N. Crawford, Skokie IL 60076. 312-673-9047, 312-673-9049.

Communicator with 3/years announcing experience seeks medium market adult contemporary position. Good production, news experience. Available immediately. 609-678-8161.

Hard working announcer/newsman wants to meet with GM concerning future employment. Some experience. Available Mid-August. Rod Morrison, 55 Pond Street, Natick, MA 01760. 617-653-3607.

ATS Graduate 1st Ticket AFRTS with Radio in his blood, knows music, seeks AOR or MOR format, will relocate—call Ric Acquaviva, NJ 201-363-5249. If no answer, call after 6 p.m.

Female DJ, MD, 4 1/2 years. experience, employed. C&W—Others considered, area preferred Eastern NC. Available now. Box H-5.

Intelligent/determined/talented. Personality/3rd. Phone/Smooth voice/Great production/Discover me. Box H-18.

Former Black Musician appeared with top R&B groups, age 27. Has audition tape & specialized DJ-news-caster training for your evaluation. Third Endorsed, natural at production. Phone Ken 215-CH2-4657 or 215-922-2399.

AOR Position anywhere in USA sought by ATS Graduate, 3rd Endorsed. Have deep mellow voice, excellent musical knowledge, college degree. Joe McCarthy, 579 W. 215 St., No. 7G, New York, NY 10034. 212-567-7791.

Broadcast School Grad on-air experience, dependable, tight board, versatile, creative. 3rd endorsed. John Grappone, 9025 Ft. Hamilton Pkwy., Brooklyn, NY 11209.

Looking for the Big Pipes? My tape would impress a Scottish Highlander. Larrv 1419 E. Darby Rd., Haverstown, PA 19083. 215-WA2-0605 or 215-449-2119. (Person-to-Person Collect).

Veteran British Air Personality seeking position in American Radio. Excellent credentials in music and news. Willing to relocate. Tony Verity, 750 Avenue 'L' (N.W.), Winter Haven, FL 33880-813-294-4943.

Do Your Ratings Sag during the evening? A proven winner will have the whole town listening and talking to Bruce King. Call 216-732-8383.

Beginning disc jockey, 8 mo's experience, 3rd endorsed. Witty, knowledgeable in sports. Bill Landry, 13-F Winchester Rd., Newark, DE 19713. 302-368-3584. Newark, DE

Hey Midwest: BFA-Broadcasting/Management, third endorsed, experienced, seeking uptempo AOR, Contemporary, Top 40 job with major group. Tape, resume, Marc Fletcher, 3435 Purdue Street, Cuyahoga Falls, OH 44221 or 216-928-4723.

Looking for an afternoon or evening jock? Top 50 market. Contemporary. Call 1-413-739-5254. No. 1, 5 yrs. exp.

Twelve years experience. Talk, production, music. Looking to settle. MOR or Beautiful. Call 414-384-0160.

24 year old D.J. experienced in Top 40 and M.O.R. Prefer Midwest Medium Market. Steve-314-432-8988.

Adult Contemp Jock, 4 years exp. First Phone, working Small Market, looking to move up. Beat several stations in nearby medium market in ARB Frank 215-377-3489 before noon.

Recipe for a top flight announcer: Mix first ticket with experience. Add good voice, knowledge of music, news, production. Sprinkle with excitement. Fills all formats. Call after 7:30 p.m. Alana 215-848-7299.

Midnight to 6 show wanted. Tight, dependable, Third endorsed, 5 years experience. Mike 1-904-255-6950.

Talk Show Host—Also would consider good Adult MOR or Jazz format. No Beautiful or Sold Rock. Six years experience, one year as Program Director. Strong on production, sports and spontaneity. Good all round man for creative variety station. Prefer Medium or Major Market. Tape, resume, references. Call Steve, 401-944-2296.

Help! One year and 200 tapes later, talented newcomer with potential still looks for first break. Write: Rick Richards, 621 Lenox Avenue, Miami Beach, FL 33139.

SITUATIONS WANTED TECHNICAL

Assistant Chief Engineer seeks Chief engineer position in small town. Kansas or Texas preferred. Write Box G-187.

Aggressive, Ambitious Engineer desire position in Large or Medium Market. Looking for station committed to Technical excellence. Can design & build from ground up. Major Market experience. Box G-207.

Experienced Chief Engineer looking for new challenge-experienced in Audio, Studio Construction, RF Installation, STLs, Directional Arrays, FM, FCC Rules, Proofs, etc. Larry Radka 412-941-9569.

SITUATIONS WANTED NEWS

Canadian Newsmen, three and a half years experience in both on-air and reportorial functions. Previously worked at number one stations in Top Ontario Markets. Wishes to immigrate to U.S. Box G-180.

Small Market ND seeking challenging news position. Excellent references. Degree and license. Box G-232.

Serious about news. UNC Graduate, Broadcast Journalism. Stringer experience. Available for anywhere. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Thoroughly Professional, Experienced ND for multiple-member news department. Southeast. Aggressive. Box H-2.

Sports Director—PBP Broadcaster. Currently Radio SD includes University PBP football and basketball. Looking for University PBP Football for fall. 5 years experience, young, enthusiastic, educated ... MS Communications. Box H-8.

NBA, NFL PBP experience. Tired of big time rat race. Desires Medium Market PBP with some production or news work. Box H-14.

News-Major experienced Can build numbers wants Small-Medium, make offer. Write Box H-26.

Broadcast Journalist, top 40 market, seeks move, college grad, experienced, award winner, management material, news director experience. Box H-40.

New York City based network sportscaster seeks on-air reporting/play-by-play spot in medium or major market location. Handled PBP of major sports, specializing in basketball and hockey. Six years experience in N.Y. radio and TV. Tape and resume upon request. Contact Mike Zimet, 212-796-3371. Or write 4525 Henry Hudson P'kway, Riverdale, NY 10471.

Play-by-Play: Major college football. Big Ten conference experience. I'm certain you'll like what you hear. Chuck Underwood: 309-764-9694 or 319-355-7087.

News/Sports. California, Nevada, Oregon, Washington. Highly motivated, theoretician, writer and digger, not just a reader. Some experience. University Southern California graduate, athlete. 3rd Class License. Also marketing and sales experience. Call Dale at 415-588-6581.

Sportscaster and/or reporter. Six years experience, hard worker. 1-701-839-5159.

SITUATIONS WANTED PROGRAMING, PRODUCTION OTHERS

Troubleshooter: Country format from ground up or fine tuning. Heavy experience turning losers into winners. Top programming success. May I help you shape your team? Top 100 markets. 901-362-0862.

Heavy programming and automation experience all formats. Experience with major syndicators. Attention to detail and quality conscience. Currently employed as Operations Manager. Seeking advancement opportunity in programming, operations or management. Reply Box H-41.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager for independent Top 10 market, N.E. Group owned station seeking promotion professional. Must have creativity, writing, image awareness and management skills. EEO M/F. Send resume to H-15.

General Sales Manager: With good local background, prefer National background or Rep. experience. Also, capability to manage, motivate, continue building aggressive local sales dept. Resume to G.M., WSEE-TV, Erie, PA. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Staff announcer with excellent commercial production voice, plus on-air experience. Potential for news position. Equal Opportunity Employer. Contact Meyer Davis WTAJ/TV Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

Chief Engineer Must have minimum five years broadcast experience including demonstrated supervisory skills, organizational ability, strong maintenance background and first class ticket. Full color UHF public TV station in upper Midwest looking for take-charge individual to assume full responsibility for technical staff and facilities including mobile unit. Salary dependent upon qualifications. EOE/AA employer. Send resume to Box G-218.

Engineering Supervisor Responsible for all maintenance and operational engineers and scheduling. Must have extensive maintenance and troubleshooting experience, demonstrated supervisory skills and first class ticket. Full color UHF public TV station in upper Midwest. Salary-dependent upon qualifications. EOE/AA employer. Send resume to Box G-218.

