A reversal of fortunes for the Wiley FCC Advance report on the Chicago NCTA

Broadcasting Apr 11
The newsweekly of broadcasting and allied arts
Our 46th Year 1977

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NEWSPAPER

A reversal of fortunes for the Wiley FCC Advance report on the Chicago NCTA

42% share!†

...in a 4-station market! That’s our Eyewitness News team... with a batting average of .977, which is our way of saying we won or tied 43 out of 44 demo categories among 10 p.m. news shows.†

Both Arbitron** and Nielsen* show the dominance of KSTP-TV’s Eyewitness News at both 6 p.m. and 10 p.m. against our news competitors, and we thank our loyal fans for their support. We’re working hard to excel at service to our community and leadership in the broadcast industry. When you think of the Twin Cities, think KSTP-TV—the Hubbard Broadcasting team with the winningest record.

EYEWITNESS NEWS
KSTP-TV
MINNEAPOLIS - ST. PAUL

Division of Hubbard Broadcasting Inc. Source: **Nielsen, February 1977 and °Arbitron, February 1977, 5 p.m./6-day and 10 p.m./7-day program averages.† Nielsen, Metro Households. 10 p.m. Estimates subject to limitations in said reports. For KSTP-TV information contact Jim Blake, General Sales Manager, or David Garvin, National Sales Manager, at 612-645-2724, or your nearest Petry office.
Hopefully, "Little Vic" will set a precedent for the future of television.
A quick reading of headlines that say "family treasure trove," "excellent for all," "kidvid epic," "must viewing" and "'Little Vic' clicks" is enough to measure the acclaim with which critics have greeted television's first family novel.

Of more lasting importance is the hope for television's future that "Little Vic" has inspired among these critics.

"With more projects like this one, the medium might become a force for kindness instead of callousness."
THE SAN FRANCISCO CHRONICLE

"(Its) good example could be significant for the rest of the industry," And "imitation should be openly encouraged." THE NEW YORK TIMES

"It may also have a positive effect on future prime-time access programming." VARIETY

"'Little Vic' presents the first American effort in this direction (family-oriented mini-series), and one can only hope that it is the first of many others."
THE (N.Y.) CATHOLIC NEWS

"Don't miss 'Little Vic': It's special. There should be more entertainment of this caliber—and in prime time as well." GARY (IND.) POST-TRIBUNE

"The project represents a commitment by the ABC stations to use the prime-time access period as it was originally intended by the Federal Communications Commission."
THE (HACKENSACK, N.J.) RECORD

This exceptional series that has inspired critics to hope for television's betterment is an adaptation of Doris Gates' best-selling children's classic. It was produced for television by the multiple Emmy Award-winning Daniel Wilson Productions.

All six half hours are now available for consecutive-night or consecutive-week showings.

"Little Vic" from Viacom
Viacom! Television's new major source for movies.

"They Shoot Horses, Don't They?"

Best Picture (Nat'l Board of Review).
Jane Fonda, Best Actress (N.Y. Film Critics).
Gig Young, Best Supporting Actor (Academy Award).
9 Academy Award nominations.
WILEY'S FCC  □  Though the commission chairman has headed the agency through its most active period, latter-day court reversals are stripping his administration of its major milestones.  PAGE 27.

A LOOK AT CCC  □  In less than 10 years Combined Communications Corp. has bought, consolidated and bought again to bring it to the forefront of major broadcast groups. Its latest deal to acquire WMAL-TV Washington for a record $100 million draws renewed interest in the history of the diversified company under Karl Eller and John J. Louis.  PAGE 28.

TRICKS OF THE TRADES  □  Is there hope for the multiple owners now under the crossownership gun in that complex deal proposed between Combined Communications and the Evening Star group?  PAGE 29.

NO PUZZLE TO FCC  □  Texaco spots raised controversial issue, says FCC, and WTOP-TV didn't balance them.  PAGE 30.

REGULATORY REFORM  □  Testifying on the Hill, the FCC opposes more paperwork for itself, a cut in its budget and the provision in the reform legislation that would require Senate approval of the commission chairman every three years.  PAGE 37.

TV NEWS WATCHERS  □  A new study contends dial choices are often made to seek entertainment and personal reassurances.  PAGE 38.

MEDIA GROWTH BY '80  □  McCann-Erickson's Coen makes forecasts in all fields of advertising, contending TV will take the biggest step forward.  PAGE 41.

STATION CLEARANCE  □  NBC asks the FCC for rulemaking on a new automatic monitoring system that would keep close tabs on affiliates and permit fast, accurate program information.  PAGE 43.

JOHNSON BANNER HOISTED  □  The Association of Federal Communications Consulting Engineers writes President Carter, affirming its wish that engineer Wallace Johnson of the FCC be given commissioner stripes.  PAGE 43.

POLAROID'S 'NEW MEDIUM'  □  Company says it has an instant movie camera in the works with possible TV applications.  PAGE 44.

CHASING GHOSTS  □  The FCC approves amended rules that will allow TV broadcasters to convert from horizontal to circular or elliptical antennas, a move that will ease transmission problems for UHF and VHF.  PAGE 44.

PAYOLA PROBE RIPPLES  □  The FCC's investigation marks time, but there are reports of dismissals, suspensions and reprimands by stations in incidents allegedly involving airplay for payment.  PAGE 45.

'JESUS OF NAZARETH'  □  Despite all the controversy, NBC's first half of the six-hours-plus film draws an estimated 70 million viewers.  PAGE 46.

ANOTHER FOURTH NETWORK IDEA  □  Paramount Pictures Television has new division to study plan for weekly series via Hughes.  PAGE 48.

NEW MISSION  □  The Office of Communication of the United Church of Christ tells the FCC that it plans a major offensive against sex and violence on TV.  PAGE 49.

NCTA TIME IN CHICAGO  □  A heavy agenda faces the association's annual convention with pay cable expected to be the hottest item.  PAGE 53. Here's the complete agenda for the April 17-20 sessions.  PAGE 55. Also, a rundown on the exhibitors, their personnel and what they're offering.  PAGE 56.

CABLE DOWN ON THE FARM  □  A government study asserts there is no information to prove that cable-telephone crossownerships will improve the supply of broadband communications service to rural areas.  PAGE 80.

REBUTTALS  □  Optical Systems Corp.'s access petition to the FCC is rapped by the NCTA, among others.  PAGE 61.

A BORN SALESMAN  □  That's how veteran syndicator Pierre Weis describes Paramount Television's Dick Lawrence. Before dismissing that as a cliche, just look at how he turned the business of TV programing sales upside down with his strategy for stirring up the bidding.  PAGE 81.
If you're at the mercy of someone else's computer, it's time you took matters into your own hands.

Control. It's what separates The Cox System from other broadcast automation systems. Here's our unconditional guarantee: However you handle your business now, The Cox System will make it work better and more efficiently. Here's what you get:

1. An instantaneous computer print-out of all commercial availi.
2. Automatic printing of an up-to-the-minute log in less than 15 minutes.
3. Automatic vertical and horizontal rotation.
4. Accurate standard industry invoices and follow-up statements printed in less than three hours.
5. Aged accounts receivable registers.
6. Delinquent listings.
7. Sales commission reports by sales office.
9. Extensive demographic reports. All information is processed through concurrent use of up to six CRTS, two printers and a paper tape punch. And these are only some of the key benefits your station gets with The Cox System in-house.

No More Time-Sharing

Remember you're not dealing with a host computer in some far-off city. The Cox System is your computer. So there are no more delays, revising procedures or sharing time.

But there is more confidentiality, because all your station's information and data remain in your station. Best of all, dollars and personnel do, too. The Cox System is economical.

And don't forget our optional financial package that gives your station virtually limitless accounting capabilities.

Our Newest Station Break

It's a time-saving demographic package. Now station salesmen can receive fast, computerized print-outs of station availabilities. Avails submissions and suggested schedules are totally flexible. Formats are chosen by the customer... including capabilities of orbits and special packages. The Cox System calculates averages for orbits, cost per point, and cost per thousand. Demographic information is handled by one computer program, and an average station can store data for up to three years. No other broadcast automation system can match this demographic package.

The End Result

Years and years of research have made The Cox System the most sophisticated business system available today. If you'd like more information, simply call us at (404) 256-5200. And discover a better way.

The Cox System. It's a better way.
first both ways

For first time in memory, perhaps in television history, CBS-TV has almost certainly closed out first quarter of 1977 in second place, not first, in network billings. That's indicated in estimates compiled by broadcast Advertisers Reports—only ongoing estimates available. For period from Jan. 1 through March 27, with only three days left in first quarter, BAR's latest estimates place ABC-TV first with $282,291,400 (34.02% of three-network total), CBS-TV second at $273,901,300 (33.01%) and NBC-TV third at $273,579,400 (32.97%).

ABC-TV's rise to first may be unsurprising, in view of ABC's prime-time ratings runaway. However, CBS-TV has been claiming to be number one in viewers on all-day basis, with viewers—and presumably dollars—in other departments offset its audience disadvantage in prime time. BAR doesn't release individual network estimates by daypart, but best information available indicates revenue gains that enabled ABC to overtake CBS came principally from prime time.

Carter's fall-out

If experience at FCC is criterion, President Carter's invitation to citizens to let him know of their concerns is generating large volume of mail for government agencies. In each of several weeks preceding last week, commission's complaints and compliance division fell heir to some 300-400 letters dealing generally or peripherally with broadcasting, all forwarded from White House for handling. Number last week dropped to about 200. All letters are read, analyzed and, staff member said, "are answered within our capabilities."

Segregation policy

Extending annual National Association of Broadcasters convention from three to five days is experiment 'worth a try,' NAB directors say, but association staff has apparently decided plan will work. NAB convention coordinator Harold Niven has already arranged for extension of visits with cities and hotels for next four conventions. New dates are: Las Vegas, April 9-14, 1978; Dallas, March 25-30, 1979; New Orleans, March 30-April 4, 1980, and Las Vegas, April 12-17, 1981.

Five-day plan is being pushed hardest by radio members of association, who for past two conventions have enjoyed segregation arrangement where their activities are split from TV's. Advocates of 2-1-2 format (two days for radio, one joint radio and TV, and two days for TV) say it will be simpler than trying to do everything all at once and will further segregate radio. Only problem, they say, is for exhibitors, who apparently will have to plan on staying open at least one more day than in past.

Change of mind

FCC officials and observers with long memories heard faint if ironic echo in language of U.S. Court of Appeals pay-cable decision chastising commission for engaging in ex parte contacts and directing commission to avoid them in future rulemakings (Broadcasting, March 28, et seq). Court was responding to friend-of-court brief by Henry Geller. Ten years ago, when same Mr. Geller was general counsel of FCC, he had sat in on meeting Association of Maximum Service Telecasters representatives held with then-Chairman Rosel H. Hyde—one of four meetings that AMST members held with commissioners on cable policy and that cable interests said involved illegal ex parte contacts.

AMST said purpose of meetings was to complain that commission's waivers were eroding then-new cable rules. And commission subsequently rejected cable interests' complaints (although it did order oral argument on waiver request), in series of orders drafted by Mr. Geller. Former general counsel now says he was wrong in not closing those proceedings or subsequent rulemaking proceedings that led to adoption of pay-cable rules.

Information please

FCC officials are thinking of way around appeals court ruling in pay-cable case that appears to prohibit ex parte contacts during rulemaking proceedings. Officials say such off-record contacts in rulemaking proceedings are helpful, essential in some cases. So unless that ruling is reversed, commission members and staffers say, there is likelihood of increase in number of rulemakings that are preceded by notice of inquiry. Presumably nothing would bar nonrecord contacts in inquiry.

Fall look

Agency consensus is settling on rough figures for three networks' prime-time needs next fall. ABC-TV, with embarrassment of riches, will probably need only two and a half hours of new programming. By contrast, NBC-TV is expected to cancel six and a half hours and CBS to jettison as many as seven and a half hours. Marginal shows on NBC such as Police Woman, The Life and Times of Grizzly Adams and CPO Sharkey will most likely be retained in hope that they will attract new viewers next September, possibly in new time periods. Same is true at CBS, where new sitcoms, Busting Loose and Loves Me Loves Me Not, although now getting only 28 shares, will be tried another season.

Fattening the press

Principal beneficiaries of new Canadian law eliminating business-expense tax deduction for Canadian advertising placed in U.S. media are said to be Canadian newspapers, which are getting noticeably bigger. One stated purpose of keeping Canadian dollars at home was to encourage local television production. But TV stations in Canada were already virtually sold out and are limited by government in raising rates, so there's been no windfall for home-grown programing.

Paley means it

End of era is scheduled to come little closer next week. William S. Paley, who has guided CBS through almost all of its 50 years, building it from next to nothing into $2.2-billion empire, said last fall he would step down as chief executive—but remain as chairman—after next stockholders meeting (Broadcasting, Oct. 18, 1976). Lot of long-time CBS-watchers didn't think he would really step down. But President John D. Backe said several weeks ago that Mr. Paley, who is 75, has begun passing some executive-officer duties to him, and with stockholders meeting approaching, signs around CBS last week indicated he intends to keep his commitment. Meeting is April 20.

Castro converts

Although Cuba is under USSR's political umbrella, it has elected to adopt U.S. color standards for its television system, but by way of Japan. Japan conforms to National Television System Committee standards compatible with U.S. for both transmission and reception. Russia uses incompatible Secam system. Japan has agreed to supply Cuba with transmitters, studio equipment and receivers.
Ford □ Motor company will be one-half sponsor of 28-broadcast weekend special, A Capital Trip: One Correspondent’s Washington with Bob Schieffer on CBS Radio network June 4-5. Each program will range in time from four to nine minutes, exploring Washington. Agency is J. Walter Thompson Co., Detroit.

Amtrak □ Railroad service has six-week spot-TV promotion set, starting in mid-April. Needham, Harper & Steers, New York, is placing spots in about 30 markets during early and late fringe periods to reach adults.

American Airlines □ Airline will take eight-week spot-TV flight beginning in mid-April. Doyle Dane Bernbach, New York, will schedule spots in 13 markets during prime-time periods, directed to adults.

Dairy Queen □ Ice cream restaurant chain is arranging one-week spot-radio push for mid-April. Campbell-Mithun, Minneapolis, will place spots in 32 markets, aiming to reach adults and teenagers.

Buick □ Car manufacturer has four-week spot-TV promotion slated for mid-April. McCann-Erickson, Detroit, will gear spots to men, 18 and over, during fringe periods.

Standard Brands □ Company will feature its Fleischmann margarine in four-week spot-TV promotion beginning mid-May. Ted Bates, New York, will schedule spots during fringe viewing hours, reaching 18 and over.

A&W root beer □ Root beer will get 14-week spot TV campaign starting in early May. Humphrey, Browning, MacDougall, Boston, will schedule spots during all day parts in at least 46 markets to reach women, 18-49, and teenagers.

Underwood □ Food company is mapping four-week spot-TV campaign featuring its Accent flavor enhancer starting in early May. Kenyon & Eckhardt, Boston, will place spots in 20 markets during fringe and prime periods, zeroing in on women, 18-49.

General Mills □ Network and spot TV will be used by General Mills for its Wheaties cereal to herald appearances of its new spokesman, Olympic decathlon champion Bruce Jenner, on flights of commercials to start on May 10. Mr. Jenner’s contract covers both his appearance in TV commercials for Wheaties and in instructional films for schools and clubs and participation in physical fitness and nutrition effort. Commercials will be slotted on spot TV in 65 major markets and on network news and sports programs. Dancer-Fitzgerald-Sample, New York, is preparing commercials and performing media selection to reach men and women, 18 and over.

Louis Brothers □ Bakery has 13-week spot-TV promotion scheduled for its new white bread starting in mid-April. Keller-Crescent, Evansville, Ind., will select spots in day, prime and late fringe periods, aiming at adults.

Bob Evans □ Farm sausage will get four-week spot-radio drive in late May. Byer & Bowman, Columbus, Ohio, will schedule spots in 35 markets, including Chicago, Philadelphia and Washington, aiming to reach women, 25-49.

Tony's Pizza □ Pizza will get four-week spot-radio push beginning in late June. Carmichael-Lynch Advertising, Bloomington, Minn., will place spots in 12 markets to reach women, 18-49.

Japan Airlines □ Four-week spot-radio flight is set for mid-April. Ketchum, MacLeod & Grove, New York, will schedule spots in five markets, including Chicago, Los Angeles and San Francisco, zeroing in on men, 25-49.

Tasty Baking □ Four-week spot-radio push will begin in mid-April. Lewis & Gilman, Philadelphia, is scheduling spots in three markets to reach women, 18-49.

Hairmatic □ Corporation is scheduling four-week spot-TV campaign for its hair-cutting device in mid-April. Faran Media, New York, is using spots in 15-20 markets in daytime and prime-time periods to reach women and men, 18-49.

Cadillac □ Car dealers will launch six-week spot-radio promotion in April. Burton Sohigian, Detroit, is placing spots in at least three markets, aiming at men, 35 and over.

Northwest Orient □ Airline has nine-week spot-radio buy set for mid-April. Campbell-Mithun, Minneapolis, is...
Something else is new in Kansas City.

Blair Television now represents KBMA-TV.

BLAIR TELEVISION
A Division of John Blair & Company
scheduling spots in Boston, Los Angeles and San Francisco to reach men, 25-64.

Delta Airlines □ Spot-radio drive of 19 weeks is to start in late April. Burke Dowling Adams, Atlanta, is placing spots in about eight markets, including New York and Philadelphia to reach adults, 25-64.

Herman's □ Sporting goods store is mapping one-week spot-radio push starting in mid-April. Albert J. Rosenthal, New York, will slot radio spots in about nine markets to reach adults, 18-49.

Hormel □ Grocery products division is placing three-week radio spotlight on its Deviled Spam starting in late April. BBDO, Minneapolis, will spread spots in 16 markets, zeroing in on women, 18-49.

GEICO □ Government Employes Insurance Co. has eight-week spot-radio campaign set for mid-April. Wunderman, Ricotta Kline, New York, will place spots in eight markets, seeking men, 25-64.

Devoe □ Paint manufacturer will take one-week spot-radio flight beginning in late April. Doe-Anderson Adv., Louisville, Ky., is placing spots in Atlanta, Houston and New Orleans. Target audience is men, 25 and over.

Warp Bros. □ Plastic material manufacturer for homes, farms and industry is preparing nine-week spot-radio promotion to start in late May. Ladd/ Wells/Presba Advertising, Chicago, will place spots in about 13 markets to reach adults, 25 and over.

M.B. Walton □ Four-week spot-TV drive is set for Roll-O-Matic self-wrapping mop and waxer beginning in mid-April. A. Eicoff, Chicago, will clear spots during all day parts in at least 25 markets. Women, 18-49, are target audience.