Experienced T.V. Broadcast Engineer for responsible position in operation, maintenance, and set-up of broadcast studio and VTR equipment. Washington, DC production studio. Prior supervisory experience a plus. Resume to Box G-220.

Experienced video engineer for closed circuit educational T.V. studio. Salary plus state benefits. Contact D. Mary Herron, Dept. of Vet. Anatomy, Texas A&M University, College Station, TX 77843.

TV Maintenance Engineer: Experience with Ampex 1200, studio cameras, ENG-First Class License. Send resume with references and salary requirements to: A. L. Ladage, Dir. of Eng., XYZ Television, KREX-TV, P.O. Box 789, Grand Junction, CO 81501, 303-242-5000. An EOE. M-F.

Assistant Maintenance Engineer 4 AVR 2 VTRS RCA TTU-30 Transmitter. 3/4" Sony Eng. Assist in repairs and preventive. Minimum 2 years experience. \$11,500. Start July 1. Send resume to Margie Laskoski, WSKG Public Television, Box 97, Endewell, NY 13760. 607-754-4777. AA/M-F/EOE.

Chief Engineer—VHF in growing sunbelt. Needs strong background in well equipped affiliate station. Good starting salary and fringe benefits. An Equal Opportunity Employer. Send complete resume to Box H-27.

Maintenance Engineer wanted for California major market VHF located in one of nation's fastest growing areas. Requirements include minimum 3 years maintenance experience with strong background in studio maintenance. FCC First Class License. Electronics school graduate or equivalent technical education, including digital technology. Send resume to Personnel Director, KNTV, 645 Park Ave., San Jose, CA 95110. AEOE (M/F).

Position open for qualified television studio maintenance engineer. First phone required. Call CE WZTV, Nashville, 615-385-1717.

HELP WANTED TECHNICAL CONTINUED

KCET-TV requires Broadcast Maintenance Engineer with 5 years experience (2 years school can apply toward experience); First Class FCC license. 4 day work week; liberal company benefits. Submit resume and salary history to KCET Personnel, 4401 Sunset Boulevard, Los Angeles 90027. Women, minorities, handicapped, disabled veterans are encouraged to apply.

HELP WANTED NEWS

Denver: Associate News Producer/Writer. Strong writing background. Must have experience producing daily newscasts, capable of substituting for producer. Resume and cassette to Executive News Producer, KMGH-TV, 123 Speer, Denver 80217.

Reporter/Weekend Anchor needed for our No. 1 Midwest affiliate. \$12,000 a year in salary and AFTRA talent fees for a person who can communicate and wants to move up fast. Co-anchor Sunday night half-hour and report four days. The last two people who filled this slot moved to five-day co-anchor and on to larger markets. An E.O.E. Box G-214.

General Managers and News Directors ... we're looking for a news anchor, and if there's one in your market you'd like to see making \$25,000 somewhere else, let us know. Box G-222.

News Director needed at central Florida VHF network affiliate. Must be seasoned journalist with strong administrative background. ENG experience and news production expertise essential. EOE. Send replies to Box G-230.

Executive news producer wanted for Southeastern network affiliate. Position requires dedicated journalist with heavy ENG background. EOE. Send replies to Box G-242.

Central California NBC Affiliate in the nation's No. 1 farm county is looking for a professional Farm Editor/Reporter. Degree in agriculture/journalism preferred. Must have extensive TV work history in field reporting, in anchoring news or farm news. 40-hour week. Salary negotiable depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, 1626 E Street, Fresno, CA 93786. An Affirmative Action, Equal Opportunity Employer.

Fiercely Competitive weather-person needed for weekend weather, reporting three days a week. Experienced. Top Company, benefits, equipment. Send tape and resume with first letter to: Tom Collier, News Director, KCRG-TV, 501 Second Ave. SE, Cedar Rapids IA 52401. EOE.

Aggressive T.V. Field Reporter needed now for investigative news unit. Proven ability to dig out stories and sources. Top interviewing skills and excellent on camera abilities. Must be able to work fast under pressure for a top quality product. Experienced only need apply. An equal opportunity employer. Rush resume and salary requirements to Box H-3.

News Anchor position in the sunny southwest for a medium market station. A minimum of three years of television news experience is required with a strong background in reporting and writing. Looking for someone with a better than average ability to relate to viewers and someone who can take charge immediately. Box H-9.

Weather Person: Backup Anchor. Both must be motivated professionals with on-air experience and credible presentation. Midwest Small-Medium Market. E.O.E. Box H-25.

Weathercaster: Immediate opening for personable TV weathercaster. Degree in Meteorology desirable. Will handle 6 and 10 PM casts. Resume and video tape addition to Steve O'Brien, News Director, WMBB-TV, P.O. Box 1340, Panama City, FL 32401.

WMBD-TV is seeking an experienced solid journalist to handle the assignment desk in a competitive ENG equipped news market. Looking for someone with solid news background, good ideas and strong production values. E.O.E. Send resumes to Duane Wallace, News Director WMBD-TV Peoria, IL 61604.

Experienced on-air reporter. NBC affiliate with best equipment and news department in area. Send resume, salary requirements, and VTR to Ben Boyett, KAMR-TV, P.O. Box 751, Amarillo, TX 79189. Equal Opportunity Employer.

Anchor for top 50 market in the Southeast. We are looking for a primary anchor with a proven track record as reporter and anchor. This person must have a solid background in news. ENG experience helpful. Send resumes/cassettes to Allen Jones, News Director, WTVD, P.O. Box 2009, Durham, NC 27702, EEO Employer.

Sportscaster: Aggressive reporter-anchor with PBP and film experience. No beginner. Send resume and tape to: Clyde Payne, WBKO, Bowling Green, KY 42101.

Wanted: Experienced TV anchor with proven track record. Send resume and tape to Jim Holtzman, KFMB-TV 7677 Engineer Rd. San Diego, CA 92138.

Producer: We are looking for a bright, creative producer for our 6 & 11 PM news. Must have background in all phases of news operation and ENG. Good news judgement, creativity and ability to work well with people a must. Send resumes and samples of work to Allen Jones, N.D., WTVD, P.O. Box 2009, Durham, NC 27702, EEO Employer.

News Position for an experienced Weathercaster/Reporter. Send resume and tape to Eric Rave or Myer Davis, WTAJ-TV, 5000 6 Ave, Altoona, PA 16602, 814-944-2031. An Equal Opportunity Employer.

Co-Anchors for 6 & 11 PM news in Southeast market. We are looking for a bright, energetic person with major market potential. Send resumes/cassettes to News Director, WTVD, P.O. Box 2009, Durham, NC 27702, EEO Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager/Executive Producer. Top ten network affiliated station. Must have heavy local production experience. Expertise in program development. Send detailed resume with references to Box G-212.

Promotion/Director for Eastern Top 50 market network affiliate. Opportunity for Assistant PD to step up. Resume to Box G-239.

Graphic Artist. WNED-TV/Bufalo seeks second designer for position which includes television graphics, print, and scenic design beginning on or before October 16. Applicants should be especially strong in design, typography, and illustration. Bachelor's Degree or equivalent training required; experience preferred. Contact Bryon Young, Art Director, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

TV-Director for evening newscasts. Fast-paced shows, film, tape, ENG, live remote. Excellent working conditions in one of Midwest's newest broadcast facilities. Send salary requirements and resume to Operations Director, KCRG-TV, 500 Second Avenue S.E., Cedar Rapids, IA 52401. EOE.

Promotion copywriter/Producer wanted. Must be creative, aggressive, with Management aspirations. Must have experience as copy writer and producer. Working knowledge of production technology helpful. E.O.E. Top 25 market, progressive and growing Independent. Send resumes to Box H-36.

Producer-Director with hands on experience in all phases of studio commercial production. A person expert in commercial and news production capable of working with and supervising small select crews. Knowledge of Digital Video Effects and Grass Valley EMEM a real plus. Good salary, fringes, and a key position in growing completely equipped station in the Northeast embarking on additional commercial production and local programming. Full details to Box H-39.