F.S. Services □ Agricultural supplies firm is planning three-week spot-radio drive in June. Batz-Hodgson & Newoehner, St. Louis, will buy spots in Iowa, Illinois and Wisconsin to reach farmers.

Metropolitan □ Property and liability insurance company is taking two spot-TV flights in late April and early June for four weeks each. Young & Rubicam, New York, will schedule spots during fringe and daytime periods in six markets, seeking men, 25-49.

D.L. Clark □ Candy bars will get two three-week spot-TV flights in early May and mid-June. McKinney, Silver & Rockett, Raleigh, N.C., will place spots in 18 markets during prime and early fringe periods, gearing spots to women, 18-49, and children, 2-11.

Roto Rooter □ Sewer service has two-three-week spot-TV campaign set, beginning in mid-April. Lessing-Flynn Advertising, Des Moines, will schedule spots during fringe and daytime hours in seven markets to reach adults, 25-54.

Gold Pin Fun Center □ Bowling centers are planning two-to-three-week spot-radio promotion starting in mid-April. Eisner & Associates, Baltimore, will place spots in 150 markets to reach adults, 18-59.

Kbraco □ Company has two spot-TV flights set for late April and late May running one and five weeks each for its 40-channel CB radio. Admarketing, Beverly Hills, Calif.; will schedule spots in fringe, prime, news and access periods. Target audience is men, 18-49.

Iroquois Brands □ Champale malt liquor will get 16-week spot-TV campaign in mid-April. SFM Media, New York, buying spots in about 17 major markets, during fringe and daytime hours to reach adults, 18-34.

Jack’s Candy □ Skittles candy will get four-week spot-TV drive in mid-April. D’Arcy-MacManus & Masius, New York, will place spots in about 10 markets during fringe time to reach children, 6-11.

Ragold □ Company is arranging two-week spot-TV promotion for its Velamints sugar-free mints beginning in mid-April. Don Tennant, Chicago, will place spots in about 10 markets, including, Detroit and Chicago, during fringe, daytime, and prime-time viewing hours to reach adults, 18-49.

Charles of the Ritz □ Beauty products firm has four-week spot-TV buy set for its Jean Nate fragrances starting in mid-April. Jovan Company, New York, will schedule spots in 10 to 12 markets in fringe periods, keying to women, 18-49.

Pfleiffer □ Salad dressing gets four-week spot-TV flight starting this month. Weightman Advertising, Philadelphia, looks for spots in 10 markets during fringe and daytime peaks, looking for women, 25-64.

Jovan □ Men’s and women’s toiletries company readies four-week spot-TV campaign starting in mid-May for its Eau Fresh Bath cologne. J. Walter Thompson, Chicago, will set spots in fringe-time periods in 22 markets, to reach women.

Pan Am □ Airlines begins seven-week spot-radio drive this month. Carl Ally, New York, will schedule spots in two markets, looking toward adults, 25-54.

Colombo □ Yogurt maker sets 11-week spot-radio push beginning in middle of this month. BBDO, Boston, will select spots in six markets, aiming toward women, 18-49.

Pearle Vision □ Optic centers slate four-week spot-radio campaign starting this month. Chollick Associates, New York, will station spots in at least four markets, seeking women, 25-49.
Maximum Signal Performance
In Harris’ FM Transmitters
with the MS-15 Exciter...
for the Sound of the Century!

There’s no doubt about it,
your listeners will hear the
difference with the new Harris
‘K’ line of FM transmitters
featuring the MS-15 solid-state
exciter, employing Digitally
Synthesized Modulation
(DSM)* and overshoot
compensation. These advanced
design techniques offer higher
stereo separation, and
Increased loudness with no
degradation of audio quality.
DSM affords the ultimate in
stereo and SCA performance,
with 40 dB or better separation,
30 Hz through 15 kHz.
Modulation of the 19 kHz pilot
and crosstalk into the
subchannel are eliminated with
this technique.
The new Dynamic Transient
Response filter (DTR) allows no
greater than 2% overshoot.
Thus, a 2 to 6 dB increase in
loudness can be achieved while
maintaining excellent transient
response, high stereo
separation, low crosstalk and
low intermodulation distortion.

For the clearest, loudest
sound around, write for
information on the new Harris
FM transmitters with the MS-15
exciter to: Harris Corporation,
Broadcast Products Division,
Quincy, Illinois 62301.

*Patent applied for.
Radio adds golden touch to Midas's TV efforts

I have to admit that in 1970, when Midas first consolidated its national business with one advertising agency, Wells, Rich, Greene Inc., television was the only medium that Midas considered. Our media plan was to run award-winning TV commercials as often as possible in network and in spot television.

Since Midas business peaks during the summer, the majority of our budget was spent in the months from May through September. The combination of spot and network helped us establish the then-500 Midas Muffler Shops throughout the country as leaders in specialized automotive services. But as we increased our penetration, added to our product line and opened new shops, we were able to extend our television flights earlier in the year and later in the year.

But a lot happened during this growth period that made radio become more important to Midas—and now, its 800 shops.

The awareness of Midas as a muffler shop had grown to an enviable level. The local franchise dealer, however, needed and wanted more than a maintained level of awareness that the television schedule was producing. To sustain his steady growth, he had to become more of a retailer.

The dealer had captured that part of the motorist that was willing to experiment with a concept of specialized automotive service. Now he had to attract the part of the market that had not perceived him as being an alternative to the local garage, new car dealer or mass merchandiser. He needed flexibility in his local market. He had to better identify the location of his shop. He had to become a local businessman.

In 1972, the portion of the total budget devoted to the local market began to swing over to radio for some very good reasons. Radio is perceived by a listener as a "local" medium even without the 10-second tags now being used in most markets. The drive-time audience was perfect for the products that Midas sells. Motorists were in their cars, sitting on top of their problems. And the number of times that the dealer himself would hear the commercials was reinforcing from a psychological standpoint.

But at the time there was one thing missing. The Midas dealer, who was spoiled with good television commercials felt there was something lacking in the radio executions. But this too is not a rare situation.

I think one of the elements that may keep many advertisers out of radio is the fact they do not have, or have not properly requested, good creative from their agencies. Midas and our agency, WRG, experimented with several approaches to radio, some less successful than others.

Finally, we realized that we probably had overlooked the most obvious use of radio for Midas. Consumers were aware of Midas advertising on television, and they understood and enjoyed the format of our commercials. We felt that we could transfer the same strategy and type of execution in our television ads to radio spots. By combining the vignette, which had been a trademark of Midas TV advertising, with the imagery that we could use in radio, we successfully carried over our television technique to radio.

I think one of the reasons why so many advertisers do not always end up with the type of radio commercial that they consider to be good advertising is their failure to remember that radio is a medium of sound. Many times it's not what you say but how you say it. One of our radio commercials sounded so good it helped Midas dealers double their share of the foreign car market during the fourth quarter of 1975.

Locally, spot radio radio continues to be one of the most important elements in the Midas dealer's plan, accounting 40% of the total local dollars spent. The other half of the advertising budget continues to be planned and spent on a national basis.

The primary objective of this national investment has been to provide continuity throughout the calendar year. As budget increased, we extended the number of weeks that we were on network television and, where possible, increased our weight.

In 1975, however, we changed our 100% national television media plan to include network radio. The inclusion of network radio allowed us to maintain our level of continuity and to add an important element during the key selling season—anc that is impact. Our national plan, for the first time, became dynamic.

We continued to employ network television around our peak summer selling period to increase our reach, maintain our awareness and create preferences for Midas products and services. In the summer, when the incidence of muffler replacement is at its highest, we needed the impact that network radio can provide on a national basis to get the business that was out there. Driving patterns during the summer allowed us to use more than the popular morning and evening drive times.

The efficiencies of network radio allowed us to stretch our budget by adding more weeks of continuous advertising and at the same time increase the levels of advertising during our flight periods.

National promotions also benefit from the addition of network radio. We can devote a portion of the network schedule to a national promotion to establish a base of frequency that previously had to be financed by local budgets. The combination of a network base and local emphasis allows us to be supportive and, at the same time, flexible. As an example, a commercial ran in 1976 on both the network and in local market to support our Bicentennial offer, "Midas-Rand McNally Road Atlas and Bicentennial Travel Guide."

Given current pricing philosophies, radio is also the last frontier of the 60-second commercial.

The Midas media plan that last year supported a 30% increase in retail sales can be summarized by a series of elements that perhaps, would be considered mutually exclusive: television and radio, network and spot, reach and frequency, continuity and impact.

Midas will be into radio even more in 1977. During May, June, July and August, network radio will be used exclusively for our national effort. In 1976, 60% of our local advertising was devoted to radio. This year that figure will be boosted to 70%.

The Midas plan may be right only for Midas, but it is an example of how radio can be used successfully. Maybe I was brought up in the television generation and missed the fun you had with radio in the good old days. But radio is important to Midas right now.
Maximum Sound Performance
In Harris' AM Transmitters.
High Technology Working for You.

For the loudest sound and highest efficiencies in AM transmitters, Harris offers the new MW-A series.

Now included in the MW-1A, 1 kw, MW-5A, 5kW, and MW-50A, 50kW, transmitters is a built-in audio processing circuit.

This circuit is designed to increase loudness up to 3dB. When adjusted to station format, small modulation peaks, which hold the average level down, are reduced, allowing the larger and more powerful levels of the audio signal to modulate the transmitter at the maximum limit.

The new MW-A series of transmitters with PSM*, MW-1A, and PDM*, MW-5A and MW-50A, offer other superior features...

- PA efficiency approaching 90%
- 125% positive peak modulation
- Low distortion
- Excellent transient response
- Wide frequency response

For complete information on the world's number one AM transmitters, write: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

*Patented
Win the race against time.

If you have tapes, film, artwork, or any other small package that needs to be somewhere in a hurry, put it on TWA's "Next Flight Out".

100% money-back guarantee.

We guarantee it will get where it's going, on the TWA flight promised, or it goes absolutely free. No hassles. No partial refunds. Just free.

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In Washington, D.C., call 223-1194.

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*As stated in Official Air Freight Smart Package Tariff #3PR-1 (CAE256)
The Best is Getting Better...
Harris IF Modulated TV Transmitters now have MCP and TSB

Sophisticated, futuristic, the most advanced state-of-the-art design in color television transmission is IF (Intermediate Frequency) Modulation. And now--maximum color performance...fewer adjustments...in the new line of Harris IF Modulated TV transmitters, featuring the MCP solid-state visual exciter with TSB (Transversal SideBand) filter.

With the new Harris TV transmitters you'll get sharper, more vivid pictures...
Brighter colors...
Have greater reliability and stability...
Simplified operation and maintenance...
Ready for ATS...

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April 22-27—MIP '77. 13th international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France.


May 8-12—Annual meeting, ABC-TV affiliates. Century Plaza hotel, Los Angeles.


June 2-4—Associated Press Broadcasters annual meeting. Chase-Park Plaza, St. Louis.

June 3-10—International Television Symposium on the Technical and Social Impact of Television. Information: Directorate, 10th annual Television Symposium, PO. Box 97, CH-1820 Montreux.


June 13-15—Broadcast Promotion Association 22d annual seminar. Beverly Hilton hotel, Los Angeles. 1979 convention will be June 17-20. Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.


Sept. 15-17—Radio Television News Directors Association international conference, Hyatt Regency hotel, San Francisco. 1978 conference will be at Alliant Plaza, 14-17; 1979 conference will be at Merrill hotel, Chicago, Sept. 11-14.

Sept. 18-21—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency hotel, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York.


Nov. 13-16—National Association of Educational Broadcasters, Chicago. Sheraton Park hotel, Chicago.


Nov. 16-20—National convention of The Society of Professional Journalists, Sigma Delta Chi, Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.


May

May 1—Deadline for entries in Howard W. Blakie Award in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 26, 1977. For information and blanks: American Heart Association, 7320 Greenville Avenue, Dallas 62381.


May 2—FCC's deadline for comments on inquiry into network programing practices and policies (Docket 21049). Replies are due June 1, FCC, Washington.


May 4-6—Washington State Association of Broadcasters spring meeting. Rosario Resort hotel, Orcas Island.


May 7—Iowa Broadcast News Association 1977 seminars. Adventureland Inn, near Des Moines.

May 7-9—Region 10 workshop of Radio Television News Directors Association. Western Kentucky State University, Bowling Green.


May 7-8—Kansas Associated Press Broadcasters Association and Kansas Broadcasters of Kansas and UIP joint meeting, Royal Inn, Hutchinson, Kan.

May 8-12—Annual meeting, ABC-TV affiliates. Century Plaza hotel, Los Angeles.

May 9-11—Senate Communications Subcommittee hearings on broadcast fair competition.

May 12-15—Annual meeting of Western States Association of Advertising Agencies. Canyon hotel, Palm Springs, Calif.

May 14—Regional workshop of Radio Television News Directors Association. Middle Tennessee State University, Murfreesboro.

May 15—Emmy awards presentation of National Academy of Television Arts and Sciences. San Monica Civic Auditorium, Hollywood. On NBC-TV, 6:30 p.m. PT to conclusion.

May 17-19—California Community Television Association spring meeting. Red Lion Motor Hotel, Sacramento.

May 18-19—National Retail Merchants Association annual sales promotion conference. Hilton hotel, Atlanta.

May 18-20—Annual meeting, NBC-TV affiliates. Century Plaza hotel, Los Angeles.


May 19-21—Kansas Association of Broadcasters annual meeting. Ramada Inn, Topeka.

May 20-22—Northeast regional meeting of National Association of Farm Broadcasters. Site to be announced, Cincinnati. Contact: Davonna Oskarso, WLW (AM) Cincinnati.


May 23-25—Central Educational Network Instructional Television Utilization/Awareness Workshop. Faulkner Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, 60625: (312) 643-3040.


May 23-26—Canadian Cable Television Association annual convention and trade show. Four Seasons hotel, Calgary, Alberta.


May 30—Revised starting date for Canadian Radio Television and Telecommunication Commission hearing on pay television, Ottawa.

May 31—FCC's new deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due June 30.

May 31-June 2—Telecommunications: Trends and Directions' seminar of Electronic Industries Association, intended to provide an overview of the market to members of the financial community, selected government officials and industry representatives. Dunlay's Hyannis Resort Center, Hyannis, Mass.

June

June 2-4—Associated Press Broadcasters annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. FCC Chairman Richard E. Wiley will be featured speaker. Chase-Park Plaza, St. Louis.

June 2-5—Missouri Broadcasters Association annual meeting. Rock Lake Lodge, Table Rock Lake.

Broadcasting Apr 11 1977 16
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Source: ARB and NSI audience estimates — Nov. 1976 (Subject to qualifications)
Commercial/noncommercial

EDITOR: I see a running word-battle concerning public broadcasting's increasing habit of getting into the commercial field through paid advertisements of shows and paid ads urging sponsorship of programs. I think it's now time the FCC's double standard on commercial logging be noted.

In commercial broadcasting, any time the sponsor of a show is mentioned, even in a 60-second promo, the entire spot must be logged as a commercial and counts against the station's allotted 18 minutes per hour of commercial time. Yet the Public Broadcasting Service gives similar credit on every sponsored show and calls its programing "noncommercial."

If merely mentioning the name of the one making a program possible makes a spot commercial, then PBS is flying under false colors. If the FCC is correct in ruling PBS noncommercial, then we commercial broadcasters are being unfairly judged when our commercial time is tabulated. — B. D. Thornton, president and general manager, KMAM(AM)-KMOE-FM Butler, Mo

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EDITOR: I am concerned about the growth of public radio and television. These outlets started under the guise of being educational. Now their names have changed to "public." They're programing entertainment and have stated in national publications that they're going after the commercial broadcaster for audience and underwriting sponsors.

In commercial broadcasting, any time the sponsor of a show is mentioned, even in a 60-second promo, the entire spot must be logged as a commercial and counts against the station's allotted 18 minutes per hour of commercial time. Yet the Public Broadcasting Service gives similar credit on every sponsored show and calls its programing "noncommercial."

If merely mentioning the name of the one making a program possible makes a spot commercial, then PBS is flying under false colors. If the FCC is correct in ruling PBS noncommercial, then we commercial broadcasters are being unfairly judged when our commercial time is tabulated. — B. D. Thornton, president and general manager, KMAM(AM)-KMOE-FM Butler, Mo

EDITOR: I would like to respond to the Feb. 28 editorial, "In Name Only."

As has been stated by many a general manager while justifying a new rate care [that] everything necessary to our operation has been subjected to an astronomical price increase. While those of us involved with public television are not burdened with the problems of rate justification or spot sales, we are responsible for the same amount of expenditures for daily operation. Our situation is further complicated by the system whereby we must purchase our programing, rather than simply accepting it for a tidy fee. Our money goes just as quickly as anyone else's.

Your editorial stated that public television is "operating from a base of government subsidy that grows larger every year." If the facts be known, public television is increasingly dependent upon local sources of income and outside benefactors. Translation: members and underwriters. We are attempting to entice the public into an active position of involvement with a quality-oriented alternative to commercial television. I believe that the role of an alternate communications tool is not one of competition but that of existence for the benefit of all. — Henry D. Boyce, noncommercial WPTD(TV) Dayton (Kettering)-WPTO(TV) Oxford, both Ohio.

A matter of time

EDITOR: The "Monday Memo" in the March 21 issue on the current question of the length of TV commercials is right on target.

Without wishing to detract anything from Marvin Honig's [of Doyle Dane Bernbach] comments on the subject—

Broadcasting Apr 11 1977 18
First they cut your budget. Now they scream for video quality.

VPR-1 makes you a hero.

The unbelievable new VPR-1 produces spectacular high-band color pictures in a one-inch helical format. Viewed side-by-side against a quad machine, it astounds professional engineers.

You'll probably buy your VPR-1 because you want top quality and versatility priced to suit your budget.

But once you get your feet wet, you'll want to add the optional Automatic Scan Tracking (AST) accessory. It upgrades your VPR-1 to an entire system, with one-fifth speed slow motion, still frame, manual jogging, and real-time video verification features. Add the optional digital time base corrector, and the entire bag of tricks can be broadcast commercially, without compromise.

You can put in-house productions on the air, because they'll have all the polish, creativity and audience appeal of network programs. That's the league a VPR-1 puts you into.

VPR-1 is the one-inch helical recording system from Ampex, designed for users who can't take chances.

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which I think are excellent—I want to state that I took this position a long time ago, when 30-second commercials first became popular. I was a voice in the wilderness then.

Now that I’m no longer in the agency business, it’s good to know that somebody of prominence and importance in the industry has the guts to bring it up. I hope it will strike a responsive chord in the minds of many other advertising agencies and their clients.—Emil Mogul, Screen Gems Radio, New York.

And still none

EDITOR: It appears the Postal Service is at it again with another commemorative stamp—this time honoring the sound recording industry. The 13-cent stamp was officially out on March 23. The broadcasting industry is yet to be honored with a commemorative stamp.—Peter K. Onnigian, president, Cetec Broadcast Group, Sacramento, Calif.