Wanted: 1 Wizard, Generalist-Engineer to teach college RTV Courses half-time, maintain, FM, TV, AV equipment other half. First, maintenance, on air experience required. Tinkerer, builder preferred. Send resume to: Dr. Kenneth Powell, Centenary College, 400 Jefferson Street, Hackettstown, NJ 07840.

Large Market Opportunities For Promotion Manager with TV station experience. EOE. Contact Roland King, KMSP TV, 6975 York Ave., South, Minneapolis, MN 55435, Telephone 612-925-3300.

Production Manager—Responsible for the budgeting and administration of the Production Department and for the planning, organization and production of all programs, commercials and promotional announcements. Position requires college degree, or equivalent, and a minimum of two years of manager experience. Send resumes to: Nat Tucker, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. An Equal Opportunity Employer.

Producer/Director—T.V. Responsible for production/direction and occasional filming of television sports (not necessarily limited to sports). Require education equivalent to Bachelors degree in television and radio broadcasting/speech with major emphasis in television or related field. Minimum 2 years in radio and television production. Salary commensurate with education and experience. Apply by July 1, to Central Michigan University, Personnel Rowe 109, Mt. Pleasant, MI 48859. CMU is a non-discriminatory educational institution and employer!

SITUATIONS WANTED MANAGEMENT

Medium Market PD looking for next rung up career ladder as PD, Assistant PD, or Station Manager, in Top 50 Market. Production background, including Major Market Producing/Directing. Currently responsible for daily programing; contact with syndicators and network; supervising and budgeting of production, traffic, and continuity departments, plus much more. Can be available soon. Contact Paul Dicker, Box 816, Cedar Rapids, IA 52406.

SITUATIONS WANTED ANNOUNCERS

Female Talk Show Host/Interviewer. Young, experienced. Currently on-air. Ready to "move up". Videotape available. Box H-29.

Professional Radio Announcer and Writer ready to move into Television. Call 612-384-6708.

SITUATIONS WANTED TECHNICAL

First Phone: Transmitter, and or studio maint, prefer East, South. Box G-197.

Engineer, 28 Yrs, experience, AM-FM-TV construction, installation, operation, maintenance, desires overseas position, Box H-4.

SITUATIONS WANTED NEWS

Foot-in-door spot sought by aspiring TV reporter, 28, who recently underwent career objective change. Summer or longer. Journalism B.A.; partial M.A. Extremely bright, resourceful, personable, and tireless worker. Good skills, eyes and ears. Am no dummy. NYC-NJ-CT area hopefully 212-242-3993.

Advised to move up; top reporter/writer. Looking for Medium-Large Market. Some investigation ... some producing. Young, aggressive. Looking for strong news commitment ... will work 80 hour weeks. Box G-227.

Weathercaster, personable male seeks beginning position. Good meteorological background; very limited TV experience but willing to learn. Ken Stafford, 2 Launcher Way, Wayland, MA 01778.

Our Husband-Wife Team is the right addition to your news team. Self starting Reporter-Photographers with our own ENG unit. Nick Isenberg and Dawne Gundel 303-945-9124, 303-945-8839.

Anchor with producing and reporting abilities interested in prime news anchor spot, top 40 market. Box G-228.

Solid Black TV Reporter, 28, 3 years experience in Top 15 Market. Know ENG, general reporting, anchoring, on-scene live spots. Ready to relocate. Box H-13.

World Series, Super Bowl, Stanley Cup. Those aren't among my credits—yet. Solid credentials. Major-market radio sports director looking for TV opportunity. Box H-19.

Assignment Editor position wanted by creative, self-starting reporter from Top 40's market. Box H-35.

SITUATIONS WANTED NEWS CONTINUED

Ascertainment, News and Public Affairs specialist. Your license renewal depends upon these closely related areas. As part of your management team, I'll assume the responsibility. Mature. Experienced. Many awards. If I don't know the answers, I know how to find them. Box H-28.

Experienced TV Reporter ... strong on politics and features wants professional Top 65 newsroom now. Box H-43.

Female, Minority, Major Market experience. Background Producer/Director. Seeks same. Box H-44.

Meteorologist: Outstanding forecaster. M.S. in meteorology, Broadcasting school. TV and radio experience. Creative, dependable, energetic, dedicated. Will consider any offer. Resume and tape upon request. Mike Steinberg; 2107 Cedar Circle Drive; Catonsville, MD 21228 or phone 301-744-5544 anytime.

Versatile Journalist who can act as Assignment Editor, Producer, Investigative Reporter and more seeks challenging position with aggressive news department. Can shoot and edit film. Seven years journalistic experience. For resume, tape, and top references call Ed Isenberg, 505-299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major Market Producer seeks 1st time Ex. Prod. Asst. PD, or Program Director position in small to medium market station. Box G-126.

Female Director seeks more challenging market. Three years in all phases of production at network-affiliated station. Want to work with professionals and am anxious to relocate. Box G-140.

Producer/director seeks position in small or medium market. More than two years experience producing/directing public affairs, news, commercials, even sports. Programming background also. Box G-188.

Experienced Production Operations Manager desires employment in larger market. Willing to relocate. Six years in television. 209-527-8947; 209-529-3379.

Diligent, Aggressive, Female, Broadcast Journalist. Two years production experience in top ten market. Wants reporting, writing, hosting spot in major or medium market. Box G-221.

Attention Dallas Area. Experienced Radio-TV announcer/personality. Good public relations. Creative children's and adult shows. Theatrical background. First ticket. Mature, sober, family man, excellent references. Personal interview, please. Jack Parker 214-386-6713.

Proposition 14: Television's Rebellion Against Unsuccessful Productions. Vote to revolutionize your organization with a dynamic 7 year veteran (Producer-Director/Production Specialist). Graham Brinton. 215-664-3346.

Production Manager. Dedicated professional will organize & train dynamic creative department. Box G-204.

ALLIED FIELDS

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve their income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

International TV news and documentary production company in the US and Europe and bureaus requires experienced sales and marketing executive. Resume with specimen of work and salary requirements to Telepress International News Agency, 1221 Avenue of Americas, New York, NY 10020.

HELP WANTED TECHNICAL

Tape Room Manager; Must have experience in videotape post-production. Prefer those who have experience in AVR-3's and FR-35. Must be willing to train apprentices. All inquiries strictly confidential. Atten: Mickey Mitidiero, Cinetronics Ltd., 3131 N. Halsted, Chicago, IL 60657.

HELP WANTED NEWS

International TV news and documentary production company in the US and Europe and bureaus requires experienced news-documentary camerapersons/eng camera operator-editor. Resume with specimen of work, if possible video tape, and salary requirements to Telepress International News Agency, 1221 Avenue of Americas, New York, NY 10020.

International TV news and documentary production company in the US and Europe and bureaus requires experienced journalist/director. Resume with specimen of work, if possible video tape and salary requirements to Telepress International News Agency, 1221 Avenue of Americas, New York, NY 10020.

HELP WANTED INSTRUCTION

Oklahoma State University: Tenure track position open 9-1-78 for extension (workshops and seminars) and half-time in on-campus instruction, preferably in the graphic arts. Salary range \$13,000-\$16,000. Minority candidates and women are encouraged to apply. Send resume by July 25 to Harry Heath, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. EOE.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: UHF Transmitters Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Wanted to purchase: Used 5 to 10KW FM transmitter. Contact: Jerry Martin, WNIC 15001 Michigan Ave., Dearborn, MI 48126, 313-846-8500.

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.

16mm Jamieson Color Processor Mark IV, now being used to process VNF film. Has take-up elevator, complete spare part, motor, pump and chemical kits. Excellent condition. Call Howard Kelley 904-354-1212.

Kensol Model 12A Hot Press complete with all accessories, stand, type fonts, books, etc. New. Cost new \$3,000. Will sell for \$1,975. Call Alan Batten 904-354-1212.