Don’t curse the darkness

EDITOR: Last month our local high school basketball team went into the finals of the Maryland state class C basketball tournament at the University of Maryland for the first time since 1947 and had a real chance to bring back a state title for the first time ever in the town’s history.

Game time was 6 p.m., but under the restrictions imposed on daytimers by the FCC, we were required to sign off at 6:15 p.m. I tried to get special permission from the commission to stay on the air until the end of the game on a noncommercial basis. I spent over a half hour on the phone with the FCC, and after having my call transferred four times, was told politely, but firmly, “No, you cannot. To allow you to stay on the air would involve renegotiating international treaties.”

Bert Thornton, president of WTRI(AM), then came on the idea of broadcasting through closed-circuit from the game. Our local Chevrolet/Oldsmobile dealer volunteered his showroom. The cars were cleared out, the game was broadcast on the dealer’s PA system, the fire company brought up chairs and a local restaurant provided free refreshments to all of the several hundred people gathered.—Charles Thornton Jr., general manager, WTRI(AM), Brunswick, Md.

Not that many

EDITOR: Further to the interview regarding cable TV in Canada (Broadcasting, Feb. 21), the figure regarding the delivery of viewers to local Canadian television by means of simultaneous program substitution is two to three hundred thousand homes, not two to three million viewers. Canadians aren’t that prolific.—Philip B. Lind, chairman, Canadian Cable Television Association, Ottawa.

Man of the household

EDITOR: The listing of prime-time network performance by markets in the March 28 issue is a very convenient summary. I would like to note, however, the headings should read “Households” and not “Rating.”—Stephen H. Raffel, vice president, director of research, Harrington, Righter & Parsons Inc., New York.

Don Gardner’s death

EDITOR: Don Gardner’s career (Broadcasting, April 4) extended through four decades. He was a pleasure to work with and listen to. He was such a pro and he affected everyone here in such a positive way.

I will always remember how human Don showed me a newscaster should be. There were times when he would get tongue-tied while reading the news and the result would be a blooper. I would watch him through the studio window as a smile came across his face and a very subtle laugh would appear in his voice. He showed me that to err was human and nothing to be ashamed of.

He was a valuable link in the past and he made me wish I had been a part of the experience of all-time radio. To the young people starting out in this business he was a source to the past better than any broadcast history book. Studio six here at ABC Radio will never be the same again.—Harriet Cohen, associate director, ABC Radio, New York.
Where Things Stand

Monthly status report on major issues in electronic communications

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Monopolies/networks. Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce or its use for period of 10 years (although this and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS). Other two networks say they will not settle with government, however. (BROADCASTING, Nov. 22, 1976), and objections to consent agreement have appeared. (BROADCASTING, March 30).

Judge Robert Kelleher of U.S. District Court in Los Angeles has denied network motions for dismissal of suit and for summary judgment (BROADCASTING, Feb. 28).

Bell bill. So-called “Bell bill,” named after its chief supporter, AT&T, to limit competition in business communications field, has been reintroduced in House and Senate. Telephone companies argue that rates of home telephone users might have to go up if “cream skimming” by specialized common carriers in private lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. To combat effects of Bell bill, Representative Timothy Wirth (D-Colo.) and Senator Gary Hart (D-Colo.) have introduced resolutions in respective houses reaffirming competition as soundest business practice in all areas where possible. Outside Congress, one major crusader against Bell bill is National Cable Television Association, which argues it would squelch cable growth.

Broadcasting in Congress. Several resolutions have been reintroduced in House to lift ban on live radio and TV coverage of daily floor proceedings. Leading measure, by Representative B.F. Sisk (D-Calif.), would put three commercial networks and Public Broadcasting Service in charge of equipment and distribution of feed to stations. In Senate, Majority Leader Robert Byrd (D-W.Va.) has introduced resolution to permit TV coverage of Senate, but only for closed-circuit use by members (BROADCASTING, Feb. 14). House has begun experiment in closed-circuit coverage (BROADCASTING, March 28).

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

Children’s TV. Oral argument was held last Sept. 14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children’s Television from FCC’s 1974 policy statement on children’s television (BROADCASTING, Sept. 20, 1976).

Closed captioning. FCC has allowed use of portion of TV vertical blanking interval for encoded (closed) captioning of programming for benefit of hearing impaired. Public Broadcasting Service is moving ahead with technical aspects of closed captioning and President Carter has written commercial networks urging their involvement (BROADCASTING, Feb. 28). Network reaction has been tentative (BROADCASTING, March 14).

Communications Act. Representative Lionel Van Deerlin’s (D-Calif.) Communications Subcommittee has launched major effort to rewrite Communications Act of 1934, project designed not only to revise outdated provisions,

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Broadcasting Apr 11 1977
but to re-examine fundamental underpinnings of American system of communications. Major emphases will be broadcasting, cable television and common carrier. Project is now in hands of subcommittee staff, which plans to have written draft of major policy options for subcommittee members by mid-April. Mr. Van Deerrin has indicated that bills such as license renewal will be absorbed into over-all rewrite (Broadcasting, Nov. 22, 1976).

Crossownership (newspaper-broadcast). U.S. Court of Appeals in Washington has overturned FCC's policy allowing newspaper-broadcast crossownerships in same market, unless such multimedia holdings can be shown to be in public interest. Court ordered commission to develop rules under which divestiture of crossownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (Broadcasting, March 7). National Association of Broadcasters and FCC will seek Supreme Court review (Broadcasting, April 4).

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (Broadcasting, April 26, 1976).

Drugs advertising. Federal Trade Commission has submitted appeal (filed by Washington) in FTC pro-
lims in those Ad- uped by identi- fiers, arsenic, isom- in the beginning. The House's closed circuit TV system, (see "Where Things Stand" item on page 21), being tested at left by a technician (when the House is in session the operator always wears coat and tie) uses three spare cameras from the House's surveillance system, all in fixed positions in the balcony. For now they are trained only on the speaker's podium, and the Republican and Democratic leadership tables. but sometime this week they will be altered to swivel, enabling them to point anywhere in the House chamber. The signal is carried live to monitors in one of the speaker's offices and two locations in the Rayburn House Office Building across the street, and can also be tuned in on channel three by any member who wants to attach his own TV set to the Rayburn building's closed circuit system.

William Proxmire (D-Wis.) has reinitiated his bill to abolish fairness doctrine, entire Section 315 (equal time) of Communications Act, and make clear that government cannot intrude in any fashion in broadcast programing decisions. "Now is the time to make broadcasters fully equal to publishers," senator said in introducing bill (Broadcasting, Jan. 7). Similar bill has been introduced in House by Representative Robert Dinkin (D-Mass.).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1976). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB say they will appeal basic decision: NBC says it will fight only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. In light of court decision NAB has dropped policy of mandatory subscription to TV code, and, at its January board meeting in Hawaii, voted to strengthen "advisory" program guidelines in TV code. Special committee of NAB TV code review board, meantime, has had dialogues with network presidents, Association of Independent TV Stations and Hollywood producers about reducing TV violence (Broadcasting, Jan. 3).

FCC fees. U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (Broadcasting, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (Broadcasting, Jan. 3). told Congress it will have to give commission authority to collect (Broadcasting, Feb. 14). Now Congress says to hold up on refunds while it tries to come up with solution (Broadcasting, March 7).

Food advertising. Federal Trade Commission staff are analyzing comments regarding proposal to regulate claims and information contained in food advertising (Broadcasting, May 10, 1976). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (Broadcasting, Aug. 4, 1975, et seq.). Commission has begun public hearings on certain aspects of proposal (Broadcasting, Dec. 13, 1976) but rulemaking process is expected to be lengthy.

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said determination should be left to discretion of licensees and to regulation of marketplace. This is contrary to several recent appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (Broadcasting, Sept. 13, 1976).

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WAFUE New York for broadcast of George Carlin comedy album. Station had brought appeal (Broadcasting, March 21).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (Broadcasting, Jan. 5, 1976). Case now goes back to court.

License renewal legislation. Bills to lengthen broadcast license term and make licenses more secure against challenges are showing up in both houses of Congress, including one by Lou Frey (R-Fla.) ranking Republican on House Communications Subcommittee. His bill would increase license term to
THE IDEA WHOSE PRIME TIME HAS COME.

That's Evening, the innovative Monday-thru-Friday TV magazine first introduced by Group W last summer on its station in San Francisco, KPIX. The program that's just right for the prime time access period.

Evening is fresh, it's entertaining, it's informative. And it's locally produced.

Evening created excitement right from the start. From The New York Times, for example:

"A local program...that could have a greater impact on programming around the country than anything the networks will be offering this fall."

And in February Evening received NATPE's Iris Award as the best local variety program.

Soon the other four Group W stations will have their own good evenings. WBZ-TV will kick off Boston's Evening on April 18, KYW-TV (Philadelphia) in July, and KDKA-TV (Pittsburgh) and WJZ-TV (Baltimore) in August.

When we have a great idea, we share it.

GROUP
WESTINGHOUSE BROADCASTING COMPANY

Represented by TVAR
five years, would exempt radio licensees from ascertainment, cut down on renewal paperwork (BROADCASTING, Feb. 28). Mr. Frey says he concurs with subcommittee Chairman Lionel Van Deerlin (D-Calif.) that renewal revision should be handled in context of over-all rewrite of Communications Act, says he introduced his bill to get proposal on record.

Network Inquiry. FCC has instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships. (BROADCASTING, Jan. 17). Joseph Merino, of commission staff, has been named to head inquiry staff, and Antonia Scalise, has been named chief consultant (BROADCASTING, April 4). Comments are due May 31. In comments filed on prescreening element of Westinghouse petition, networks defended their prevailing practices (BROADCASTING, March 21).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14). Appeals had been filed by CBS, NBC and ABC television networks, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8, 1976).

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules has been overturned by U.S. Court of Appeals in Washington (BROADCASTING, March 28, April 4). Court earlier upheld appeal by cable systems, New York Cable Television Association and National Cable Television Association against New York state's assumption of jurisdiction over pay cable rates (BROADCASTING, March 21).

Payola. FCC investigation into practice is under way. Commission currently is holding hearings in Washington (BROADCASTING, March 14), which will run May 16, and plans more in other cities.

Pole attachment legislation. Consensus appears to be developing on House Communications Subcommittee to take up cable pole-attachment issue apart from Communications Act on ground that it is unfinished business from last year. There is no bill yet, but two associations whose disagreement stalled measure last year—National Cable Television Association and National Association of Regulatory Utility Commissioners—have reached agreement on paper and sent their proposal to House Communications Subcommittee. Proposal defines FCC's authority over pole attachments and basis for reasonable pole charges (BROADCASTING, March 21).


UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting has filed Action Plan for UHF Development and in August submitted to FCC rules for reregulating to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC reregulating looking to reduce permissible levels of noise in UHF receivers (BROADCASTING, March 28).

VHF drop-ins. FCC has issued notice of reregulating looking to short-spaced assignments in four markets and left open possibility of future drop-in reregulatations (BROADCASTING, March 14).

Violence on TV. Public, institutional and government pressure grows against hard-action television programming. National Parent Teachers Association held series of "hearings" across country on topic last was in Dallas; (BROADCASTING, Feb. 14); Annenberg School's Dr. George Gerbner says 1976 saw more violence on TV than any other year (BROADCASTING, Feb. 28), and House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing on subject (BROADCASTING, March 7) and issue will be among subjects treated in Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, March 14). National Association of Broadcasters, meanwhile, has met with networks, producers and consumer groups about TV violence (BROADCASTING, April 4).

WPXITV. FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

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There's a lot of commercial competition going on during the commercial break, between the polished, expensive national television production and the locally planned and not-so-expensive local spot. Very often, there's a quality gap which can be closed simply and without excessive spending.

The key is creativity—and film helps you keep the freedom and flexibility you need to help sell your client's product. It's simple to use and doesn't need complicated lighting. It's portable and produces images of exceptional quality and excitement.

You don't need a million-dollar budget to look like a million dollars. Get the film look that sells.

For more on the film look and how it's bringing in business for retailers and clients, call or write your local Kodak office.

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If you'd like to find out more about the power of film for your clients' TV commercials, send for more information, today.

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HAPPY NEW YEARS!

Group W Productions is pleased to announce the signing of Mike Douglas for another five years of "The Mike Douglas Show."
Wiley’s FCC: in danger of disappearing

There’s not much left of the mark made on the commission during its most active period; court reversals—if they stand—on family viewing, crossownership, on-air indecency and pay cable are stripping his administration of its major milestones.

FCC Chairman Richard E. Wiley has been gathering some unpleasant memories for future recollection as he heads into the final three months of his service on the commission: the recent court decisions dealing with major policy matters that have gone against the commission. And while it may be too much to say, as some observers do, that they have caused an unraveling of the Wiley program—for one thing, some or all of those decisions might be reversed on appeal—they have for the present placed the Wiley record under something of a cloud.

Indeed, at least one highly placed broadcast industry representative now talks of the chairman with some bitterness as a “disaster.” He and others seem to blame Mr. Wiley for the court decisions that reversed the commission on matters such as media-crossownership and pay-cable rules with which broadcasters had come to feel comfortable. And one broadcast-industry lawyer, surveying the court opinions, sees in them a sign that the courts do not “trust” the chairman, or at least the commission, and do not feel obliged to defer to its “expertise,” as courts might be expected to do.

And the record is grim: the family-viewing concept thrown out by a U.S. district judge who saw it as an infringement of broadcasters’ First Amendment rights; the media-crossownership rules grandfathering existing newspaper-broadcast combinations overturned; the declaratory ruling that a George Carlin comedy record broadcast by WRAIT(FM) New York was “indecent” and therefore barred from the air waves rejected as “censorship,” and rules designed to guard against pay cable’s siphoning of movies and sports programming from broadcasting overturned on statutory and First Amendment grounds.

Where, someone might ask, has the commission gone wrong? (Those cases don’t complete the record.
The commission also met with defeat when it sought to defend its new fee schedule. But the commission, whose effort to collect fees from those it regulates was made in response to strong congressional demands, has little stomach for the project, particularly in view of what it considers the impossible standards the courts have said it must meet in imposing fees.)

For his part, Chairman Wiley is far from ready to bow his head. “The final chapter on these matters has not yet been written,” he said. “Let’s wait and see.”

The commission has appealed the family-viewing case, and has voted to ask the Supreme Court to review the decision in the crossownership case. (“For the record,” he said, “I still think that was the right decision from the public-interest point of view.”) The commission will decide on whether to appeal the other cases soon, probably this week. Furthermore, the chairman noted, the decisions on the matters at issue were the commission’s, not his alone.

Which is true. But it is also true he is one of the most forceful and effective chairmen the commission has seen. Nevertheless, to criticize him as being bad for broadcasting as a result of the decisions seems unfair, even if relevant. For while he may not have set out to “protect” broadcasting, he is basically conservative, if energetic. He deals with issues, and he is finding that being an activist chairman in pursuit of moderation can be dangerous.

In the family-viewing case, he said he was seeking to respond to pressures from Congress and the public to “do” something about sex and violence on television, without involving the government in action that would violate the First Amendment. The proposed solution: work with the networks and the National Association of Broadcasters in developing a plan under which broadcasters would set aside the first two hours of prime time for programming suitable for the entire family. A U.S. district judge in Los Angeles saw the plan as an infringement of broadcasters’ First Amendment rights and accused Chairman Wiley and the commission of “intimidating” the industry into accepting the idea. Chairman Wiley inherited the proposal to break up broadcast-newspaper crossownerships in the same market from the administration of Dean Burch, who had not pushed it with great vigor. The Wiley commission’s plan for resolving the issue was—and remains—to adopt a prospective ban on new broadcast-newspaper crossownerships, leave most existing ones intact, but require the break-up of “egregious” monopoly. Some broadcasters and newspapers publishers grumbled, but most would probably agree privately that, even if the commission did not freeze the status quo, it did a pretty good job of preserving it.

The commission had found that the record did not support across-the-board divestiture. But a three-judge panel of the U.S. Court of Appeals in Washington was not impressed. It overturned the rules dealing with existing conditions, and directed the commission to initiate a new rulemaking aimed at breaking up all broadcast-newspaper crossownerships except those that could be shown to be in the public interest. To industry and commis-

![Wiley](image-url)
sion lawyers, the decision was one by a court that simply did not like the commission's conclusion and had chosen to impose its own—the kind of decision, they add, almost rubbing their hands in anticipation, that is subject to reversal by the Supreme Court. Courts, they explain, are supposed to review commission decisions, not to substitute their judgments for the commission's. (Commission and private lawyers also say privately that, given the panel's advice that the case, Chief Judge David Bazelon, J. Skelly Wright and Spottswood Robinson III, among the most liberal and activist on the nine-judge court—(the commission stood no chance of winning.)

In the WBAI case, the commission plunged into uncharted waters. Here, the First Amendment was at issue. But the commission again feeling pressure to "do" something about allegedly offensive material on the air, sought to get at the "seven dirty words" in the Carlin record by clarifying its definition of "indecent" and declaring that the Carlin record fit it and was, therefore, in violation of the statute barring the broadcast of obscene, indecent or profane material. (The clarification defined indecency in terms of broadcasting and children's accessibility to the questionable material.) An official said the commission was attempting to put a "moderate" interpretation on a statute that the commission was responsible for enforcing. But the commission invited anyone questioning the validity of its creative approach to test it in court—which WBAI did, with results that are now history. Of course, the court's decision, which can only be regarded as a victory for broadcasting, did not generate universal gloom throughout the commission. Some key staffers found themselves in what they conceded was unusual agreement with Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, who wrote a separate opinion in the case criticizing the commission for what he said was its lack of understanding of the First Amendment. (For the record, it might be noted that Chairman Wiley was one of the four commissioners who had concurred the original Carlin decision without necessarily supporting the rationale. He adduced that the matter raised difficult legal questions, but added that if the commission could not ignore the probe posed by the Carlin record.)

As for the pay-cable rules, they were largely the product of conflicting pressures exerted by the broadcasting and cable industries. Officials say the commission has been trying to balance the competing demands of the two industries while not losing sight of the public interest. But again, the commission failed to demonstrate any legitimate need for the rules.

The decision jolted the commission, as well as the broadcasting industry, but not necessarily for the same reason. While the broadcasters were concerned about its overturning of the rules, commission members and lawyers seemed appalled at the section of the ruling that directed the commission to avoid ex parte contacts in all rulemaking. If allowed to stand, the

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**CCC: new initials on list of major groups**

In less than 10 years company has bought, consolidated and bought again—its latest deal a record $100 million for WMAL-TV

"We can talk to 60 million people every day," reads an imprint across two summary pages in Combined Communications Corp.'s annual report for 1976. The figures will have to be revised upward—again—if CCC's agreement in principle to acquire Joe L. Allbritton's WMAL-TV Washington goes through (BROADCASTING, April 4). That deal, with a record-setting potential value of $100 million or more, is the capstone of a series of acquisitions by which CCC has steadily broadened its holdings—and its audience—and lifted itself from obscurity to national prominence in less than a decade.