FM Transmitter (Used): 20 KW, 15 KW, 10KW, 7.5 KW, 5 KW, 1 KW. Communication Systems, Inc., Drawer Cape Girardeau, MO 63701. 314-334-6097.

Ampex Tape No. 631, 7 inch reels, 32 for \$69.95; No. 405, 10-1/2 inch hubs, 12 for \$69.95 Val-tronics Inc. Call collect 717-655-5937.

Ampex VR-3000. Like new. Only 120 hrs. use. With one spare head. \$25,000. Merlin Engineering Works, 1880 Embarcadero road, Palo Alto, CA 94303, 415-329-0198 or 800-227-1980.

AM Transmitters (used): 5 KW, 1 KW, 250 W. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Audiopak Cartridges manufacturers overrun, 7 seconds to 7 minutes, 24 for \$39.95 Val-tronics Inc. Call collect 717-655-5937.

For sale— Schafer 903 Stereo Automation System—2 Scully Reversing, 1 Ampex, 4 Carousels, 1 Audio Clock, 1 Encoding and Print-Out System. Operational. Excellent condition. Contact: George Guertin, WMTN/WAZI, P. O. Box 70, Morristown, TN 37814, Phone: 615-586-7993.

RCA-TP-7A 35 MMSlide Projector, with remote control panel. Exceptional condition. Best Officer—Contact: David Smith, WBFF-TV 301-462-4500.

Music Library ... approximately 1000 albums. Big Band era ... Sinatra. Como, Cole, Bennett. Music of the 40's, 50's, and 60's. Will Not Ship; Come and Get It (Upsate New York). Also: Three Pot Console, ORK Turntables, 77 D Mike (ideal for remote or recording studio. 315-797-2605.

Collins 20-V2 AM transmitter. Tuned to 1360KHz. Good condition. WMFC Monroeville, Alabama.

Towers—TV AM, FM, Microwave, CATV new and used 4,000 feet in stock at present. Complete erection services. Tower Construction and Service, Inc. 904-877-9418.

800 feet of new Cablewave 1-5/8" Foam low VSWR Wellflex transmission line with connectors. Best offer over \$4,000. H.M. Holzberg Assoc., Inc. P.O. Box 322, Totowa, NJ 07511 or 201-256-0455.

COMEDY

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER/Hundreds renewed/Freebie! Contemporary Comedy, 5804-B Twineining, Dallas, TX 75227.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

\$1.00 Phor 'Phantastically' jumbo issue of "Phunnies"! 1343 Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest/ Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes/ Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

Increase Sales! We'll write radio copy that sells! Free air-staff for time sales, etc. Send sponsor "fact sheet" to: Native New Yorker Copy, P.O. Box 896, Bronx GPO, N.Y. 10451. Min. order: 3 one-minute ads. \$10.

A half-minute Daily Radio Drama! "The Adventures of Lance Sterling". Introductory offer—two dollars plus 50c postage for six weeks' scripts. Dennis R. Kann, 2015-8th Street, NW No. 8, Minot, ND 58701.

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.

INSTRUCTION CONTINUED

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 31 and September 11. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

JOBS In Broadcasting—FCC 3rd, 2nd, 1st Class Licenses and Performance Training - Job Getting Techniques transcend the usual -Veterans Benefits - Eligible Institution Federal Grants - Loans Programs - Accredited - AAB, 726 Chestnut, Phila, 191066 person-to-person Collect 215-922-0605 "Karen".

RADIO

Help Wanted Announcers

MORNING PERSONALITY

We're a news/information oriented station that plays Pop Adult music. We're willing to pay Top Money to the personality who can tie the ingredients together and keep our lion's share of the market. Company benefits are tops! Send tape and resume to Fred Anthony, WAKR, Box 1590, Akron, O. 44309. EEO/M-F

Help Wanted Announcers Continued

PRODUCTION MANAGER

For Bonneville Service Beautiful Music Station. Duties include air-shift, brief news. Automation knowledge preferred. Top dollar. Tape and resume to John D'Angelo, WOAI FM, 1031 Navarro, San Antonio, Tex. 78205. E-O-E. M/F

Help Wanted Technical

Technical Maintenance Supervisor

Immediate opening for maintenance supervisor in leading, good music station in New York Metropolitan Area. Excellent benefits and compensation for the right person. First phone and heavy maintenance experience necessary. 201-345-9300. AN EQUAL OPPORTUNITY EMPLOYER.

Help Wanted Management

GENERAL MANAGER

Susquehanna Broadcasting Co. has a rare opening for Manager of an established Major Market MOR station.

If you are successful Medium Market Manager, or a Major Market Sales Manager, and seeking greater opportunity and broader challenges, you may have the necessary qualifications.

Send resume and letter of application to: Arthur W. Carlson, Sr. Vice President, Susquehanna Broadcasting Co., PO Box 1432, York PA 17405.

Help Wanted Instructors

INSTRUCTORS RADIO/TELEVISION BROADCAST SYSTEMS FOR OVERSEAS ASSIGNMENTS

Major U.S. Firm Anticipates Program late summer 1978

Openings will be for qualified applicants capable of developing detailed curriculum and tests and teaching courses in electronics, associated subjects such as physics and mathematics, and studio and transmitter equipment operation and maintenance.

Competitive base salary, cost of living allowance, vacation allowance, medical insurance, and a completion of assignment bonus will be offered to successful candidates. Assignment is in a major city with temperate climate.

Interested applicants are requested to submit resumes and salary history in complete confidence to Box H-23.

An Equal Opportunity Employer M/F

Help Wanted News

Metromedia's WASH Radio Washington, D.C.

is looking for a warm-sounding, creative newscaster/reporter; should have solid background of air work, writing and street work; send tape of newscast and features with resume to: Joe Ewall, News Director, WASH Radio, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016; EOE.

NEWS DIRECTOR

Outstanding journalist to lead Southwestern competitive news department. Youthful, aggressive, sometimes controversial, willing to work long hours prerequisite. Want someone on way up. Broad knowledge. Character on the air delivery important. Opening Aug. 1. Send resume, reference to Box H-1 F O F

PERSONALITY NEWS ANNOUNCER

Experienced broadcast journalist with a good expressive style and sense of humor for adult contemporary format at a top rated 50,000 watt station. No phone calls. Tapes and resumes to: Ray Hasha, KLOK Radio, P. O. Box 21248, San Jose, CA 95151. An Equal Opportunity Employer.

BUSINESS NEWS EDITOR

Looking for a broadcast personality with background in stock market and finance to develop and air "money" news for consumers. Good voice, expressive style, sense of humor. Adult contemporary format. No phone calls. Tapes and resumes to: Ray Hasha, KLOK Radio, P. O. Box 21248, San Jose, CA 95151. An Equal Opportunity Employer.

Situations Wanted Announcers

MORNING KILLER

All the tools necessary ... Sincerity and Warmth first and foremost ... Enhanced by Humor ... Phones ... Voices, etc. Major Market Track Record ... Call Now! 314-727-8721.

Situations Wanted Programing

P. D./AIR TALENT

Solid major-market track record. Seeks major or medium market situation for one or both roles. Prefer station aimed at 25-54. Box H-30.

BOOKS

- 430 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING** by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. 224 pages. **\$9.95**
- 423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- 454 TALK-BACK TV: TWO-WAY CABLE TELEVISION**, by Richard H. Veith. An expose of recent developments in two-way TV for those concerned with future personal convenience and security! The book covers electronic mail, video games, at-home shopping and banking; news at the push of a button (or turn of a dial), computer-assisted instruction, home security alarm monitoring services, meter reading—plus entertainment programs and the usual TV fare. Learn how many of these services are already being provided in some areas and what the future holds for the TV viewer who wants to talk back! 238 p. **\$9.95**
- 441 YOU'RE ON THE AIR!** by Sam Ewing. A practical do-it-yourself guide to a career in radio and TV for the student and beginning broadcaster. 224 pages. **\$7.95**
- 405. 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**
- 452 THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**
- 406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- 437. 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, 8 1/2" x 11" **\$10.00**
- 434. 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. **\$14.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

TELEVISION Help Wanted Management

Controller TV Station Major California Market

Accounting or Finance Degree required. Should presently hold position comparable to Controller or Assistant Controller. Broadcasting experience required.

Salary commensurate with experience. Submit resume in confidence, including past earnings history and salary requirements to:

Box H-10

An Equal Opportunity Employer, M/F

Help Wanted Technical

CHIEF ENGINEER

Top 35 TV market in Southeast. Must have EE degree and television engineering management experience. Television station is also a major production house for nationally syndicated programs. Excellent opportunity to advance from smaller market or number 2 position. Send resume to Box H-7. Equal Employment Opportunity Employer M/F.

Help Wanted Programing, Production, Others

DIRECTOR

4th Market
Send Resume to
Box H-11

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.

PROMOTION MANAGER

Top Thirty Network Affiliate
Group Broadcaster

Must have knowledge in buying all media. Marketing and advertising experience desired. Previous station, promotion, experience required.

Send resumes to:

Harry Francis, VP Operations
Meredith Broadcasting
747 Third Avenue
N.Y. N.Y. 10017

an equal opportunity employer (M/F)

BROADCAST TECHNICIAN

Minimum of two years broadcast experience plus a BS in electrical engineering. Operating positions include Video Tape, Projectors, Camera and Audio. First Class FCC license. Applications available WTTG, 5151 Wisconsin Avenue, N.W. Washington, D.C. 20016, NO PHONE CALLS.

WTTG is an Equal Opportunity Employer

TV CHIEF ENGINEER

Well equipped VHF single station market on Gulf Coast is looking for energetic Chief Engineer with thorough knowledge in all phases of station engineering. Enjoy the finest in sunbelt living and working at this affiliate station. Good starting salary and fringe benefits, including car and relocation expenses. Send resume in strict confidence to: Box H-34. An Equal Opportunity Employer.

DOCUMENTARY PRODUCER

If you have produced TV docs which win awards and influence people, as well as rack up ratings, KRON-TV in San Francisco may have a position for you in our new documentary unit. Heavy producing, writing, investigating experience is a prerequisite. Send resumes and cassettes to:

Matthew Shapiro
Executive Producer
KRON-TV
Box 3412
San Francisco, CA. 94119

**Help Wanted Programing,
Production, Others Continued**

**DIRECTOR
TOP TEN MARKET**

must have experience directing prime time news program with multiple talent, children's programs, talk variety show, sports and commercials. Send resume to BROADCASTING BOX G-223. This Station is an EQUAL OPPORTUNITY EMPLOYER M/F.

ART DIRECTOR

Minimum two years broadcast graphic experience. College degree in Advertising, Commercial Art or equivalent. Solid experience in designing and executing print, on-air and news graphics. Knowledge of papers, inks and printing techniques. Good managerial skills. Applications available at WTTG, 5151 Wisconsin Avenue, N.W. Applicants must be prepared to leave portfolio before interview. No phone calls.

WTTG is an EQUAL OPPORTUNITY EMPLOYER M/F.

**TV PRODUCTION
MANAGER**

Top-20 Market

This group-owned CBS affiliate has an important career opportunity for a first-rate production professional. A minimum of 5 years experience as a producer/director is required.

If you're the right Production Manager for us, you'll supervise the station's production department, and work closely with the Program Manager in program scheduling, negotiating and buying, budgeting, and recruiting.

This is an excellent opportunity to move up to Program Manager within two to three years.

Send your resume and salary requirements now. We'll contact you for a videotape later.

Box G-189 Broadcasting
An Equal Opportunity Employer

Help Wanted News

NEWS DIRECTOR

Midwest TV & Radio Station looking for experienced News Director to manage completely equipped News Department, including live ENG. Must possess good journalistic judgment and be able to administer budget. EEO employer. Send resume to Box G-210.

News Director

Southern medium market, VHF Network seeking experienced broadcast journalist for News Director position. Journalism degree preferred, minimum five years television news experience, personnel management a must. Send complete background information to Manager, WJTV, Box 8387, Jackson, MS. Equal Opportunity Employer.

Weatherperson

for top twenty market. Meteorologist preferred. Send resume and cassette to News Director, WFLA, Inc. P O Box 1410, Tampa, FL 33601. E.O.E.

**Help Wanted News
Continued**

**TALK SHOW HOST
AND PRODUCER**

TV station in Southeast needs host with interviewing and producing know-how for morning interview program. A skilled journalist who can get involved in the community. Send resume to Box H-42. EOE/M-F.

TV REPORTER

For Southeast market. Experienced only, with anchor potential. Resume and salary level to Box H-33. equal opportunity employer.

STREET REPORTER

LOCAL STATION IN TOP TEN MARKET needs street reporter with heavy TV/News experience ... aggressive, mature journalist who likes to work and dig and who can turn out polished film and ENG pieces as part of a small staff. SEND RESUME TO P. O. Box G-224.

EQUAL OPPORTUNITY EMPLOYER M/F

Radio Programing

**THE BIG BANDS
ARE BACK**

One 55-minute weekly program of Big Band sounds with host Jim Bolen.

PROGRAM DISTRIBUTORS
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5882

Business Opportunity

**REAL ESTATE
WANTED**

Will purchase and lease back your lower site and/or equipment. \$50-300M range. J.A. Harris, CheckersSimon & Rossner, 33 N. LaSalle, Chicago 60602 (312) FI 6-4242.

FOR SALE

Broadcasting school in large New England market. Established 1966. Well equipped. Profitable. Super growth potential. Reasonable. Reply Box H-32.

Situations Wanted News

**EXPERIENCED PRODUCER
& MANAGER**

Seeking news director or executive producer position with aggressive news department. Major market "ENG" experience including live microwave. Willing to make long term commitment to build on nearly 20 years in broadcast journalism. Box H-12.

Wanted To Buy Stations

VHF-TV

Buyer looking for VHF-TV Top 100 market Up to \$20,000,000 cash available for purchase. Apply to: Box H-38. Confidentiality respected.

**MEDIUM/LARGE
MARKETS**

Well financed group seeks Medium and Large Market AM and/or FM stations, any metro area. Reply in confidence to: W. M. Enterprises, 5468 Vicaris Street, Phila, Pa. 19128.

Corporation in search of
Small to Medium Size
AM and/or FM.
New England Market.
Replies Confidential.
Box H-45.

For Sale Stations

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

W. John Grandy
Broadcasting Broker.
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

Books for Broadcasters

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. **\$10.00**
333. **THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 200 halftones, 40 diagrams, appendix, index. **\$18.50**
332. **THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. **\$14.50**
305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Rev. 5ed. 1978 edition. Covers all basics of radio-television news writing style techniques—for student and practicing professional. 160 pages. 6 1/8" x 9 1/4". **\$7.95**
312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 116 illustrations, bibliography. **\$14.50**
358. **VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing (*Library of Image and Sound Technology*). 320 pages. 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50**

BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

VHF

Small Market VHF Television Station for sale.

Box G-196.

S	Small	FM	\$130K	\$25K
Plains	Small	AM	\$160K	Terms
S	Small	AMFM	\$189K	\$89K
W	Small	AMFM	\$275K	29%
S	Metro	AMFM	\$775K	SOLD

Atlanta, Boston, Chicago,
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

- New construction permit. 10,000 Watt daytimer. Small town, Mid-South. Potential population coverage about 200,000. \$45,000 or lower as per FCC approval.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Fulltimer in coastal Georgia. Good billing. \$550,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms.
- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- Powerful Fulltimer. City in NM. Billing \$300,000. Excellent value. \$530,000.
- Daytimer NW Alabama. Good buy \$175,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Owner wants offer. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.
- Daytimer covering large Florida Metro area. Real Estate. \$550,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385

Suite 214

11681 San

Vincente Blvd.