Just a decade ago, the Phoenix-based company has expanded its revenues and profits. During the last six years alone, its annual net revenues have grown more than 600%, reaching $185.8 million in 1976, and net income has risen more than 575% to $16.3 million.

CCC was formed in 1968 in a merger of KAR-LF, Outdoor Advertising Co., with KTA Broadcasting, owner of KTA-AM-FM-TV Phoenix. In 1969, its first full year, CCC had total sales of $8.7 million. But under the direction of Mr. Eller, president and chief executive, with KTA's John J. Louis Jr. as chairman, the company has pursued an aggressive acquisition program of both outdoor and broadcasting and outdoor. And in late 1975 it branched out into newspapers by acquiring the Cincinnati Enquirer for $46 million plus some $8.7 million in shares and warrants.

Mr. Eller, who is 48, and Mr. Louis, 51, are almost totally unalike, associates say, but make a good team by "balancing each

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**Broadcasting**

**April 11, 1977**

28
say, that directive would hamper them in obtaining information in a manner that until now has been considered legal and proper.

While commission lawyers were debating among themselves last week the recommendation they should make to the commission regarding an appeal, officials say the commission’s attitude toward pay cable has changed since the rules were adopted in 1975; that the commission today would take a softer line. But the betting at the commission is that, at a minimum, there will be a rule guarding against the siphoning of sports events, as a result of legislation.

Nevertheless, the commission’s policy regarding pay cable is now in disarray. The commission was still undecided last week whether or not to appeal the WBAI decision. It is on the defensive in the family-viewing case. And it is being forced to fight for the jurisdictional turf its lawyers expect the appeals court has invaded in the crossownership case.

All in all, Chairman Wiley will be queathing his successor some interesting policy knots to unravel. But the four cases the commission has lost in recent months do not, of course, tell the story of the Wiley chairmanship, even in terms of court cases.

At least two more important policy cases remain to be decided by the appeals court. One involves the efforts on the part of Action for Children’s Television to persuade the court that the policy statement the commission adopted on children’s programming—calling on broadcasters, among other things, to provide a “reasonable amount” of programming for children—is inadequate; that it should adopt rules. The other is the program format case, in which the commission’s policy statement declaring that format decisions should be left not to commission supervision but to broadcasters and the play of the marketplace is being challenged by several citizen groups.

But regardless of the outcome of those cases, the commission has won its share, including the one designated “Chisholm.” In that case, the appeals court last year, in an opinion the Supreme Court declined to review, affirmed the commission’s ruling exempting political debates and candidates’ press conferences from the equal-time law. And while there may be some broadcasters who consider the recent commission court defeat to be nails in the coffin of the Wiley record, there will probably be some—those who contend they are entitled to the same First Amendment rights as the press—who will say the Chisholm decision is a jewel in the crown of the Wiley record.

the broadcast division. Mr. Flanagan was president of Mullins Broadcasting Co., which owned KBT (“K) and KBT (“K) in Denver and KARK-AM-FM-TV Little Rock as well as outdoor advertising interests, and when the estate of John Mullins prepared to sell the properties, he was a trustee of the estate and had a hand in picking CCC from among the prospective purchasers.

Since both CCC and Mullins were in both broadcasting and outdoor, and CCC offered to buy the entire package, “it seemed an ideal choice,“ Mr. Flanagan recalls. CCC paid approximately $12 million for the Mullins properties and also assumed substantial long-term debt, but subsequently sold KBT and KARK-AM-FM. Mr. Flanagan stayed on as head of all the CCC TV-radio operations.

Number-one radio man is John Bayliss, president and general manager of WSAI-AM-FM Cincinnati until CCC sold those stations last year in compliance with FCC’s duopoly rules after acquiring the Cincinnati Enquirer. Mr. Bayliss is president of the CCC radio operations, reporting to Mr. Flanagan. (There is no TV counterpart to Mr. Bayliss.)

Top management tends to give the managements of the CCC properties considerable autonomy. “Each manager,” Mr. Eller has said, “runs his own little profit center, his own little company.” In broadcasting, Mr. Flanagan said last week, “They draw their own policies and set the budgets, and the managers run their stations. We don’t tell them what films to buy, for instance, but we tell them how much they can spend.”

Mr. Eller has made clear, incidentally, that if the WMAL-TV deal is consummated, he plans no change in personnel there. He has specifically expressed the hope that Tom Conley, general manager, will remain.

If the deal goes through it will be not

Tom Conley, general manager, KSDO(AM) San Diego, assumed control of the company’s radio operations, Mountain States Broadcasting, after the deal was consummated.

Twice a winner. The FCC won two times in the U.S. Court of Appeals two weeks ago. The court affirmed the commission’s decision to apply cable TV nonduplication rules on a fixed-mileage instead of signal-contour basis. It also upheld the FCC’s disqualifying an applicant that had sought to supplant Southern Broadcasting Co. as licensee of WGSP-TV (ch. 8) High Point, N.C.

Los Angeles a month later for $5 million, and KSDF(AM) San Diego—the last acquisition before the pending $7.5 million WWVE(AM) Cleveland deal—was added in September 1976 at $1,775,000.

The line-up now is this: WXIA-TV Atlanta, KBT(“K) Denver, WPTA(“K) Roanoke-Fort Wayne, KARK-AM-FM-TV Little Rock, WLKY-TV Louisville, KOCO-TV Oklahoma City, KBAR(AM) and KBBF(“K) Phoenix, KSDF(AM) and KEZL(“K) San Diego, KISDF-AM-FM Los Angeles and WWD(“K) Hackensack.

CCC has its full complement of TV stations so any further television deals will be, like WMAL-TV, in the nature of trading up. But assuming the WWVE deal gets FCC approval, there will still be openings for two AM and four FM stations, and officials have made clear that, as the 1976 annual report puts it, “the company will continue to seek selected radio stations with better than average potential.”

Combined Communications shares are traded on the New York Stock Exchange. At the middle of last week they were selling at about 21-1/8, down from a 22-1/2 closing on the day the WMAL-TV deal was announced (March 31).
Tricks of the trade in CCC-WSCI swap

Tax breaks and avoidance of crossownership entanglements: Allbritton's 'brilliant deal'

To some, the agreement in principle providing for the swap of Washington Star Communications Inc.'s WMAL-TV in Washington for Combined Communications Corp.'s KOCO-TV Oklahoma City and $65 million in nonvoting preferred stock could provide a textbook lesson in dealing with the FCC's crossownership rules. To others, it involves an unusual situation that doesn't follow the rules. But most credit WSCI's Joe L. Allbritton with what is being called "a brilliant deal."

One official of a company with newspaper and broadcast holdings in the same city expressed particular interest in the use of nonvoting preferred stock as partial payment for WMAL-TV. "If that satisfies the crossownership rules," he said, "a lot of people would like to use it."

Commission lawyers who know no more of the proposed transaction than they have read in news reports say the use of nonvoting preferred stock as partial payment presents a new, perhaps unprecedented, question. But one commission staff member said he did not think ownership of preferred nonvoting stock in CCC would place WSCI in conflict with the crossownership rules barring the acquisition of broadcast and newspaper holdings in the same market. Those rules, he said, speak only of control.

Legality aside, there are other practical considerations. And one man with long experience as a high-ranking official of multimedia companies said the proposed CCC-WSCI transaction involves a special set of circumstances. "Most owners want to trade up," he said. Washington is in the eighth market, Oklahoma City the 37th. "But this is a forced sale," a reference to the fact the commission permitted Mr. Allbritton to acquire the Washington Star company on condition he dispose of its Washington stations or the newspaper within three weeks. "I don't think many owners would take that kind of [preferred stock] issue in a company, I don't see this being repeated."

Beyond the FCC problems, the proposed transaction is being structured in a manner to provide tax benefits to both sides; it is shaping up as a classic "tax-free merger," under which the taxes WSCI would be required to pay on its proceeds would in the main be deferred and spread over a number of years, while CCC could indefinitely avoid paying taxes on its gain, WMAL-TV over KOCO-TV, for which CCC paid $6.5 million in 1970.

The contract and the FCC application have not yet been drafted, let alone executed and filed. An Internal Revenue Service ruling on the proposal may be necessary. But tax lawyers working on the matter say it will resemble many other acquisitions by companies.

Under the agreement as announced (BROADCASTING, April 4), the Evening Star Broadcasting Co., the WSCI subsidiary that is the licensee of WMAL-TV, would be merged into a subsidiary of CCC. In return, WSCI would receive 650,000 shares of a new class of nonvoting preferred stock with a redemption value of $100 a share and all of the assets of the CCC company that owns KOCO-TV.

WSCI would pay taxes on the $3.25 million in dividends it would earn on the preferred stock in each of the first five years. But as a corporation, it would pay taxes on only 15% of the preferred stock dividend income. It would not, however, begin paying capital-gain tax—30%—on the stock until the sixth year, when CCC would redeem $30 million of the stock.

(To qualify as a tax-free merger, the stock must be held for at least a reasonable length of time.) Capital-gain tax would continue to be paid from the seventh through the 20th year, as CCC redeems $2.5 million annually. Still to be determined is the WMAL-TV cost against which the capital-gain tax would be figured.

Also still to be resolved by lawyers and accountants also is the value to be placed on KOCO-TV and the manner in which WSCI would propose that it be taxed. However, all of the lawyers involved said it will probably be treated as "ordinary income, a dividend." (Observers generally estimate the value of the station at about $25 million.)

As for CCC, it would pay no capital-gain tax on WMAL-TV unless it sold the station, at which time the tax would be figured against the station's cost to WSCI, subject to various adjustments and ruled for tax law does not require payment of taxes on property acquired in a merger on the theory that the nature of the business involved is not affected. The Supreme Court refers to such merged enterprises as the same business in the same corporate shell.

Estimates of the value of the transaction to WSCI have ranged upwards of $100 million. These estimates include the $65 million in nonvoting stock, $20-25 million as the value of KOCO-TV and the dividends to be paid on the stock. However, one observer said that, considering a 6% annual discount on the value of the $65 million WSCI would not be receiving immediately (the money WSCI could earn in $65 million if that sum were paid to it now), the total value is probably closer to $60-70 million.

Still, he said, "it's a brilliant deal for Allbritton." Or as a commission staff member put it: "That Allbritton is some horse trader."

ARF's caveat. The Advertising Research Foundation's so-called "anti-hypowering report" for the February local TV sweep measurements is shown here as issued by ARF last week. It shows, by prime-time half hour and by night, the extent to which network shares during the sweep period differed from those immediately before and after the sweep period. The idea is to alert prime-time spot buyers to instances where the shares during the sweep differed significantly from the norm. Where this happens, ARF recommends that the buyer "investigate the programming in the local market" to decide whether the February measurement is representative of network performance. The table here shows the sweep-period averages in relation to nonsweep averages, with the latter indexed at 100. Thus at 8 p.m. on Monday, ABC's sweep-period share average coincided exactly with its average for Monday at 8 p.m. immediately before and after the sweep period; CBS's were 2% higher than its before-and-after average and NBC's were 8% higher. Where there is a substantial increase during the sweep period, the implication is that programming having special audience appeal has been substituted for regular programming. In fact, ARF said, most of the time periods showing "major" share changes did indeed involve changes in regularly scheduled programming, while "only 14 of the 44 half-hours covered showed no program changes." Erwin Ephron, chairman of ARF's TV audience measurement committee, cited the findings—as he has past findings—as evidence of the need for measurements longer than the current four-week period. The index, third of its kind for ARF, was developed by Nielsen to ARF specifications. It is being distributed by the American Association of Advertising Agencies and by Nielsen.
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In Brief

FCC is expected this week to order appeals in pay cable and WBAI cases. Supreme Court will be asked to review at least that portion of pay cable decision directing FCC to avoid ex parte contacts during informal rulemaking proceedings. In WBAI case (George Carlin's "seven dirty words"), it's not clear whether request for review will be made to full nine-member appeals court or to Supreme Court. Last week, U.S. Court of Appeals in Washington stayed mandate of its decision in media crossownership case to permit FCC (by April 22) to petition Supreme Court for review.

NBC-TV has all but scuttled Emmy Awards telecast. It canceled May 15 show and will decide on Friday (April 15) whether to cancel program completely. National Academy of Television Arts and Sciences has until then to come up with acceptable plan. Long-shot alternative: National Association of Television Program Executives has considered expanding "iris" awards program—now only for local programs—to make national awards. Should Emmy structure collapse, NATPE could step into breach.

FCC figures show 1976 pre-tax profits for television networks and their O&O TV stations were $454 million, up 44.5% from 1975. Gross revenues were $3.1 billion last year, up 25.6%. Net revenues—after deductions for affiliate payments (3.3%) and advertising agency payments—were $2.6 billion, up 25.8%. Network advertising revenues were $2.7 billion, up 23.9% (nonnetwork time sales amounted to $550 million, up 26.3%). Pre-tax profits from network operations were $295.8 million, up 41.8%, on net revenues of $2.1 billion, up 26.5%. For the 15 O&O TV's, pre-tax profits were $158.2 million, up 49.7%; net revenues were $486 million, up 22.9%. ABC, CBS and NBC spent $218 million on news and public affairs in 1976, 38.7% more than in 1975. Networks, through annual reports, released their 1976 broadcast totals earlier this month (BROADCASTING, April 4).


For six months beginning July 1, television networks will be on "probation," during which they will have to respond to demands for less mayhem and better shows, according to National Parent Teachers Association. PTA will presumably explain what happens if networks don't comply at press conference scheduled Friday (April 15) in Chicago, during which PTA leaders will detail First Action Plan, evolved from eight hearings PTA held on TV violence (BROADCASTING, Feb. 28).

Florida Supreme Court, acting on petition by Post-Newsweek Stations' wrco-tv Miami and wxrtw Jacksonville, ruled in favor of one-year test of TV cameras, tape recorders and still photographers in state's courts beginning July 1. Attorneys for Post-Newsweek and state were instructed to submit proposals for televising proceedings by May 15. Court earlier allowed TV test with one civil and one criminal case (BROADCASTING, Feb. 23, 1976).

Board of Radio Television News Directors Association will be briefed by President Carter and other administration officials in White House April 29.

Action for Children's Television, in 246-page petition citing dental and obesity concerns, has asked Federal Trade Commission to ban candy advertisements before 9:05 p.m. and whenever (1) ad has dominant appeal to children or (2) young people make up half of TV audience. ACT also singled out Mars, Nestle, Fox-Cross and Squibb for unfair and deceptive practices, urged FTC to stop certain of their candy ads.

Citizen groups concerned about loss of what they say is Connecticut's last major classical music station have petitioned FCC to reconsider pro forma transfer of control of parent corporation of WTIC-FM Hartford and to preserve classical format now employed at night. Station dropped daytime classical format last year, has announced it also will abandon format at night (BROADCASTING, March 21). Control of Ten Eighty Corp. has passed from Leonard Patricelli to David Chase.

Satellite news service (daily 10-minute feed) between U.S. and Japan began last Tuesday (April 5) with link between New York and Tokyo established by UPITN Corp. and Asahi National Broadcasting Co.

Nancy Dockry, West Coast agent for William Morris Agency who made news on programing panel March 29 at National Association of Broadcasters convention (BROADCASTING, April 4), breakfasted with two other Washington newsmakers that morning—Jimmy and Rosalynn Carter, reportedly in White House Rose Garden. Ms. Dockry, who was active in campaign, says meeting was at President's request.

Broadcasting Apr 11 1977 32

Texaco spots bring fairness down on WTOP-TV

Commercials dealt with controversy says FCC, and station did not offset them in its over-all programming; ABC, NBC, WRC-TV off the hook

That Texaco commercial showing pieces of a puzzle, each representing a different phase of the oil industry, coming together into what is described as an efficient and economical company "like Texaco" is more than an institutional ad sing ing praises of the firm. It is an oil-industry argument against legislation aimed at breaking up the oil companies.

The FCC reached that conclusion last week in ruling that WTOP-TV Washington violated the fairness doctrine in failing to carry sufficient pro-divestiture programming to offset the S3 Texaco puzzle spots it has aired. The commission said that the question of whether the oil companies should be broken up is a controversial issue of public importance.

The Media Access Project, a public-interest law firm acting in behalf of Senators Birch Bayh (D-Ind.) and James Abourezk (D-S.D.), backers of oil-industry divestiture legislation, and Energy Action Committee Inc. brought the puzzle-spot complaint last year against ABC, NBC and its own wrc-TV Washington, as well as wtop-TV (BROADCASTING, Aug. 16, 1976).

Those networks and stations had contended that the commercial did not deal with the divestiture issue in a meaningful way, even if it was controversial, which they did not concede. But the commission rejected their contentions. It said that although the ad does not explicitly mention divestiture, it talks of the efficiency of a vertically integrated oil company and concludes that the various "pieces" working together permit a company like Texaco to do its job for the consumer. Such assertions, the commission said, go to the heart of the divestiture issue.

However, the commission dismissed the fairness complaint against the networks and wrc-tv. It said they had aired the Texaco ad only a few times—NBC carried it four times, wrc-tv twice and ABC three times—and, on the other hand, had broadcast a substantial amount of pro-divestiture discussion.

As for wtop-tv, while it carried the spot 53 times between Jan. 30 and April 15 last year, the commission said, the station offered as evidence of the contrasting views it carried only seven CBS network news reports, totaling five minutes. And those reports dealt with the divestiture issue only in general terms, said the FCC.

The commission found that wtop-tv had not discharged its obligations under the doctrine and directed the station to advise it within 10 days as to how it intended
That was Newsday's description of Thames Television's award winning **The Naked Civil Servant**. Variety called it 'brilliant', The Village Voice found it 'inspired' and John J. O'Connor in the New York Times praised its 'dazzling skill and honesty'.

These are typical of comments on the TV film about extrovert homosexual Quentin Crisp when it was broadcast to New York last September, as part of Thames' week of programming on Channel 9. **The Naked Civil Servant** was then a top-rated hit among many big successes.

Among its awards are the 1976 International Emmy drama award, two British Film Academy awards and the coveted Prix Italia (when the jury called it 'a well nigh flawless production').

It has been shown and acclaimed throughout the world, from Canada to Israel, from France to Australia. And when it was showcased at the recent NATPE convention in Miami, it was immediately bought by the RKO General Group Stations.

**The Naked Civil Servant** is already the most successful TV film ever to come out of Britain. If you still have to find out why, contact Don Taffner:

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FCC says minorities, women advance at radio, TV stations

Number in professional and skilled jobs rises in 1976

The third annual FCC report of employment by job categories shows there has been an increase in the proportion of women and minority-group members in "higher-pay, full-time" positions at broadcast stations.