Los Angeles, Ca. 90049

202/223-1553

Suite 417

1730 Rhode

Island Ave. N.W.

Washington, D.C. 20036

MEDIA BROKERS APPRAISERS

RICHARD A.

SHAHEN
435 NORTH MICHIGAN - CHICAGO 60611

312-467-0040



HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation
Box 111
Bethlehem, PA 18016
215-885-3775

Holt Corporation West
Box 8205
Dallas, TX 75205
214-526-8081

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

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 symbol	Exch.	Closing Wed. July 5	Closing Wed. June 28	Net change in week	% change in week	1977-78		PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
Programing												
COLUMBIA PICTURES	CPS	N	19	20	- 1	-	5.00	21 1/2	7 3/8	4	9,254	175,826
DISNEY	DIS	N	40	40 1/2	- 1/2	-	1.23	47 5/8	32 1/2	15	32,380	1,295,200
FILMWAYS	FWY	N	13 5/8	14 5/8	- 1	-	6.83	15 1/2	6 7/8	10	4,258	58,015
FOUR STAR			1 1/4	1 1/4				1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	13 7/8	14	- 1/8	-	.89	18 3/8	10 1/4	5	48,215	668,983
MCA	MCA	N	48 3/8	47 5/8	+ 3/4	+	1.57	54	32	9	18,558	897,743
MGM	MGM	N	39 1/8	38	+ 1/8	+	2.96	39 1/8	16	15	14,609	571,577
TRANSAMERICA	TA	N	14 3/4	15	- 1/4	-	1.66	16 1/2	13 1/4	5	66,781	985,019
20TH CENTURY-FDX	TF	N	38 1/4	39 3/8	- 1 1/8	-	2.85	39 3/8	10	5	7,733	295,787
VIDEO CORP. OF AMER		O	6 3/4	7	- 1/4	-	3.57	8	3 1/2	13	988	6,669
WARNER	WCI	N	41 1/8	41 3/8	- 1/4	-	.60	45	25 3/4	8	14,458	594,585
WRATHER	WCO	A	10 7/8	11	- 1/8	-	1.13	12 1/2	4 1/2	27	2,243	24,392
									TOTAL		220,143	5,574,628

Service

BBDO INC.	BBDO	O	35 3/4	35 1/4	+ 1/2	+	1.41	38	22 1/2	9	2,513	89,839
COMSAT	CQ	N	39 1/2	39 1/4	+ 1/4	+	.63	44	28 3/4	12	10,000	395,000
DOYLE DANE BERNBACH	DOYL	O	23 3/4	24 1/4	- 1/2	-	2.06	25	16 3/4	7	1,776	42,180
FOOTE CONE & BELDING	FCB	N	20 1/4	20 1/4				21 1/4	14 3/4	7	2,304	46,656
GREY ADVERTISING	GREY	O	30	30				34	16 1/2	4	716	21,480
INTERPUBLIC GROUP	IPG	N	33 3/4	33 3/4				39 1/4	22 1/2	8	2,387	80,561
MCI COMMUNICATIONS	MCIC	O	3 5/8	3 3/4	- 1/8	-	3.33	4 7/8	7/8	36	20,159	73,076
MOVIELAB	MOV	A	1 7/8	2 1/4	- 3/8	-	16.66	3	1	11	1,414	2,651
MPO VIDEOTRONICS	MPO	A	5 7/8	5 7/8				65 3/8	4	7	520	3,055
A. C. NIELSEN	NIELB	O	26 3/4	27 1/4	- 1/2	-	1.83	28	18 7/8	13	10,832	289,756
OGILVY & MATHER	OGIL	O	55 1/4	55 1/2	- 1/4	-	.45	56	31	10	1,805	99,726
J. WALTER THOMPSON	JWT	N	26 1/2	26 3/4	- 1/4	-	.93	27 3/8	15 1/8	8	2,649	70,198
WESTERN UNION	WU	N	16 1/4	16 5/8	- 3/8	-	2.25	20 1/4	15 3/4	7	15,177	246,626
									TOTAL		72,252	1,460,804

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 7/8	8	- 1/8	-	1.56	8 1/4	2 3/8	8	1,672	13,167
AMPEX	APX	N	13 3/8	13 7/8	- 1/2	-	3.60	17 1/4	7 3/8	12	10,928	146,162
ARVIN INDUSTRIES	ARV	N	17 7/8	18 1/2	- 5/8	-	3.37	22 1/2	14 1/2	4	5,959	106,517
CCA ELECTRONICS*	CCA	O	5/8	5/8				5/8	1/8	3	897	560
CETEC	CEC	A	4 1/4	4	+ 1/4	+	6.25	5 3/8	1 3/4	11	2,127	9,039
COHU	COH	A	4	4				4 1/2	2 1/8	11	1,779	7,116
CONRAC	CAX	N	20	20 3/4	- 3/4	-	3.61	27 1/4	19 1/4	7	1,842	36,840
EASTMAN KODAK	EASKO	N	51 1/2	54 1/2	- 3	-	5.50	86 3/4	42	12	161,370	8,310,555
FARINON	FARN	O	12 1/2	13 1/4	- 3/4	-	5.66	14	8	13	4,635	57,937
GENERAL ELECTRIC	GE	N	50 1/8	49 3/4	+ 3/8	+	.75	56 5/8	44 1/2	10	184,581	9,252,122
HARRIS CORP.	HRS	N	54 1/2	54 1/4	+ 1/4	+	.46	59 3/4	28	14	12,455	678,797
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	2 1/8	2 5/8	- 1/2	-	19.04	2 5/8	1/4		2,701	5,739
M/A COM, INC.	MAI	N	26 3/4	26 7/8	- 1/8	-	.46	41 7/8	20 1/4	14	1,320	35,310
3M	MMH	N	54 5/8	54 5/8				57	43 1/2	14	115,265	6,296,350
MOTOROLA	MOT	N	45 7/8	45 1/8	+ 3/4	+	1.66	56 7/8	34 1/4	13	28,544	1,309,456
N. AMERICAN PHILIPS	NPH	N	27 3/4	27 1/2	+ 1/4	+	.90	36	24 3/4	6	12,033	333,915
OAK INDUSTRIES	OAK	N	26	28 7/8	- 2 7/8	-	9.95	34 1/8	9 5/8	39	1,746	45,396
RCA	RCA	N	26 1/4	26 7/8	- 5/8	-	2.32	31 3/4	22 3/4	8	74,810	1,963,762
ROCKWELL INTL.	ROK	N	31 5/8	31 7/8	- 1/4	-	.78	36 3/4	28 1/4	7	33,600	1,062,600
RSC INDUSTRIES	RSC	A	2 5/8	2 5/8				2 7/8	1 5/8	38	2,690	7,061
SCIENTIFIC-ATLANTA	SFA	A	26	25 1/4	+ 3/4	+	2.97	29 1/2	16 3/4	14	2,429	63,154
SONY CORP.	SNE	N	8 1/4	8 1/8	+ 1/8	+	1.53	10 3/8	7	14	172,500	1,423,125
TEKTRONIX	TEK	N	40 1/2	40 7/8	- 3/8	-	.91	68 1/2	28 1/4	13	17,804	721,062
TELEMATION	TLMT	O	1 1/4	1 1/4				2 1/4	1/2	2	1,050	1,312
VARIAN ASSOCIATES	VAR	N	16 3/8	17	- 5/8	-	3.67	21	14 3/4	11	6,838	111,972
WESTINGHOUSE	WX	N	21	21 1/4	- 1/4	-	1.17	23 1/4	16 1/4	7	86,656	1,819,776
ZENITH	ZE	N	13 5/8	14 1/8	- 1/2	-	3.53	28	11 3/8	18	18,818	256,395
									TOTAL		967,529	34,077,237
									GRAND TOTAL		1,805,338	57,047,684

Standard & Poor's 400 Industrials Average 104.02 105.40 -1.38

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Communicating America to the world is his job

John E. Reinhardt has a lot of faith in his employer and in his employer's way of doing things. The condition is logical to expect of the director of the American government's new International Communication Agency—that's ICA, which sometimes sounds like CIA, which of course it is certainly not.

"It is," Mr. Reinhardt reflects, in a deep and resonant voice that flows as he speaks, "a troublesome word." He was speaking more of the "communication" part of the title, which in English means just what he wants it to mean, but in some other languages means "telecommunications" or worse. "I wish," he said, sitting on a cream-colored couch at ICA's Washington headquarters, "we had some other word. We could cut out this dispute."

Right now, there is no other word, but if the right one pops up, well, nobody has said the agency can't be renamed. It all comes with the job, and the 58-year-old career diplomat, former ambassador to Nigeria and former director of the United States Information Agency is philosophical about some burdens.

Yes, he said, administrations change, emphasis changes. "This is a part of a career of foreign service. You don't enter or you certainly don't stay if you do not wish to accept the general system, so that's no great hindrance to happiness. . . . If a policy is such that you can't support it, you have one obligation: to leave, and you don't have to accept it. One must accept the situation of our government that there is a leadership and it is subject to change every four years."

It seems clear-cut to him. As a black man, he said it was difficult to interpret for the world the ghetto riots of the 1960's. "It was very difficult to put this in any kind of perspective, virtually impossible. It certainly was an intellectual exercise, and the emotions never quite caught up with the intellect." But he said he wasn't called on to say what should or should not be, only that it was "part of a system of a government that in due course of things would rid itself of this tragedy. And this has happened. If you are communicating about the American system and you have no faith in it, you don't have any basis for communicating. We certainly are not in the 60's, and the system has prevailed.

This attitude may be essential for one who runs an agency—comprising the USIA and its Voice of America and the State Department's old Bureau of Educational and Cultural Affairs—that spends much of its time selling, or at least ex-



John Edward Reinhardt—director, International Communication Agency, Washington; b. March 8, 1920, Glade Spring, Va.; BA, Knoxville (Tenn.) College, 1939; U.S. Army, 1942-46; MS, 1947 University of Wisconsin PhD, 1950; English instructor, Knoxville College, then State Teachers College, Fayetteville, N.C., 1940-41; professor of English, Virginia State College, 1950-56; USIA foreign service officer, 1956; assistant cultural affairs officer, Manila, 1956; branch public affairs officer, Kobe (Kyoto), Japan, 1958; director, field programs, Tokyo, 1962; cultural affairs officer, Tehran, 1963; deputy assistant director, East Asia and Pacific, 1966; assistant director (USIA) Africa, 1968; assistant director East Asia, Pacific, 1970; U.S. ambassador to Nigeria 1971; USIA career minister for information, 1973; assistant secretary of state for public affairs, 1975; USIA director, 1977, ICA director, 1978; m. Carolyn Daves Sept. 2, 1947, three children—Mrs. Neil S. Lancefield, 30, Mrs. Robert Jeffers, 27, and Carolyn Reinhardt, 21.

plaining, U.S. positions on all kinds of situations.

"We had an obligation then and now to explain our policies, to project American society in its wide and rich ramifications," he said. "Now, it's not simply to tell America's story abroad. That was the objective of the old organization. The objective now is to engage in a genuine communication process, listening and talking. . . still to explain America's story . . . but explain . . . [it] in context of whatever local conditions are wherever you are explaining it."

It's like gathering information, and Mr. Reinhardt treads very softly with this one. With its "new mandate," the ICA can operate in the United States as the President directed, to "help insure that our government adequately understands foreign public opinion and culture for policy-making purposes, and to assist individual Americans and institutions in

learning about other nations and cultures." There are, he said, certain research capabilities—quickly saying "unclassified" research that is "open, not covert." Polls are carried out by existing organizations which add ICA-designed questions to their own questionnaires. And he envisions talk shows with foreigners speaking to Americans, perhaps reacting to U.S. policy as defined on VOA. The educational and cultural exchange bureau, through its various programs, has always exposed Americans to other cultures, and of course, that will continue under the ICA.

The main thrust of the agency is still to inform the world about the United States, and its main voice in that task is still the Voice of America. Above all things, Mr. Reinhardt said, somewhat emphatically, VOA news must be independent, reliable and accurate. If the estimated 75 million foreign listeners (each week) "conclude there are better places on the dial to turn for the news, they are likely to turn there," he said.

"That doesn't mean that they don't make mistakes," Mr. Reinhardt said, "but if there are, they are their mistakes, not anybody's up here. We don't even see the broadcasts before they are made."

Sensitive to news stories critical of VOA, Mr. Reinhardt emphasized that last point. "Many [stories] have not given the full story; they were on to something, not the full story. Most of them have been based on an honest mistake that the Voice has made. . . . In no instance have these stories been based on a deliberate tampering by some official who wants to make sure some story doesn't get broadcast, and that's what many of these stories imply."

Mr. Reinhardt, a professor of English at Virginia State College before he began working his way up the USIA organization in 1956, appears to be wrapped up in his job. Yes, he reads, he said, but mostly ICA publications, or related ones. At home, sometimes, he listens to VOA broadcasts. And he seems to have the faith in ICA that he has in the U.S. system. He sees it dealing in perceptions.

"If you look at all the total foreign policy process—traditional diplomacy, foreign assistance, intelligence, Peace Corps endeavors, all else—none of these is primarily concerned with people's perceptions. And people's perceptions make a great deal of difference in the total foreign policy process," he said. ". . . What are perceptions, among peoples as distinguished from their government's about . . . any issue."

Because it deals in perceptions, Mr. Reinhardt said the ICA does and will make a difference.

Editorials

Fuel on the fire

The FCC has initiated an inquiry looking toward the subsidizing of citizen participation in FCC proceedings. The inquiry stems from the misapprehension, which is fashionable in consumer circles, that the public is unheard in present FCC affairs.

The record is replete with evidence to the contrary.

It would take a staff of accountants no one knows how long to count the participations by citizen groups in FCC matters over recent years. In one category of participation alone, hundreds of petitions to deny license renewals have been filed. If almost all have eventually been rejected, it has been for lack of reasonable substance, not for lack of professional help. There has never been a dearth of lawyers to represent and indeed recruit citizen litigants.

It would take an even larger staff of accountants to calculate the value of FCC staff time that has been devoted to the processing of citizen petitions and the writing of the legal opinions disposing of them. There is no way to calculate what the process has cost broadcasters.

All of these costs would only escalate if the government began paying legal fees. "Public service" lawyers would proliferate. More causes would be manufactured, and more citizens recruited to espouse them. And the process would no more represent a true cross-section of public attitudes toward broadcasting than is available to the FCC now.

If there is one body in Washington that needs no more federal aid, it is the citizen agitators.

Outcasts

A five-member majority of the U.S. Supreme Court last week assigned broadcasting as the lowest form of life in the application of the First Amendment. In its astonishing reversal of the circuit court of appeals in the Pacifica case, the high court majority concluded that "of all forms of communication, it is broadcasting that has received the most limited First Amendment protection."

That puts the broadcaster in a niche inferior to that of the sidewalk evangelist proclaiming the imminent end of the world or of the soapbox orator demanding the overthrow of capitalism. The categorization is ignominious enough, but it is worsened by the new rationale that the court has invented for the debasement of the broadcaster's First Amendment rights.

Until now, the justification usually given for keeping the government's hands on the studio control board was the "scarcity" of broadcast facilities. The spectrum, according to that argument, was a finite resource, unlike the printing press, and therefore government surveillance of its use was necessary.