Of the 34,324 women employed full time in broadcasting in 1976, 15,067 (44%) were in higher-paying jobs (officials and managers, professionals, technicians, sales and skilled craftsmen). That is a 9.1% increase over 1975. Sixty-five percent of the 15,962 minorities employed in broadcasting were in higher-paying jobs, a 2% rise over 1975.

The FCC had previously announced that over-all employment was up 27.3% for women and 13.4% for minorities (Broadcasting, Jan. 31).

The FCC's new report, an analysis of employment in the top-four job categories, shows that 17.7% of all the "official and manager" positions were held by women. Minority-group members held 6.9% of those jobs.

Breakdowns in the other categories: For women—18.5% professionals, 19% sales, 4.6% technicians, 8.6% craftsmen and 90% office and clerical. For minorities—11.9% professionals, 6.8% sales, 12.9% technicians, 15.7% craftsmen and 20.9% office and clerical.

Nonduplication relief

The FCC granted special relief to KRTV-TV Great Falls, Mont., and granted its same-day network program nonduplication for 18 months. It declined, however, to continue similar protection for KFBB-TV Great Falls.

KFBB-TV, which carries both ABC and CBS programming, said Teleprompter carried stations in both Salt Lake City and Spokane, Wash. It said it could not reschedule its network programing to avoid simultaneous scheduling with both cities. Salt Lake City is in the mountain standard time zone and Spokane is in the Pacific time zone. KFBB-TV told the commission it would experience a $60,000 loss in revenues.

KRTV said its CBS and NBC programs were subject to duplication by Teleprompter's carriage of KXLV-TV (CBS) and KHO-TV (NBC), both Spokane and CJOV TV Lehigh, Alberta (primarily CBS and NBC). KRTV estimated a revenue loss of $155,175.

Teleprompter, responding to the KFBB-TV petition, said it no longer carried the Salt Lake City station, and that KFBB-TV could be adequately protected. Teleprompter said KRTV "greatly overestimated" its potential revenue loss and that it would actually be no more than 3.3% of its revenues.

The commission said both stations were enjoying "increased audiences and revenues," but that KRTV's economic picture was "considerably more tenuous" than KFBB-TV's. "It is our view," the commission said, "that KFBB-TV can readily absorb the predicted long-term impact on its revenues, while KRTV cannot."

Chairman Richard Wily, who concurred in the KFBB-TV decision but dissented in the grant of relief to KRTV, said there was little evidence indicating that KRTV would suffer at the hands of the cable system. "All available data suggest," he said, "not only that KRTV is a profitable station but will continue to grow more profitable even without same-day nonduplication protection."

WBAI goes back on air

Staff-management dispute is in negotiation; Guzman resigns

Management and striking staff members of WBAIAM New York reached an uneasy truce last week in their disputes over programming and unionization, and the station returned to the air after a seven-week shutdown.

Broadcasting resumed Friday, April 1, after an interim "memorandum of understanding" was signed March 31. But vandals broke into WBAI's facilities early Saturday morning (April 2), damaging transmitters and forcing the station off the air until Sunday afternoon (April 3). Three days later, program director Pablo Yoruba Guzman resigned, reportedly because he expected "continued infighting" over format changes he was hired last fall to initiate.

Under the 90-day memorandum, the Pacific Foundation's local management would have complete control over programming, but a "programming council" consisting partially of staff members would advise management on policy decisions, according to Anna Kosof, general manager. Ms. Kosof and Mr. Guzman were the architects of planned form changes designed to appeal more to New York's minority groups, with the objective of increasing the present list of 17,000 subscribers. Ms. Kosof said last week that she had not decided whether or not she would replace Mr. Guzman, but that plan to change the format will proceed.

The interim agreement also gives bar gaining and grievance rights to both paid and volunteer staff members, and require that station policy be discussed on the air with opportunities for listeners to call in with their opinions, according to a spokes man for the staff's steering committee.

As of last week, WBAI was broadcasting 18 hours a day with an interim staff of 17 management and staff employees. Ms. Kosof said. Negotiations between the two sides are to continue along with a gradual resumption of full operations until a final agreement is reached.

One last shot fails

Supreme Court refuses to hear former Senator McCarthy's plea that under equal-time law he was entitled to participate in debates

Former Senator Eugene McCarthy (D-Minn.) has failed to persuade the U.S. Supreme Court to hear his argument that he should have been included in the League of Women Voters-sponsored presidential debates last fall. The court in a brief order last week the U.S. Court of Appeals decision affirming the commission's decision in the case. The commission had rejected Mr. McCarthy's argument that, as a "major" candidate, he was entitled under the equal-time law to participate in televised debates that featured Gerald Ford and Jimmy Carter and were held in Philadelphia, San Francisco and Williamsburg, Va. Mr. McCarthy failed in one effort to obtain a court order blocking the debates, then was denied a 10-minute request to Chief Justice Warren Burger to delay the last one, on Oct. 22, 1976.

The commission had held that under the ruling it had adopted and which had been upheld in the court, the broadcast of political debates not sponsored by broadcasters are not subject to the equal-time law.

Rutgers's Botein offers some crossownership input

A book whose publication date appears well timed in view of the U.S. Court of Appeals decision in the media crossownership case (Broadcasting, March 6) is now available. It is Legal Restrictions on Ownership of the Mass Media, by Michael Botein, an associate professor on the Rutgers Law School faculty. For those whose interest in entering broadcast ownership as a result of the court opinion calling for the divestiture of commonly owned broadcast stations and newspapers in the same mar-
Turner and Rogers compete for dark UHF in Orlando

The receiver of bankrupt WSBW-TV Orlando, Fla., has recommended that a bid by Turner Communications Corp. for the station's facilities be approved by the Orange county circuit court. Turner reported his bid was worth $2 million for the UHF, which has been dark since last October.

Turner is owned (61%) by R.E. (Ted) Turner, who also owns WTCG(TV) Atlanta, WREX-TV Charlotte, N.C., WGWG(AM)-WNYQ(FM) Chattanooga, the Atlanta Braves baseball team and the Atlanta Hawks basketball franchise. Competing for the station when the court meets today (April 11) is Omega Communications, headed by Lawrence (Bud) Rogers, former president of Taft Broadcasting.

WSWB-TV is licensed for channel 35 with 646 kw visual, 12.6 kw aural and antenna 1,470 feet above average terrain.

Sun World Broadcasters, former licensee of the station, filed a petition to deny the renewal of Turner's WGWG(AM) Chattanooga on grounds that Turner forced Sun World into bankruptcy (Broadcasting, Nov. 8, 1976). The petition is still under staff study at the FCC, and officials there are not certain what, if any, effect the petition will have on the events at the Orlando court.

Recommendations. Annan Committee on Future of Broadcasting, British government panel led by University College, London, Provost Lord Annan, has recommended that control of all local radio stations be taken away from British Broadcasting Corp. and Independent Broadcasting Authority and be placed under new Local Broadcasting Authority, which would allow advertising. This authority also would pressure OM radio network and would buy program sources from educational and independent sources. Annan report also calls for creation of fourth TV network, financed by educational grants and block advertising. No advertisements would be permitted in children's programs. Study also urges stricter advance warning system for violent shows, says 89% of U.S. imports have violent scenes, as opposed to 46% of domestic shows.

Money money. While Senate Foreign Relations Committee was awaiting yet unofficial nomination of John A. Gronowski, former postmaster general and ambassador to Poland, as chairman of Board for International Broadcasting, committee's unit on international operations held hearings April 1 on Radio Free Europe/Radio Liberty's authorization request of $58.7 million for fiscal 1978 (about $5 million increase over fiscal 1977). Subcommittee, headed by Senator George McGovern (D-S.D.), praised RFE/RL broadcasts but questioned efficiency of management structure. Senator Claiborne Pell (D-R.I.), for one, talked of wiping out RFE/RL corporate board (headed by Sig Mickelson, president) and turning over responsibility to BIB, which currently has oversight, not day-to-day operational authority.

Back to work. Mutual Broadcasting System, Arlington, Va., and American Federation of Television and Radio Artists have decided to settle labor dispute (Broadcasting, March 7) and AFTRA members who had been on strike against network are back on job April 1. Lockout of International Brotherhood of Electrical Workers by Mutual (Broadcasting, Feb. 28) is still in effect.

Pricing problems. House Small Business Subcommittee on Antitrust, Consumers and Employment, with John Breckenridge (D-Ky) as chairman, plans to hold hearings on unspecific date on pricing of automobile radios. Questions were raised three years ago in connection with legislation to require radio manufacturers to include FM with all AM radio receivers. Some argued then that high prices charged by car makers to install FM would hurt consumer, while other argued those prices shouldn't be so high. Justice Department has studied auto-radio pricing, but found no action warranted. National Association of Broadcasters plans to try to get Federal Trade Commission involved, too.

Columbus united. Commercial radio stations in Columbus, Ohio, area have organized Columbus Radio Broadcasters to promote positive aspects of radio advertising. Stations are WBNJ-AM-FM, WCOL-AM-FM, WNCI(FM), WDFD(AM), WTVN(AM)-WLVQ(FM), all Columbus, and WBKY(FM) Westerville. President is Michael Jorgenson, general manager of WBNJ-AM-FM; vice president is Jim Pidcock, general manager of WTVN-WLVQ, and secretary is Sharon Wilkin, administrative vice president of WCOL-AM-FM.

Helping hand. Tufts University's WMBF(FM) Medford, Mass., was almost completely destroyed by fire April 2, but with the help of WMEX(AM) Quincy, Mass., was back on air within five hours. According to Steve Goldstein, WMBF manager, equipment and 10,000 records of yet undetermined value was lost. WMEX has provided temporary quarters, equipment and records for burned-out campus station and, additionally, has been conducting

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Broadcasting Apr 11 1977
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Automated. Broadcast Industry Automation System (BIAS) has signed 18 stations for its automated system for sales, traffic, accounting and engineering operations. Stations are KRGV-TV Weslaco, KOSA-TV Odessa, both Texas; WSBT-AM-TV and WWIT-FM South Bend, Ind.; WALA-TV Mobile, Ala.; WKB-N-AM-FM-TV Youngstown, WDTN-TV Dayton, both Ohio; WDK occult Madison, WAOW-TV Wausau, WWOV-TV LaCassee, WFRV-TV WFRV-TV Green Bay, all Wisconsin; WTVO-TV Lexington, Ky.; WFMY-AM Greensboro, N.C.; WDAY-TV Fargo, N.D., and WHHG-TV Panama City, Fla. BIAS now serves 160 TV and radio stations.

Some CB help. National Federation of Citizens Band Radio Operators, in com ment to FCC, is standing behind idea of National Association of Broadcasters to allow stations to rebroadcast Citizens Band emergency transmissions (BROADCASTING, Feb. 21). This “will allow broad casters to disseminate the best informa tion possible in emergency and dis at situations—direct accounts from eyewitness observers,” 3,000-member NFCBRC said.

Diversified. Dan B. Speare, 30-year advertising/broadcast veteran and immediate past president of Kern County (Calif.) Broadcasters Association, has opened Dan B. Speare Broadcast Enterprises, offering full-service advertising, broadcast station acquisitions, media marketing, representation and graphics and consultation marketing for all media. Initial clients include KCHJ(AM) Delano, Calif., and Dodge Radio Network (for all preseason and regular season live baseball game broadcasts). Greater Bakersfield Chamber of Commerce Building, 1807 19th Street. Bakersfield, Calif. 93301.

Crisler wants bidding of $1.9 million for WRR

The Dallas city council has hired the Cincinnati-based media broker, R.C. Crisler & Co., to sell the city-owned WRR(AM). Crisler's proposal was one of 12 submitted to the council by brokers nationally.

Alex Howard, the Crisler vice president who handled the negotiations with the Dallas council, said he expects to sell the station for about $1.9 million. He said there has already been “a great deal of interest” in the 57-year-old all-news station, operating on 1310 kHz with 5 kw full time.

Dallas officials refused to confirm the $1.9 million price tag, but they do expect WRR to go for substantially more than the $1 million the Houston-based Rusk Corp. offered for the station last fall. The Dallas council rejected that offer.

According to the terms of the broker contract, Crisler will receive a 5% commission on the first $1 million of the purchase price and 2½% on everything above that. The city is not selling its co-owned WRR-FM, a classic format station.

FCC sets minorities session

The FCC will hold a conference on minority ownership of broadcast stations April 25-26. The Washington meeting will explore possible methods of improving extent of minority participation in stations. The areas to be covered include: financing, professional assistance available to minority applicants, operational problems and barriers to acquiring stations and analysis of government policies which may increase the pool of minority applicants. Speakers will include FCC Chairman Richard E. Wiley and Commissioner Benjamin L. Hooks.
Changing Hands

**Announced**

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

- **WPON(AM)** Pontiac, Mich.: Sold by H. Allen Campbell (75%), William E. Morgan (16.67%) and Helen Sansone (8.33%) to PSB Radio Group Inc. for $950,000 plus adjustments. Sellers have no other broadcast interests. Former radio program director (Lone Ranger; Green Hornet and others), Mr. Campbell is retiring from broadcasting. Buyer is principally owned by Donald G. Jones (51%). There are 30 other stockholders. PSB is group owner which has just announced sale of KROS(AM)-KSAY(FM) Clinton, Iowa (see below). WPON operates on 1460 kHz with 1 kw day and 500 w night.

- **KXEM(AM)** McFarland and KXW(AM) Merced, both California: Sold by Jack O. Koonce for $755,000 to North American Media Inc., of which Mr. Koonce will be president but without ownership interest. North American is owned by Ron T. Smith and his wife, Nancy E. Mr. Smith is Los Angeles public relations consultant with various real estate holdings. He has also contracted to purchase KWYT(AM) Salinas, Calif. (BROADCASTING, March 21). KXEM is 500 w daytimer on 1590 kHz. KXW is 1 kw daytimer on 1590 kHz. Broker: Western Business Brokers.

- **KXEW-FM** Tucson, Ariz.: Sold by Radio Fiesta to Cabaret Inc. Radio Enterprises for $550,000. Seller is partnership of 15 individuals, Ernesto Portillo, managing partner. Seller also owns KXEW(AM) Tucson. Buyer is owned by KHOS Broadcasting Co., which in turn is owned by KLUC Broadcasting Co. Principals of KLUC are Peer Pederson (30%), Richard C. and William R. Phalen, brothers (26% and 14%, respectively), and Howard C. Warren (10%). Buyers also own KLUC-AM Las Vegas and KIOS(AM) Tucson. KXEW-FM operates on 93.7 mhz with 29 kw and antenna 38 feet below average terrain.

- **KROS(AM)-KSAY(FM)** Clinton, Iowa: Sold by Pioneer Broadcasting Co. to Neale Broadcast Alliance for $175,000. Seller is owned by George K. Culbertson, who has no other broadcast interests. Buyer is Sterrett O. Neale, formerly Southwest regional manager of Broadcast Music Inc. KROS is 1 kw daytimer on 1480 kHz. KSAY-FM operates at 106.5 mhz with 220 w and antenna 92 feet above average terrain. Broker: Blackburn & Co.

- **KCON-LM-FM** Spanish Fork, Utah: Sold by Pioneer Broadcasting Co. to Neale Broadcast Alliance for $175,000. Seller is owned by George K. Culbertson, who has no other broadcast interests. Buyer is Sterrett O. Neale, formerly Southwest regional manager of Broadcast Music Inc. KCON is 1 kw daytimer on 1480 kHz. KCON-FM operates at 106.5 mhz with 220 w and antenna 92 feet above average terrain. Broker: Blackburn & Co.

- **WRGM(AM)** Richmond, Va.: Sold by Dales Broadcasting Corp. to Fifteen-Forty Broadcasting Corp. for $300,000. Seller is principally owned by members of family of Lester Zins, president and former manager of station which has been off air for several months. Buyer is owned equally by 10 physicians, lawyers and businessmen from Richmond and Washington. Dr. Jean L. Harris is president. (See story, page 45.) WRGM is 10 kw daytimer on 1540 kHz.

- **WGRT-FM** Clarksburg, W.Va.: Sold by Multi Media Associates to Radio One Inc. for $180,000 plus $30,000 covenant not to compete. Seller is limited partnership of 11 individuals, none with other broadcast interests. James R. Reese Jr. is general partner. Buyer is owned equally by Honus Shain, Warren Riddlebarger and Jack Taylor Cloyd. Mr. Shain is owner and Mr. Riddlebarger general manager of WEZI(AM) Williamsburg, Ky. Mr. Cloyd is Corbin, Ky., account. WGRT-FM is on 106.5 mhz with 50 kw and antenna 500 feet above average terrain.

**Approved**

- Station sales approved by the FCC last week include: KAGB-FM Inglewood, Calif. (see page 68).

**FCC testifies on regulatory reform**

Commission opposes paperwork for itself, a cut in its budget and provision requiring Senate approval of chairman every three years

In testimony before Senate Commerce Committee last week on the "Interim Regulatory Reform Act of 1977," the FCC: (1) supported a provision requiring agencies to simplify their rules, but opposed the one-year deadline, saying its own deregulatory effort has taken five years so far; (2) opposed as creating too much paperwork a requirement in the same provision that the agency explain every rewritten rule; (3) opposed a provision requiring the commission to redraft all laws applicable to communications. Because Representative Lionel Van Deerin's (D-Calif.) Communications Subcommittee is already doing that, and because it would require the commission

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Broadcasting Apr 11 1977

37
University researcher says TV news watchers aren't discriminating

Viewing choices are often made on entertainment basis, he says

Television emerges in a new study as a news medium that most people watch because it is "entertaining" and "reassuring." Furthermore, the study asserts that few people choose a news program on the basis of its "news quality."

These were the principal conclusions reached by Dr. Mark R. Levy, a lecturer in sociology at the State University of New York at Albany, after a two-year study of the audience for local and network television news programs. He said his findings were based on interviews with a scientific sample of 240 adults, conducted during October and November 1975 in Albany county. The study was supported by a research grant from the National Association of Broadcasters.

Dr. Levy, who said he had been a writer, editor and associate producer with NBC News in New York, commented that "being informed is only a secondary motive for most viewers; most people watch TV news to be amused and diverted, or to make sure that their homes and families are safe and secure."

Among some of the findings he cited: Two-thirds of the respondents said that newscasters' jokes "make the news easier to take;" three-fourths of the public said they liked TV news because it is often "very funny;" more than half said that watching TV makes them relax and 40% reported the late evening news helps them fall asleep.

"Even better-educated viewers look to TV news for entertainment and reassurance," Dr. Levy said. "People who have gone to college say they dislike "silly anchormen," but they still like "sophisticated" new stories and "clever" commentators.

The study showed that many people found TV news "comforting" despite its emphasis on "bad" news. It revealed that 60% of the respondents said TV news makes them realize their own lives are not so bad, and one-third said watching the news makes them feel more secure and reassured.