With that rationale progressively discredited in recent years, the Supreme Court majority has created a substitute. The government may exercise regulation over broadcasting that it is denied over other communication forms because the broadcast media "have established a uniquely pervasive presence in the lives of all Americans" and broadcasting is "uniquely accessible to children," the court said. With those criteria at hand, future regulators are all but asked to intrude in broadcast operations. FCC Chairman Charles D. Ferris may disavow an inclination to use the Pacifica decision for program control, as reported elsewhere in this issue, but it will be surprising if the decision is not invoked by those on the FCC and its staff who wish to tighten the screws on children's television programming and advertising, to name only one proceeding now in progress.

It is all but unthinkable that five members of the Supreme Court would vote in favor of an FCC that was alone against the

world in its Pacifica ruling. The FCC was reversed by the appellate court and then abandoned by its only previous ally, the Justice Department, which, on reconsideration, refused to participate in the FCC's appeal. The whole commercial broadcasting establishment, in an unaccustomed role as supporter of the often controversial Pacifica Foundation, intervened to argue against the FCC's authority to create a new constitutional exception for the prosecution of broadcast indecency. All were ignored by the court majority.

The only consolation to be taken from the Pacifica case is that four of the nine Supreme Court members voted with the broadcasters. One of the dissenters, it is of more than casual interest to note, was Byron White, author of the 1969 Red Lion decision that upheld the constitutionality of the fairness doctrine and was cited with approval in the Pacifica decision issued last week. Pacifica was just too much for Mr. White to take. Perhaps in time it will be too much for a future court majority to take, as the repressive effect of the Pacifica decision becomes evident.

Foretaste?

If the news out of the Supreme Court is discouraging, the news out of Moscow isn't any better. Two American newspaper reporters have been accused of libeling the Russian television agency because they included, in accounts of a televised confession by a Russian dissident, reports that relatives and friends of the dissident thought the confession was fabricated. And an ABC-TV newsman, Charles Bierbauer, has been attacked in the Russian press as hostile to the Soviet Union for asking Muhammad Ali, during the latter's recent visit there, whether he was aware that few Moslem mosques are open in Soviet Central Asia.

We mention these developments both to regret them and to express the fear that NBC may be in for some rough going in its coverage of the 1980 Moscow Olympics. Granted that the experts may be right in concluding that Moscow's current harassment of U.S. newsmen is politically motivated and that the political climate may have improved by 1980. Granted, too, that NBC authorities say they're getting the utmost cooperation from the Russians. We still worry about a system that can produce attacks such as these on such flimsy grounds. What would happen if, say, an NBC lens paused momentarily on a Russian slum?

We assume NBC will go prepared for whatever might develop. It should. The coverage is important for the Russians because it will keep them in the world's eye for more than two weeks. The way the coverage is handled will be in the public eye for no less time.



Drawn for BROADCASTING by Jack Schmidt

"Let me revise that time for high tide this afternoon."

KOST-FM's Service in the Sky

KOST is the only FM station in Los Angeles — and one of the few in the nation — providing listeners with air traffic reports. And Bruce Wayne is the only Los Angeles radio traffic reporter who was on the air as a newsmen before he went up in the air. From his sky-high broadcasting post, Wayne scans an estimated 3 million morning commuters blanketing 700 miles of freeways in Los Angeles and Orange County. News...weather...now traffic reports. KOST-FM: Beautiful Music...and More.

KOST
beautiful music 103 fm
Los Angeles

Cox radio stations are represented
by The Christal Company.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIBC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

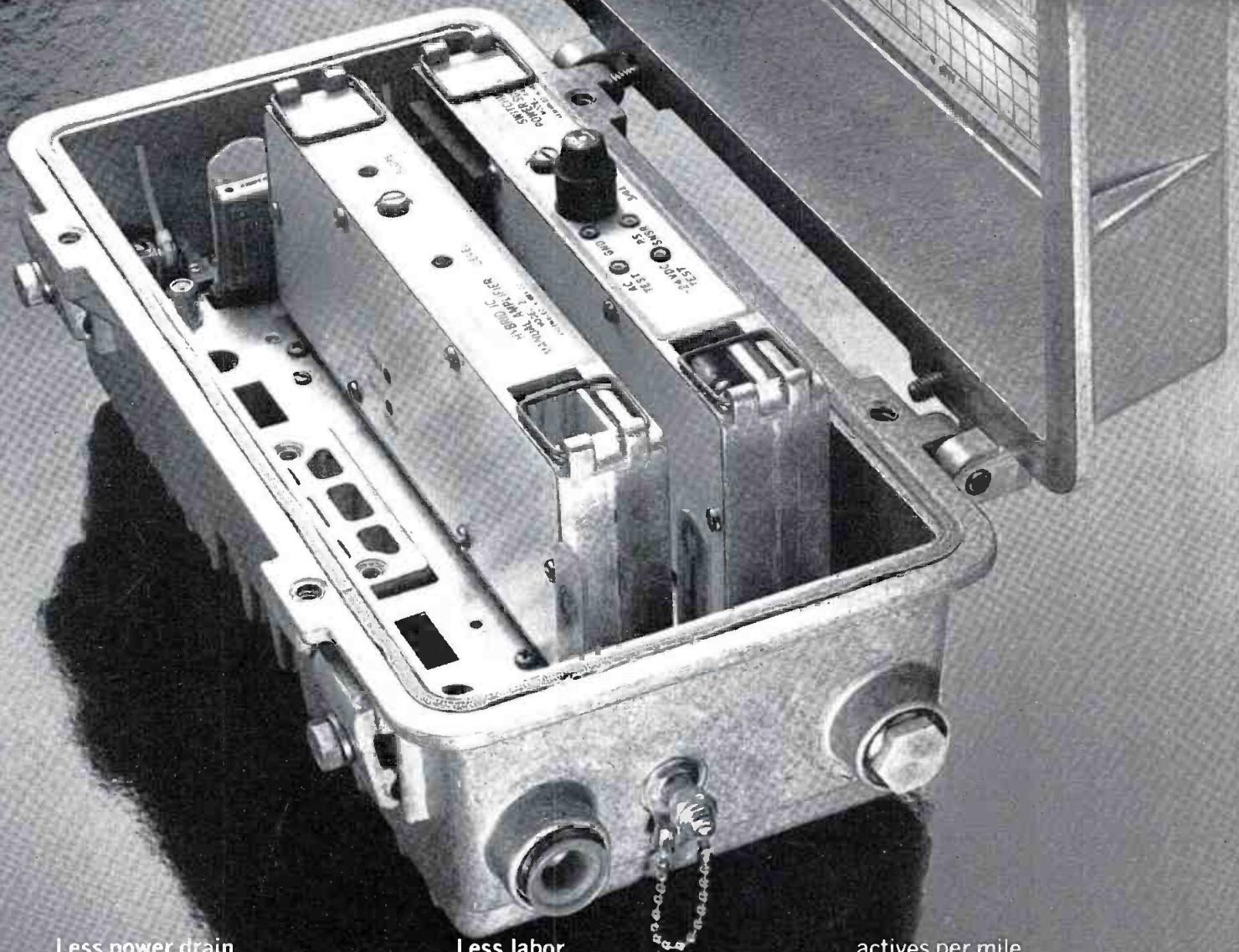


Bruce Wayne,
KOST 103fm
Air Traffic Reporter

fm
103

KOST

Our line extenders give you less for less. (Because of our modular construction.)



Less power drain

Half the drain of competitive units. Only 250 mA at 60 VAC.

Less spares to stock

Modular construction means interchangeability. Interchangeability means you need less replacement parts on hand.

Less obsolescence

Since you can update your modules as you update your system, you'll seldom have to replace an entire unit.

Less labor

Simple internal plug-ins eliminate work of installing external passives used in other system designs.

Less maintenance

High reliability design protected by rugged weather-sealed housing minimizes work for maintenance crews.

Less units per mile

High gain and high output capability result in as few as 1.3

actives per mile.

To find out how we do it, and how little it costs, contact your area salesman, or call toll free (800) 351-6010 within the continental United States except Texas. From Alaska, Hawaii or Texas, dial (915) 544-7550. Ask for Ray Pawley.

SYLVANIA

GTE