Dr. Levy said the study indicates that the quality of the newscasts plays a scant part in the program's popularity. One-third of the viewers chose their local news programs because of its entertainment program which precedes or follows the news, Dr. Levy pointed out. He said the next most common reason was liking the anchorman (cited by 20% of the local news audience and 40% of network viewers). Fewer than one viewer in 10 said "news quality" was the prime reason for tuning in, according to Dr. Levy.

The study shows that almost one-half of the viewers think TV newscasts are "a little unfair" and 70% said TV news "over-dramatizes" its reports. Almost 70% of the respondents felt that TV news does not provide sufficient background information on complicated, vital issues.

Gunman gets air time

A man holding four hostages in a New York housing agency called reporter Doug Edelson at all-news WINS(AM) New York March 25, insisting that his political demands be broadcast. Luqnan Abdush-Shahid, described as a "Muslim black housing activist," was interviewed by Mr. Edelson on air, as were the hostages. After a five-hour siege, the gunman said he would surrender after hearing a 22-minute news cycle (the station's slogan is "Give us 22 minutes, we'll give you the world"). He did and no one was hurt. The incident recalled a similar situation eight days earlier, when WABC-TV New York reporter John Johnson was summoned by a gunman to help negotiate at a hostage scene (Broadcasting, March 21).

Tribute to Trout. Robert Trout, veteran news reporter and currently special corre-
A day in the life. NBC News cameras followed President Carter and flowed around his White House for 17 hours—between 6:30 a.m. to 11:30 p.m.—on April 4 to record A Day with President Carter; to be shown on NBC-TV this Thursday night (8-9 NYT). Among the highlights: Unprecedented TV coverage of 110-minute cabinet meeting (top right, with NBC News Correspondent John Chancellor, reporter on the program, watching from background); presidencial meetings with aides and advisers; congressional leaders; Egypt's President Anwar el-Sadat and a reception and dinner for Mr. Sadat; President Carter wore a wireless microphone (with on/off switch that he controlled), with transmitter on his belt. The broadcast will be sponsored by Textron Inc. and Northwestern Mutual Life Insurance, both through J. Walter Thompson Co.

Four electronic camera crews were used by Executive Producer Gordon Manning and Producer Ray Lockhart in covering the presidential day, and the White House barber shop was converted into a temporary NBC operations office (bottom right). At one point the barber shop phone rang and was answered by Lester M. Crystal, NBC News vice president for special programs (at far right). It was Mr. Walter Mondale calling for appointment for a vice presidential haircut. Photo (left): Mr. Chancellor surveys President Carter's small study in the Oval Office.

Spondee for ABC, has been named winner of Associated Press Broadcasters Robert Eunson Award for "distinguished service to broadcasting." Mr. Trout, who began his career as radio announcer in 1931 at WJSV Mount Vernon Hills, Va. (later WTOP Washington), has been called "iron man of radio" and is credited with coinng phrase, "fireside chat." Mr. Trout has worked for CBS, NBC and ABC TV and radio networks during his career.

Governmental stars. Television increasingly will perform role of presenting views of prominent government officials after they leave office, Richard C. Wald, president of NBC News, told luncheon meeting of New York chapter of National Academy of Television Arts and Sciences. He said this function had been primarily province of printed media (now trend has started of former government officials turning to broadcast as reported in March 7 issue). Mr. Wald said first NBC News TV program with former President Gerald R. Ford will examine role of U.S. President as commander-in-chief of armed forces and will be shown on NBC-TV in late January or early February 1978.

All news to CBS. KVQV(AM) Pittsburgh has joined CBS Radio and on or before June 4, WINS (AM) Miami will become 13th all-news station to join CBS from NBC's News and Information Service, which ceases operations at end of May.

Correction. In addition to UPI (BROADCASTING, March 28), the AP also uses RCA's Americom satellite to feed its audio-news reports between New York and Los Angeles and between New York and San Francisco. Radio stations in the Los Angeles area that get AP's news feed on a local loop directly from the satellite, according to Jay Bowles, the general executive for broadcasting at AP, include KBRT(AM)-KBIG(FM), KLAC(AM)-KMET(FM) and KFWB(AM). Their San Francisco counterparts on the AP satellite feed are KNEW(AM), KFRC(AM) and KOFI(AM).

AIM renews efforts for CBS News ombudsman

Accuracy in Media Inc., the Washington-based media watchdog, has sent letters to CBS Inc. shareholders asking their support for an AIM-sponsored resolution that CBS News hire an ombudsman, "someone publicly identified as the person to whom the public should direct its complaints about programs that were thought to be inaccurate or unfair." AIM has a similar proposal before the stockholders of RCA, parent of NBC.

The letters, dated March 30, ask that the shareholders vote their proxies for the AIM proposal at CBS's April 20 stockholders' meeting in Hollywood. Similar resolutions offered last year were endorsed by 4% of the CBS shareholders and 8% of the RCA owners. AIM needs 6% of the CBS votes and 10% of the RCA votes if the resolutions are to be kept alive for another year.
For the past 13 years, Television organizers the world over have been buying and selling their programmes in this market.

In 1976, 76 countries, 197 television organizations and 356 production and distribution companies were present.

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**April 18**

The Balance of Trade in TV Programming

*Part I*

In advance of the 13th annual MIP-TV exhibition in Cannes (April 22-27) — the international program(me) market — Broadcasting will present a special report on the overseas action for American television programming. Who are the buyers. Who are the sources. What programs will be on the block (or "in the stands," as they say there). With a special distribution to delegates at the Palais des Festivals.

**May 2**

The Balance of Trade in TV Programming

*Part II*

A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the television viewer.

You belong in Broadcasting — April 18/May 2

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**Broadcast Advertising**

**M-E’s Coen sees TV taking biggest step forward of all media by 1980**

He estimates its growth at 54%, radio's and magazine's at 50% and newspaper's at 40%.

Television advertising will outgrow that in other media through 1980, according to an analysis by Robert J. Coen, vice president of McCann-Erickson Inc., New York.

Mr. Coen made his projection in an annual report of the Interpublic Group of Companies Inc., of which M-E is a subsidiary. In estimating expenditures for the major media through 1980, he placed TV's total in that year at $10.2 billion, up 54% over 1976's $6.6 billion.

He tabbed this growth pattern for other media in the years from 1976 to 1980: radio, up 50% to $3.3 billion; magazines, up 50% to $2.7 billion; newspapers, up 40% to $14 billion; other advertising, up 15.5% to $18.3 billion. Mr. Coen calculated that total advertising would climb to $48.6 billion, up from $33.4 billion in 1976, a 45% increase.

Television will have registered the sharpest gain from 1975 to 1976, Mr. Coen predicted, rising by 24.9% to $6.75 billion. He estimated these other increases in 1976: magazines, up $1.2 billion to $5.775 billion; newspapers, up 18.7% to $10.022 billion; radio, up 14.4% to $2.265 billion and other advertising, up 15.5% to $12.793 billion. Mr. Coen figured that total advertising at the end of 1976 was $33.430 billion, up 14.8% over 1975.

"The outlook for total advertising and for the individual major media is much better than it has been for years," Mr. Coen said. "A new long-term trend appears to be developing with advertising growth more nearly parallel to that of the economy."

He noted this trend marks a change from the years between 1965 and 1975 when advertising growth lagged behind economic growth. Using constant dollars, he said, 1975 advertising expenditures were only 9% higher than those in 1965, while in the same 10 years the gross national product reached a level that in 1975 was 30% higher than in 1965.

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**Advertising Briefs**

Share the wealth. Senator Barry Goldwater (R-Ariz.) says government agencies spent about $199 million for TV advertising production in 1975, $53.3 million in-house. He objects, and says government should not compete with private TV production houses.

Moved, AIM (Audience Information Management) Inc. has moved headquarters to 143 Sound Beach Avenue, Old Greenwich, Conn., under direction of its new president, Robert L. Owens, founder of AIM in 1975 and former VP/general manager of Arbitron. AIM offers special audience surveys, FCC community ascertainment studies, acquisition studies, presentations for stations and markets and special projects.

Pertschuk gains Senate approval. Michael Pertschuk was confirmed to Federal Trade Commission last Wednesday by voice vote of Senate. President Carter has said he will name him chairman. Swearing-in is tentatively slated for next week. Mr. Pertschuk, 44, was chief counsel of Senate Commerce Committee for last 13 years (Broadcasting, Feb. 28, April 4).

Looking for agency. Nissan Motor Corp., U.S.A., Carson, Calif., which bills about $35 million for Datsun cars and trucks, reported it is seeking new agency to replace Parker Advertising, Palos Verdes Peninsula, Calif., which has handled account since 1960. Nissan spends about $19 million in broadcast. Canter, Achenbaum, Heekin, New York management consultant firm, has been retained by Nissan to help locate new agency.

Stamps of approval. Thirteen challenges to national advertising, including nine on television, were resolved in February by National Advertising Division of Council of Better Business Bureaus. The Emerson Electric Co. (chain saw) discontinued questioned commercial. Reviewed and found acceptable were TV commercials for John H. Breck (hair spray); Brown & Polito (chicken); Campbell Soup (meat pies); Procter & Gamble (Bold detergent); Ralston Purina (dog meal); Sears Roebuck.

Allied strikes gold. Allied Stores Marketing, division of Allied Stores Corp., will receive Television Bureau of Advertising's Gold Screen award at sixth annual retail TV workshop at Hotel Biltmore, New York, April 21-22. Allied Stores is largest local TV department and discount store advertiser, increasing investments 30% to $8.6 million in 1976.

Moving on. Radio Advertising Bureau's Los Angeles office has moved its headquarters from 1900 Avenue of Stars to 6230 Yucca Street, Los Angeles 90028. Telephone is (213) 469-2923.

New from TVB. Updated edition of "Spot TV Guide," spelling out steps to be followed by TV stations and advertising agencies to provide greater uniformity and efficiency in handling of television commercials, has been sent to all U.S. television stations. Guide was developed by TVB subcommittee on standardized traffic instructions in cooperation with American Association of Advertising Agencies, the Association of National Advertisers and Station Representatives Association and has been distributed to members of those organizations as well as to stations. A new entry in this edition: Form to be used for
Ernie didn't stand a chance. 'It happened while running along Lake Shore Drive about three weeks ago. Looking at the Grosse Poine Yacht Club, running and saying, 'What can I do for Ernie? He's such a beautiful guy.'

'From that came the idea. You'll have to visualize the following in your mind's eye. (That's one of the great things radio has going for it... I-M-A-G-I-N-A-T-I-O-N)

April Fool's Day—appropriate, right? All of Detroit's Adcrafters, the world's biggest Adcraft Club (1541 members) invited to be out at D'Arcy-MacManus & Masius at 4:4-4 15 p.m. Ernie was to be in his office (with the great help of Gail Smith, General Motors). Anyway, can you just picture Ernie up in his office, caught in a meeting, looking over his left shoulder out on a beautiful green terrain and huge parking lot and seeing hundreds of people showing up. It's got to be causing him to eat his heart out. At approximately 4:30 p.m. up the hill to the main parking lot comes a Cadillac convertible (one of D'Arcy's favorite accounts), pulling a huge outdoor board that reads, 'Ernie, You're Fabulous! Your truly was hanging on the back of the board, wearing a sweater emblazoned with my favorite slogan—'Be Fabulous'—and saluting my old buddy. Ernie Jones [chairman, D-M&M International]. Right behind came what you've got to know would knock his socks off because of his great love—the University of Michigan Marching Band playing 'The Victors': Unless I am sadly mistaken, goose bumps ran up and down the spine of one of my favorite people.

'I had also bet that he would be out in the parking lot directing the band. And I was right! We couldn't keep him from it!"—William K. Burton, executive vice president, Robert E. Eastman & Co., Detroit. (FS.: The cheerleaders are my daughters, Kerrie, and Debbie.)

All figures remained fairly constant with 1975 levels.

McGavren-Guild said that Arbitron was the favored rating service requested by agencies, with 83% of the availabilities based on Arbitron and 10% on The Pulse.

Overseas payments admitted by O&M

Ogilvy & Mather International Inc., New York, has acknowledged that some executives in its overseas offices had made about $789,000 in questionable or unrecorded payments since 1969 and said the agency took a loss of about $13,000 when it invested slush-fund money in its own stock.

The disclosures were made in a filing by the agency with the Securities and Exchange Commission. The agency said its investigation revealed several questionable practices but said none involved illegal political contributions in the U.S.

Among the practices listed in the filing to the SEC were: the channeling of about $775,000 through a fund established in an unidentified foreign country to make supplemental or terminating payments to employees who otherwise would have been subject to local taxes or currency restrictions; the payment by an O & M subsidiary of $33,000 to another advertising agency for assistance in obtaining an official agency as a client; the payment of about $14,000 by two subsidiaries to foreign officials to expedite such action as getting immigration and work permits, and determining taxes.

Ernie leaves. Robert L. Stone, chief executive and chairman of Hertz Corp., New York, RCA subsidiary, has resigned. Mr. Stone, once vice president and general manager of NBC-TV, has been proposed for membership on board of directors of John Blair & Co., New York. FCC recently ruled there would be no conflict in Mr. Stone's joining rep firm's board (BROADCASTING, March 21). Spokesman for Blair said that Mr. Stone is not joining company staff but only board as an outside member.


Spanish ears. Spanish women in Los Angeles, Miami, New York and San Antonio, Tex., spend 55.8% of their listening time with Spanish-format stations, as against only 41.9% for Spanish men, according to Arbitron Radio study released last week. Spanish persons as whole in those four markets spent 44.1% of their time listening to Spanish-format stations; 25.5% with contemporary; 6.2% with black and 5.5% with beautiful music outlets. Spanish teenagers, 12 to 17, were found to devote 65% of their listening to contemporary stations; 13.5% to black outlets and only 3.6% to Spanish stations.

Moving. HR Television has set up new offices at 5670 Wilshire Boulevard, Suite 100, Los Angeles 90036. Telephone: (213) 930-2450.

Going west. Affiliated Advertising Agencies International is moving its world headquarters office from 516 Fifth Avenue, New York, to 13693 East Iliff Avenue, Denver 80232. New telephone number is (303) 750-1231.

Still 18-49 for radio


Based on requests made of McGavren-represented stations in 1976, the study shows that 24% of all availabilities requested stipulated the 18-49 age group; 20% the 25-49 classification; 15%, 18 and over. Demographics within the 12-34 group were sought on 26% of availabilities, and all older demographics up to 50-plus accounted for 11% of requests.
NBC asks FCC to authorize new way to track station clearance

Network and others have tested automatic surveying system that finds out which affiliates are clearing and which preempting

NBC has asked the FCC to begin a rulemaking authorizing the introduction of an automatic monitoring system that, NBC says, would produce "faster and more accurate program ratings."

The system, under development since the 1950's, involves the transmission of program-related signals in the vertical blanking interval of the standard television signal. In full operation, it would enable the network to survey all affiliates electronically and determine at any time which were carrying the network feed and which were not. The monitoring of clearances could presumably be coordinated with the collection of audience information by rating services.

NBC said it had developed and tested source identification signal (SID) two years ago, when a digital signal was inserted in all NBC programs originating in New York City and radiated by NBC's owned and affiliated stations across the country. Decoding equipment was located in Washington, D.C., detecting and decoding the signal after it had been transmitted over the 4,000-mile network.

The over-all conclusions, NBC said, were favorable. It said the tests confirmed "the feasibility of transmitting radiated digital signals in general," not only the specific SID signal used. NBC has not been alone in developing the system. All three networks were reported engaged in similar projects two years ago ("Closed Circuit," May 20, 1974).

NBC said it proposes to use the SID signal to transmit information to identify itself, the city of origination and the date and time of origination. The system, NBC said, "will permit complete, rapid and accurate verification as to the NBC service actually broadcast by that station."

NBC cited a number of uses for the system beyond improving program rating services. NBC said the system would facilitate automatic program logging, and could be used by cable television systems for the automatic deletion-in-place of the manual methods now in use-of simultaneous broadcasts of network programming to afford nonduplication protection to local stations.

NBC said the authority it is seeking could be provided through a simple amendment to the rules governing the use of the interval "beginning with line 17 and continuing through line 20 of the vertical blanking interval." NBC noted that line 20 is not dedicated for the use of any particular signals and, therefore, is available for transmission of an SID signal.

NBC said the proposed rule change is in the "spirit" of the commission's "reregulation" program, since it would permit broadcasters to further the development of the vertical interval signals related to the operation of the station "without hindrance by unnecessary administrative regulation."

Indeed, NBC said, the commission might consider the proposal as one that could be accomplished by an order, without the formality of a rulemaking proceeding. NBC said the proposal could be considered interpretive in nature, and would not impose additional burdens on station operators.

Engineers want Johnson on the FCC

AFCCE says the Broadcast Bureau chief is qualified to serve as commissioner and he will provide needed technical knowledge

The Association of Federal Communication Consulting Engineers has openly urged President Carter to nominate the FCC's Broadcast Bureau chief, Wallace Johnson, to one of the two vacancies opening up on the FCC ("Closed Circuit," Nov. 15, 1976).

The AFCCE, which first expressed its interest in Mr. Johnson's appointment in a letter to Mr. Carter in December, reaffirmed that interest in a letter dated March 25, in which the association stressed what it sees as the importance of naming an engineer to the commission.

Mr. Johnson, who has a B.A. in physics from Gustavus Adolphus College, St. Peter, Minn., has filled a number of engineering posts in the 28 years he has been with the commission.

The AFCCE, in a letter signed by its president, Carl E. Smith of Cleveland, said that since the departure of the commission's last engineer-member, T.A.M. Craven, in 1963, "there has been a notable reluctance on the part of the commission to deal directly and effectively with a plethora of spectrum management problems."

Indeed, it charged that one project attempted as a solution to "critical shortages in the spectrum" available to various radio services is "a debacle of monumental proportions." The letter did not identify the project further, but the reference was understood to be to the experimental center the commission established in Chicago in 1972 to monitor occupancy of and assign land mobile channels. (That portion of the letter was drafted by James Barr, retired chief of the commission's Safety and Special Radio Services Bureau, who had opposed the project during his tenure.)

Commission officials last week disputed the description of the project as a "debacle," and said the center had done "a good job for the Chicago area." But the project is...
Polaroid says it has instant movie camera in the works with possible TV application

Polaroid Corp. says it has developed a "new medium"—a camera that will develop motion picture film in the same way the company's still cameras develop photographs: speedily.

Thus far Polaroid executives have publicly mentioned the system in only the broadest terms, refusing to specify, for example, what size of film it would use and when it might be marketable. But one company vice president told Broadcast last week that the process would have "some very real possibilities" for television news-gathering as well as for program production. An official announcement and possibly a demonstration are planned for the company's stockholder's meeting April 25.

The pleasure of revealing the new system's existence was left to Edwin Land, company chairman. In Polaroid's annual report for 1976, Mr. Land wrote a letter to stockholders, dated March 23, in which he said the company would be moving into "the new field of living images." This is how he described the system:

"Our camera for living images must be as easy to use and as easy to load and as versatile as our camera for still images; our means for looking at living images should be even simpler than for television. Whatever photographic procedures are being carried out should be unknown, nonexistent for anyone using the whole system. Ideally a cassette, like the little magnetic tape cassettes, should be dropped into a pocket in the camera. When the living images have been recorded, the cassette with no manipulation should be ready to be placed in a pocket in the viewer and then you should be seeing the living image."

"In our laboratories we are having this total experience. A new art has been born."

On March 28, Polaroid's vice president of marketing, Peter Wensberg, said in a passing reference during a speech to the photographic marketing convention in Chicago that such a system would have an "enormous impact on motion pictures as the Polaroid camera has on conventional photography. Last week he elaborated, saying he did not mean that the camera would be useful only for consumers and not for professionals, but that the filmmaker's ability to review his product immediately with his subjects (not to mention for himself) would revolutionize the industry. "It wouldn't be just a new dimension," he said, "it would be in effect be a new medium."

Mr. Wensberg said that Polaroid had been developing the system for about 10 years. Mr. Land, in his letter to stockholders, said the company had had an "intuition" about such a system 20 years ago.

The stockholders meeting at which the product is to be described will be held at the company's distribution center in Needham, Mass., just outside Boston.

Eastman Kodak also makes a self-developing still camera. A Kodak spokesman said the company's policy is not to comment on new products being researched, and that no mention had been made of a self-developing motion picture system.

Getting rid of those ghosts

FCC gives approval to the use of circular or elliptical polarization antennas, and says they could eliminate problems in transmission for UHF and VHF

The FCC has amended its rules to let VHF and UHF television broadcasters convert from horizontal to circular or elliptical polarization for their broadcast transmissions.

The commission, in amending a rule in effect since 1941, thus gives television broadcasters the same authority available to and used by many FM broadcasters.

The commission, in originally issuing the notice of rulemaking in the proceeding, said that horizontal polarization was inappropriate for minimizing such problems as "ghosts," "canyon effects," and multipath interference. It also said horizontal polarization requires critical antenna orientation for maximum signal reception and minimum distortion.

The commission had issued the notice in response to a petition filed by ABC. That petition, in turn, was based on the results of a test of circular polarization by ABC conducted at its WLS-TV Chicago for more than a year. The test and a separate study by M.S. Siukola of RCA indicated that circular polarization could either eliminate or minimize ghosting, improve the reception with indoor antennas and improve the over-all picture quality of TV transmissions (Broadcasting, Feb. 24, 1975).

The commission last week said the questions regarding television stations' use of circular or elliptical polarization had been answered adequately to permit those who wished to use that kind of polarization to do so. There was no justification for further expensive and lengthy tests, it said.

The commission said its experience with circular polarization in the FM band, which is just above the top end of the low...
VHF TV band, indicates no significant changes in the service areas of the FM stations. It said similar results could be expected for the low VHF-TV band.

The commission also said it found that circular polarization could remedy some problems resulting from horizontal polarization, and it noted that manufacturers commenting in the proceeding had said that circularly polarized UHF transmitting antennas would not have less gain than their VHF counterparts, and that the gain per wave length of a circularly polarized antenna would remain about the same as that of one horizontally polarized.

The commission does not expect universal conversion to circular polarization. It said it expects each licensee to make a decision on conversion based on its own needs.

**Extra protection for stations in EBS system**

Civil defense agency installs equipment to protect against electrical burn-out threatened by nuclear explosion

The Defense Civil Preparedness Agency is equipping key stations in the Emergency Broadcast System with devices protecting them from electromagnetic pulse (EMP), an electrical impulse that would be produced if a high-yield nuclear weapon were detonated above the atmosphere. The anti-EMP devices will also provide superior lightning protection.

EMP, which travels faster than lightning, can burn out power and communications networks, broadcasting stations and home television and radio receivers.

The DCPA is spending $220,500 this year to protect 59 stations, 47 of which have 50 kw transmitters. Devices have been installed at KNOX(AM) Grand Forks, N.D.; KWTQ(AM) Springfield, Mo., and WZKO(AM) Kalamazoo, Mich. (all 5 kw). KSL(AM) Salt Lake City is slated to receive the protection next, and DCPA is now studying WLCM(AM) Hartford, Conn., for a protective system in the near future.

DCPA’s goal is to protect 507 stations, resulting in a fully protected station in every local operational area of the EBS.

**ABC’s faith put in Ikegami minicameras**

$1-million investment in 30 units will be spread in bureaus, O&O’s

ABC-TV has bought 30 ENG cameras from Ikegami at a total price of over $1 million. The cameras, model HL-77, cost $37,000 each.

R.L. Pointer, vice president of broadcast engineering at ABC, said the cameras will be used at the network’s five owned-and-operated TV stations—New York, Los Angeles, Chicago, Detroit and San Francisco—and the Washington news bureau and other network bureaus to be set up during the year, including foreign bureaus. Mr. Pointer said the cameras will be used in gathering news for the O&O stations and the network.

Deliveries will begin at the end of this month.

**Technical Briefs**

Update wanted. ABC has asked FCC to launch rulemaking looking for revision of test signal requirements for remote control operation of TV broadcast stations. Petitioner claims that, among other things, automatic vertical interval transmission analyzers were not available when rules were devised, and furthermore, rules should conform to network test signal practices.

Circularly polarized. Cetec Corp. has entered licensing agreement with RCA for manufacture of circularly polarized TV antennas, developed by Jampro Antenna Co., Cetec subsidiary. Agreement gives RCA right to exercise option within one year of authorization of new antennas by FCC.

Slow-motion recorder. Eigen Video has new slow-motion recorder for $20,000, which includes digital TBC. Ten-second continuous loop recorder is 14 inches high and weighs 75 pounds.

Nearly 9 million CBers. FCC broke citizen band radio records, issuing 678,330 licenses in February, highest number in CB history. That brought overall to 8,818,815 licensed CBers, according to commission.

**Programing**

**Payola issue cooks along outside FCC**

Mel Edwards is fired by WOL; it’s also charged that two at Norfolk station attempted to force payments for airplay

While the FCC’s investigation into payola has stalled, the commission itself, the issue has not gone to ground. BROADCASTING was told last week that two employees of WO-(FM) Norfolk, Va., were fired after allegations were made to the station’s management that they had attempted to extort $3,000 from a local promoter for playing the records of music groups appearing in the Norfolk area. And there has been another payola-related firing: Mel Edwards, the WOL(AM) Washington DJ who figured prominently in the opening phase of the commission’s investigation, has been released by the station, and several other air personalities at WOL are expected to be disciplined.

In Norfolk, Bill Douthat, president of Whisper Concerts, said that on three occasions in late 1976, two WO-(FM) staff members approached him and requested payments of $500 each for playing the records of Earth, Wind & Fire, Average White Band and the Commodores. Mr. Douthat said
he refused to pay them. Later, Mr. Douthe said, Leonard Ware, operations manager of co-owned WPEC(AM) there, discovered that the records of the groups had been removed from the studio.

Mr. Douthe said that on Dec. 22, 1976, he wrote a letter to the station owner, L.E. Willis Sr., informing him of the actions of his employees. According to Mr. Ware, the two employees were fired on Dec. 24.

Mr. Douthe made it clear that before his contact with Mr. Willis, "the management and ownership of the station did not know" about the two men's activities. He said that when he told Mr. Willis what they had done, Mr. Willis "acted." Mr. Douthe said Mr. Willis told him he would fire the two men, "and he did." Mr. Douthe said, as well, that he had made no formal complaint to the FCC about the incident because Mr. Willis handled the situation satisfactorily.

According to Mr. Douthe, the men approached him prior to a Sept. 11, 1976, AWB concert and told him they would have to pay them each $500 if AWB records would be played on the station.

Mr. Douthe said he refused to pay, and they approached him again with similar demands for a Dec. 2, 1976, EW&F appearance and a Jan. 1 date by the Commodores.

A few weeks before the Commodores' appearance, Mr. Ware, whom Mr. Douthe had hired to produce radio spots for the concert, was unable to find records by the Commodores at the station. "There was just no product," Mr. Douthe said.

Mr. Douthe said he then contacted Washington lawyer Jason Shrinke, who suggested he take his complaint to the station's owners.

Mr. Ware, who confirmed Mr. Douthe's story, said that the men had told Mr. Douthe if he did not pay them, they "would discontinue playing the records." He also said that when Mr. Douthe refused, the records would just disappear. It was "a sort of reverse plugola," Mr. Ware said.

The stories told by Messrs. Douthe and Ware closely parallel charges raised in February by Washington concert promoters William Washington and Jack Boyle (BROADCASTING, Feb. 21, 28).

Messrs. Washington and Boyle testified at an FCC hearing that they had been forced to make similar payments to disk jockeys with Sonderling Broadcasting's WOL(AM) Washington. The FCC has said it has reports of similar operations across the country. FCC officials have refused to comment on Mr. Douthe's story, however.

The present phase of the commission's hearings, which have concentrated solely on WOL, is temporarily stalled. The hearings are scheduled to reconvene on May 16. Although Ted Kramer, the new chief counsel in the proceeding, has said the delay is because of "scheduling conflicts," another lawyer close to the investigation (though not with the FCC) has suggested that the commission simply does not know what to do with the information it is receiving. Even Mr. Kramer suggests that the present payola/plugola statutes may not adequately cover the outside activities of disk jockeys. "It's a question of whether the Communications Act is broad enough," Mr. Kramer said.

While the FCC is sitting back on the WOL problem, Sonderling officials have taken several actions. Mr. Edwards, the DJ who headed the WOL disk jockeys' concert promoting efforts, has been fired by WOL for, according to Sonderling Vice President John W. Doubleday, "gross insubordination." James Kelsey, WOL's general manager, and A. Harry Becker, Sonderling's attorney, said Mr. Edwards was fired for promoting concerts after station management had forbidden the disk jockeys from engaging in outside promotions.

Mr. Edwards and four other disk jockeys admitted in the hearings that they had continued their promotion activities after they had been ordered to stop. Mr. Becker admitted that he had not known about the later concerts until he heard about them at the hearings.

The four other disk jockeys (Bobby Bennett, Raymond St. James, Charles Green and Gregory Hines) may also be suspended by the station. Station officials have said the station is considering suspending each of them for either one or four weeks, according to Mr. Becker. Mr. Bennett, who was unavailable for comment, has reportedly already received a 30-day suspension from the station.

As if Mel Edwards hasn't enough trouble these days, BROADCASTING has also learned of his involvement with a Richmond, Va., group that is now trying to purchase a radio station there, WRM(AM).

The group, Fifteen-Forty Broadcasting Corp., has tendered an assignment application for the station. Although Mr. Edwards' name does not appear among the proposed owners of the station, Mr. Edwards has said, and a lawyer who is keeping an eye on the application as it goes through the FCC, that Mr. Edwards is involved with the group.

According to the present application, 10 shareholders (two with a joint tenancy) own 11.1% each of the company. The original stock-ownership plan, however, was to have given Mr. Edwards 18% of the new license and about 9% each to the others (see "Changing Hands," page 37). Since Mr. Edwards' troubles began with the FCC, the other shareholders have asked him to stay out, until the commission approves his involvement with them. Negotiations are now under way between Mr. Edwards' lawyer and the FCC and the other shareholders to get Mr. Edwards back in the company. A decision is expected soon.

'Bible' movie pulls in high Nielsen numbers

NBC estimates that 70 million saw part of first telecast; P&G is running fewer commercials than it is allowed to show

Despite all of the controversy, NBC's Jesus of Nazareth brought in high Nielsen ratings.

The first part of the miniseries (Sunday, April 3, 8-11:15 p.m. NYT) racked up a 32.2 national Nielsen rating and a 50 share. NBC researchers estimated that 70 million people saw some part of that first telecast, and predicted that when the numbers on last night's Nazareth (April 10, 8-11:25 p.m.), are totaled up, a total of 90

Broadcasting Apr 11 1977 48
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Pay takes to the air. Los Angeles's first over-the-air subscription television station, kscv-tv Corona, made its debut April 1 as scheduled with a live broadcast of the Los Angeles Dodgers vs. California Angels baseball game from Anaheim Stadium (Broadcasting, March 7). Kscv-tv (ch. 52) sends out its pay programming (sports and movies) in the form of a scrambled signal which only subscribers can view after their sets have had a decoder installed. The station will not release a subscriber count yet, but said it has 24 trucks working six days a week to fill a backlog of requests for the service which costs $29.95 for the initial installation. $25 for the deposit on the decoder and $17 per month service charge. Pay programming runs from 8 p.m. to midnight on weekdays and from 6 p.m. to midnight or later on weekends.

Pay touched off by Father Joseph Krocker, communications director of the Cleveland archdiocese, who used a religious program he conducts on WJW(AM), to express his outrage at the shift.

In time, Cleveland's Radio-TV Council, a 37-year old umbrella organization of 120 civic groups (and described by Mr. Flynn as a "umbrella organization"), became involved. Ruth Pfaffer, president, said that after viewers began contacting members of the board to express their concern, the council coordinated the mounting tide of opposition.

The group placed an advertisement in the Cleveland Plain Dealer, charging that WJW-TV refused to heed the "outcry" against the presentation of MH, MH at a time when children could see it, and that the station was "unwilling to abide by the terms" of its license. The ad called on readers to avoid watching the news on the station and to write contributions to help continue the fight.

Letters and telephone calls—estimated by Mr. Flynn at 10,000—flooded the station. Some letters were from public and parochial school children, who Mr. Flynn said, had been assigned by their teachers to write them. "It was wild," he said.

Nor was that all of the pressure. The council and the Catholic diocese made available the names and addresses of sponsors of the program, and urged viewers to write to them, expressing displeasure. That, apparently, was effective. According to Mrs. Pfaffer, 23 sponsors pulled spots out of MH, MH at 7:30 p.m. However, although Mr. Flynn acknowledged taking "heat" from the advertisers, he said they did not desert the station.

If all of that wasn't enough to persuade the station to reschedule the program, an "image study" it had commissioned was. Mr. Flynn said the Dallesbury Institute of Los Angeles several months ago had been asked to do an in-depth study of the station's image, and when the MH, MH controversy broke, he added, he suggested the inclusion of several questions concerning the program. Mr. Flynn said DMI analysts who took an early look at the results of MH, MH questions, told him "You're dead."

"So we moved it back to 11:30 p.m.," he said. That happened last week.

An indication of how much an issue the scheduling of the program had become is indicated by the way the Cleveland Plain Dealer played the story, "WJW-TV Loses Mary Hartman Battle," was the streamer across the top of page one on March 23. Norman Lear, sent a copy by Mr. Flynn, framed and hung it on his wall.

For Mr. Flynn, the move of the program to 7:30 p.m. had been intended to shore up a weak spot in the evening schedule with a demonstrably strong syndicated program. Besides, he noted, the program runs early in a number of markets. "But," he said, "the guardians of goodness decided no."

One of those "guardians," Mrs. Pfaffer, said the station's decision represented a victory "for the democratic process in broadcasting." The station, in her view, had responded to the public will. "I never saw the community so upset about one program," she said. "From that standpoint, we feel good."

Paramount considering fourth network idea

Company has a new division that will study scheme to develop weekly series for transmission via the Hughes TV Network

Paramount Pictures Television has begun studying a fourth-network scheme that would use the resources of the Hughes Television Network, which Paramount bought late last year (Broadcasting, Jan. 3).

"Independent stations would be the keystone of our project but I'm sure some network affiliates would be interested as well," said Richard Frank, whom Paramount has just hired as vice president in charge of the new division, which will be headquartered in Los Angeles. Mr. Frank resigned as president of the broadcast division of Chris-Craft Industries late last month to accept the newly created job at Paramount.

Although Paramount's programming ideas are still only in their preliminary stages, Mr. Frank said, "We're thinking in terms of weekly series," rather than one-shots like the Operation Prime Time. "Testimony of Two Men"-six-hour movie.

"Paramount is not going to rush to get something on the air in three months. We'll be spending the next 12 to 18 months going over series ideas with producers at Paramount as well as with outside producers."

The Hughes network, Mr. Frank said, gives Paramount the advantage of simultaneous transmission throughout the country, and, he added, stations equipped to pick up satellite feeds (Hughes uses RCA

*Broadcasting* Apr 11 1977 48

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**'Mary, Mary' finds out some parents are quite contrary**

WJW-TV returns show to 11:30 p.m. after Clevelanders protest switch to early evening, pressure sponsors

Never underestimate the power of Mary Hartman, Mary Hartman to generate controversy. Storer Broadcasting's WJW-TV Cleveland probably won't, now that it has felt compelled to move the program out of family, and prime, time and back to 11:30 p.m.

Like a number of stations that have been carrying the program in late evening, WJW-TV, on Feb. 28, began running the series at an earlier hour, at 7:30 p.m. And, like a number of those other stations (10 or 12, according to complaints that have been received at the FCC) viewer opposition developed.

To produce Norman Lear and many MH, MH fans, the series may be a satire on soap operas that also makes comments on American society. But to some others, it is crude, suggestive and unfit for family viewing. In Cleveland, more of the latter than of the former were heard.

The station began hearing from the critics after moving the program from 11:30 p.m., Sunday through Thursday. According to William J. Flynn, vice president and general manager, the public clamor was

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million people will have looked at the made-for-TV movie.
Americom satellite could save quite a lot of money by circumventing AT&T landline costs.

The simultaneous feed, according to Mr. Frank, could attract national sponsors who are not interested in the latter arrangement whereby series episodes are bicycled around the country, to be played at the stations' convenience.

**United Church takes on mission against sex and violence on TV**

In a statement filed at the FCC, the church denounces programing and outlines steps it will take to deal with the issue.

The Office of Communication of the United Church of Christ, which has played an active role in FCC matters, both in license-renewal and rulemaking proceedings for more than a decade, is seeking the principal role as the church's instrument in a campaign against sex and violence on television.

The church has prepared a "Pronouncement on the Use of Gratuitous Violence and the Exploitation of Sex on Televisi-" which is circulating among member churches for comment and will be submitted to the Eleventh General Synod of the United Church of Christ for consideration in July.

The pronouncement denounces television for its "pathological preoccupation" with violence and sex, and calls on all elements of the church to interest themselves in the governmental and private decisions that shape programing, to resist the use of gratuitous violence and the exploitation of sex in programing, and "to demand programing that portrays human life realistically and honestly in all its facets, including conflict and sex."

The pronouncement would refer implementation of the statement to the Office of Communication, which would, in turn, involve other agencies of the church that might help. The pronouncement notes that the office "works daily with commercial broadcasters," helps produce prime-time programing, and says that, as a result of the office's "precedent-setting activity with the FCC, the courts and Congress" the office has the knowledge and experience to deal with the issue.

The pronouncement reflects theological as well as social concerns in explaining the church's concern. It "affirms that the airwaves derive from God's creation, as do the technological systems and human organizations that have been developed to make use of the electronic spectrum." But it says the public interest requirements for operation of broadcast properties that are set forth in the Communications Act "are regularly flouted" by networks and stations "through a combination of greed for excessive profits," the public's lack of knowledge of its rights in broadcasting, and the shortcomings of the FCC and Congress.

The pronouncement, expressing concern about undue sex and violence on television, says that "the daily overexposure to brutal and dehumanizing conduct endangers the moral foundation of everyone," particularly children, and adds, "It is urgent that they be protected from exploitation in the interest of profit."

The pronouncement also reflects concern over broadcasters' First Amendment rights. It says it is urgent that the measures taken to protect children "do not become weapons that can be used by those who would restrict freedom of the press, freedom of expression and freedom of religion."

The pronouncement was filed with the commission along with the office's comments on the motion of Westinghouse Broadcasting Co. to sever from the network inquiry now underway, and give expedited consideration to, Group W's proposal that rules be adopted providing for affiliate prescrewing of network programs.

The office not only supports the proposal but calls for "public pre-screening of network entertainment programs." It says stations should be "encouraged to involve responsible elements of the community in their deliberations" as to whether a program is appropriate for broadcast and, if so, under what circumstances it should be presented. The office contends such participation would help to insure that programing decisions including the concerns of the public as well as the private or special interests of the broadcasters or advertisers.

It's a 'Good-Morning' rating for ABC-TV

Network says program takes lead away from NBC's 'Today' show in five of biggest markets

ABC-TV's Good Morning, America topped NBC-TV's Today to take first place in homes delivered in five of the top-10 markets in Arbitron Television's February-March sweep measurements. ABC researchers claimed last week. A year ago, Today was first in all 10.

The five where Good Morning led the early-morning network race this year, according to ABC, were Chicago, San Francisco, Detroit, Washington and Dallas-Fort Worth. Although the lead in New York, Los Angeles, Philadelphia, Boston and Cleveland. CBS-TV's CBS Morning News, according to the ABC analysis, is carried in nine of the top 10 markets and placed third in all but Cleveland, where Good Morning is not carried.

CBS Morning News also was shown as having lost audience since last year in seven markets and gained in two, while Good Morning gained in seven and lost in one, and Today gained in five, lost in four and held even in one. For the 10 markets as a group, ABC had a 55% net gain in homes, CBS a 21% decline and NBC a 3.6% decline, although NBC remained 27.5% ahead of second-place ABC.

**Another soaper goes to hour-long format**

ABC's 'All My Children' expansion points up daytime programing trend

ABC-TV will expand its highest-rated soap opera, All My Children, to a full hour beginning Monday, April 25.

This move points up the success of the 60-minute serial in network daytime television. The most popular soap opera on the air, CBS's As the World Turns, went from 30 to 60 minutes a year and a half ago, and NBC still gets its best daytime-serial Nielsens from Another World and Days of Our Lives, shows that doubled their length to an hour two years ago. Last July, ABC extended two of its long-running dramas, One Life to Live and General Hospital, to 45 minutes each.

All My Children, which has been on the air since 1975, will be adding an extra half-hour to its daytime schedule, starting off with reruns of Happy Days at 11 a.m., instead of at 11:30 a.m., beginning April 25. ABC's highest-rated game show, Family Feud, moves up on that date to 11:30 a.m. from its present 11:30 p.m. slot, with All My Children (1-1:30 p.m.) spreading into the 1:30 time period.

**Programing Briefs**

Changeover in Baton Rouge. WBRZ-TV Baton Rouge will become primary ABC-TV affiliate in October. WBRZ-TV had been primary affiliate for NBC for 22 years. ABC's primary affiliate line-up is now 192 stations.

Shine on. Group W Productions and Lexington Broadcast Services, both New York, have agreed to produce and distribute weekly late night series of 60-minute TV variety programs, Rising Star. It will showcase new performers, particularly comedians, and will originate from club setting to suggest flavor of cabarets where performers appear. Lexington will clear markets for series.

Women today. Minute Plus Inc., New York, is producing and distributing series of 65 five-minute TV segments, Contemporary Woman, dealing with beauty, health, fashion and living and featuring Barbara Stortz. The music series is scheduled to begin in September 1977 and will be offered to stations on barter, cash, or half-barter/half-cash basis by Minute Plus. In development at Minute Plus is second series titled Celebrity Kitchen.

True to life. President of CBS-TV, Robert Wussler, has brief scene in new theatrical movie, "Black Sunday," about Palestinian terrorist attempt to detonate explosive device during Super Bowl game. Toward

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end of film, actor Robert Shaw, playing Israeli colonel, bursts into CBS’s remote trailer to get information and Mr. Wussler, playing himself (at time he was vice president for sports), angrily reminds colonel there’s network telecast going on and gives him bum’s rush.

Debut, James Hardy and Thomas Holland, both formerly with Alcare communications, have formed national TV program syndication company, Quest Communications. Syndication rights to several programs have been obtained by Quest, including: Sailor Bob Noodle Club Show, half-hour series designed to teach children basic arithmetic skills. Quest is located at R.O. Box 314, King of Prussia, Pa. 19406.

On special order. Mike Laurence, formerly with NBC, and Ed Casey, with RCA for 17 years, have organized Laurence & Casey Associates, company designed to create and produce special events or serve on consulting basis. Address is Waldorf Astoria, New York 10022.

Howling. Wolfman Jack Show, weekly musical variety on Canadian Broadcasting Corp., has been sold in 32 American markets. Latest signers include KGO-TV San Francisco, KTAR-TV Phoenix-Mesa, KCMO-TV Kansas City, Mo., and WAGA-TV Atlanta. Distributed: Jerry Dexter Program Syndication, 205 South Beverly Drise, Beverly Hills, Calif. 90212.

Making waves in Los Angeles radio: KRLA and KTNQ

The audience targets and the techniques differ, but both challenge KHJ’s music dominance

KRLA (AM) Pasadena, Calif., a station in limbo for most of the last decade, turned up at the top of the Los Angeles rating book this winter to almost everyone’s surprise—and to the dismay of KHJ (AM), that market’s dominant rocker.

A semi-automated format with a “laid back” sound, KRLA got started on its new format a year ago, climbing steadily in the Arbitron ratings until it passed KHJ in the January-February ARB (with a 4.1 vs. KHJ’s 4.0—6 a.m.-midnight Monday through Sunday, metro area, persons 12-pluses).

But KHJ doesn’t want “to crow about it too loud,” says Program Director Art Laboe, who masterminds the 2,000 record playlist. Using 60% oldies and 40% current hits, KRLA’s formula is “real simple, nothing complicated.” In fact, the style proved itself when Mr. Laboe used it on his own Saturday night program prior to the format change and received the highest rating on the station.

By overlaying that technique on the entire station, Mr. Laboe came up with a winner for KRLA, which hadn’t seen top ratings since the early sixties (before it became embroiled in an 11-year ownership controversy; see “Where Things Viewed support. Public Broadcasting Service figures that its participating member stations earned $6,615,038 from $314,483 on-air pledges during its two-week “Festival ’77” fund-raising drive March 8-20 (BROADCASTING, March 28). Last year’s on-air take was $7,814,724. While the number of pledges dropped 3% this year, total dollars were 10% as was average pledge—from $24,12 to $27,39. The 110 odd licensees that joined in didn’t meet PBS’s on-air goal of $10 million, but as one Washington staffer said, “Anytime we get more money” we don’t complain. PBS is still optimistic that its over-all $13.5 million goal will be approached as direct mail and telephone responses, matching grants, corporate underwriting and other contributions come in. Last year’s total, all things considered: $10.16 million.

Stand,” page 21). At that time, KRLA began its takeover.

Michael Spears, new program director at KHJ (and a recent transplant from RKO General sister station KFRC (AM) San Francisco), anticipates little immediate change at KHJ: “Out of 40 books, we need to take a careful look at this one and ask if it is really significant… before we make any drastic changes,” he said.

But KRLA’s Mr. Laboe said he and his associates “never tried to beat any station; we found a gap and tried to fill it.” In the process KRLA brought in the consulting team of Tom Greenleigh and Billy Pearl to make it all fit. They, in turn, tried to make KRLA close to its audience. By going out into the community with tape recorders, Messrs. Greenleigh and Pearl innovated a “people as DJ” concept. With record introductions by persons-on-the-street naming their favorite tunes, and contests with many winners, Mr. Greenleigh says the station maintains a directness and simplicity that has “accumulated a tremendous loyalty factor.”

Other KRLA innovations include “mini-concerts”; playing two tunes, one by a popular concert artist or group back to back.

Variations of the KRLA format have already begun to blossom, but Mr. Laboe offers a warning to others: “While it works in Los Angeles, it may not work elsewhere. It depends on the market.”

KRLA is not the only new format in the Los Angeles radio pool. Coming on strong is Storer Broadcasting’s KTNQ (AM) (formerly KGBS). Last December, it switched from country to a “very contemporary” format with 20 kw day and night (it used to be day only). Although it managed only a 1.6 in the January-February ARB, General Manager Paul Cassidy expects the upcoming April-May ratings to reflect the “phenomenal three-month success story” of KTNQ. He cites March Mediaboard figures that KTNQ tied with KHJ. With heavy promotion (skywriting, television and billboard ads), an energetic sound and “easy to win” contests, Mr. Cassidy thinks he has a hit on his hands.
Winter puts freeze on Storer finances, but thaw is expected

Winter weather hurt sales in Storer Broadcasting Co.'s TV and radio markets but the company, even so, should record first-quarter earnings "close" to those of a year ago, Bill Michaels, chairman, told security analysts in New York last week.

Broadcasting business is already rebounding, he said, and for the rest of the year he anticipated more normal sales levels, although in line with company policy he refrained from making a full-year projection.

The cold wave earlier this year and accompanying energy shortages seriously disrupted business life in a number of Storer markets and cut TV-radio sales substantially, he said. He cited Cleveland, Detroit, Boston and Milwaukee in particular. "Cleveland, for instance, was virtually shut down for two to three weeks," he said. "Even Atlanta, in the relatively deep South, experienced major fuel shortages and unemployment layoffs."

The net result, Mr. Michaels said, was a "significant" effect on Storer first-quarter sales and profits. But he said "the effect seems temporary, and business placement is rebounding well for the second quarter and apparently presages a return to normal for the rest of the year."

For the first quarter he said he didn't anticipate "much of a swing" from Storer's $2.1 million in earnings from continuing operations in the first quarter of 1976. He expected, however, that first-quarter earnings per share would be 15% to 20% higher than the 37 cents recorded a year ago, because the number of shares outstanding has been reduced.

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

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<th>Company</th>
<th>Period Ended</th>
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<td>38,546,000</td>
<td>+523</td>
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*Change too great to be meaningful.

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Call Dave Croll at 617-725-2309 for an appointment at the upcoming NCTA Convention.
Pay cable is prime among many topics set for NCTA

Annual convention begins April 17; other areas for heavy treatment include government regulation, operations, finance and technical; Van Deerlin, Hollings, Wiley are among those slated to appear

The issue of pay cable, warmed considerably by the April 1 court decision overturning the FCC rules in that area, is expected to be the hottest item at the National Cable Television Association convention next week in Chicago.

With the agenda for the four-day meeting (April 17-20) almost set, the convention committee had to do some quick juggling when the U.S. Court of Appeals in Washington overturned the FCC's pay-cable rules (BROADCASTING, April 4).

According to Marc Nathanson, president of Los Angeles-based Falcon Communications and NCTA convention chairman, pay cable should be one of the most interesting parts of the program. To deal with the court decision, the opening session on Sunday on pay-cable software was changed to a post-mortem on the decision moderated by Henry Harris of Cox Cable with panelists Robert Rosencrans, UA-Columbia Cablevision; Stuart Feldstein, NCTA general counsel; Fritz Altaway, Motion Picture Association of America, and Edward Bleier, former vice president, Warner Brothers TV.

Rochelle Nezin, NCTA's convention coordinator, said this year's paid registration is running slightly ahead of the same time last year with 2,072 as of April 1, compared to 1,916 at that time last year. This year's preregistrants break down as 582 members, 306 nonmembers, 132 registered for the women's program, 1,045 exhibitor personnel and seven students.

"We're doing some unusual things this year," said Mr. Nathanson, "starting off with the pre-convention activity on Saturday." That day will be highlighted by the world premiere of Woody Allen's latest movie, "Annie Hall." The preview is a new idea that Mr. Nathanson hopes will "bridge the gap between cable and the entertainment business. Cable is becoming more show-biz oriented with pay cable," he said. (NCTA will have a little show-biz of its own when comedian David Steinberg entertains at the annual banquet Tuesday night and political humorist Art Buchwald is scheduled to keynote the convention on Sunday.)

Another new piece this year, said Mr. Nathanson, is called "Breakfast With..." This is a 7 a.m. Monday opportunity for advance registrants only to have breakfast and talk informally with some of the movers and shakers in different areas affecting cable, including FCC representatives, a labor attorney, banker, accountant, small earth terminal and technical experts, and congressional staffers.

For those interested in pay, there will be plenty besides the Sunday session to see and hear at the convention. This year there will be five theme sessions running concurrently through the convention and pay cable is one of those themes. The rest are government regulations, operations, financing and technical. "If he wanted," said Mr. Nathanson, "a person could spend the whole convention in the one area he's most interested in."

After the opening pay session on Sunday, that theme continues with a Monday discussion of pay distribution options (MDS, stand-alone and satellites). Tuesday features a panel on different ways to market a pay channel, while Wednesday offers speculation into pay cable's future moderated by Russell Karp, Teleprompter, with panelists: James Shepley, Time Inc.; William Chaikin, Avco-Embassy; Sidney Jay Steinberg, MCA, and Burt Harris, Harris Cable. Wednesday also has a morning pay-cable financial workshop.

Government regulations are always of interest to cable operators and this year's sessions on that topic will probably be well attended due to the upcoming rewrite of the Communications Act. In addition, said Mr. Nathanson, "pole attachments and the Bell bill will be hotly discussed subjects among the conventioners." Monday's first workshop in the government area is an FCC seminar with representatives from the commission's Cable Television Bureau in areas of special relief, microwave, certificates of compliance, policy, review and development, research and legal.

The "President's Roundtable" Monday morning is billed as an informal session (To page 56, NCTA agenda on page 54-55.)

When was the last time your mid-day man said this about a piece of broadcast equipment?

"The MARC VII's great! I really look forward to working with it."

— Carl Sawyer, KTNT, Tacoma

KTNT's Sawyer, music director, says the MARC VII installed in November 1976 ended manual cartridge handling, decreased errors and left the DJs more creative time to keep the "live" in their air sound. They can program events in advance, view 18 at a time on a CRT screen, change event sequence while on-air, and control playback from 7 different sources—from a single keyboard.

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The complete agenda for the NCTA convention

Registration. The registration desk for management and engineers will be located in the lower lobby of the Conrad Hilton hotel. Hours will be from 9 a.m. to 7 p.m. Sunday, April 17; 7 a.m. to 6 p.m. Monday, 7:30 a.m. to 6 p.m. Tuesday and 7:30 a.m. to 12 noon Wednesday.

Equipment exhibits. Displays of cable equipment and services will be located in the Continental Ballroom, East and West Halls, of the Conrad Hilton. Hours will be from 11 a.m. to 7 p.m. Sunday, April 17; 9 a.m. to 6 p.m. Monday, 9 a.m. to 6 p.m. Tuesday and 9 a.m. to 12 noon Wednesday.

Sunday, April 17


Exhibitors' reception. Continental Ballroom, East and West Halls.

Monday, April 18


Opening management seminars. 8 a.m.


Operating the large system—problems and opportunities. Private Dining Room Two. Moderator: Bill Strange, Sammons Communications. Panelists: Don Shuler, Viacom Cablevision of Dayton; Gene Schreiber, United Cablevision; Kenneth S. Gunter, U-A Columbia Cablevision; Donald O. Williams, Cox Cable; Ralph Kent Cooke, Ralph Kent Cooke Advertising.


Pay—which way to go. Waldorf Room. Moderator: Bill Bresnan, Teleprompter. Panelists: Ken Silverman, Cinemercia; Jeffrey Reiss, Viacom; Gerald Levin, Home Office Box Office; Mark Foster, Microband National System; John Berenson, Hollywood Home Theater.

The hidden costs of doing business. Private Dining Room Four. Moderator: Sanford Sussman, Cerro Communications, Speaker: Bernard H. Morse, Allstate Insurance.

President's roundtable. Grand Ballroom. 9:45 a.m. Moderator: Robert Schmidt, NCTA president. Participants: FCC Commissioner James Quello, Representatives Timothy Wirth (D-Colo.) and Louis Frey Jr. (R-Fla.) and Senator Donald W. Riegle Jr. (D-Mich.).

Concurrent technical sessions. 10 a.m.


What is cable? Public perceptions. 2 p.m. Grand Ballroom. Moderator: Edward M. Allen, Western Communications. Panelists: Representative Clarence J. Brown (R-Ohio), Pat Buchanan, syndicated columnist; Maurice Mitchell, University of Denver; Warren Braren, Consumers Union; Representative James Fiorio (D-N.J.).

Membership meeting. Beverly Room. 3:30 p.m. Presiding: Burt Harris, NCTA chairman.

Engineers' reception. Waldorf Room. 6 p.m. Presentation of Outstanding Engineering Achievement Awards by FCC Chairman Richard E. Willey to Alex B. Best, Scientific-Atlanta, for development, and to James W. Stilwell, Communications Properties, for operations.

Tuesday, April 19

Concurrent technical eye-opener sessions. 8 a.m.


Concurrent management seminars 8 a.m.


State regulation—who's doing what to whom. Astoria Room. Moderator: Patrick J. Nugent, Knaack Corp. Panelists: Howard Slater, Ribicoff & Kotkin; Sheila Mahoney, Cable TV information Center; Robert F. Kelly, New York State Commission on Cable TV; Ron Coleman, minority counsel, House Communications Subcommittee; Ted Melby, Minnesota Cable Communications Board; FCC Commissioner Margita White.

The First Amendment—access vs. pornography. Bel Air Room. Moderator: Marc Nathanson, Falcon Communications. Panelists: Representative John Murphy (D-N.J.); Morris Tarshis, New York City Bureau of Franchises; James Hobson, FCC Cable Television Bureau; Aryeh Neier.
American Civil Liberties Union; Red Burns, Alternate Media Center at New York University School of the Arts.

Pay TV—let’s do it right. Willard Room, Moderator: Greg Liptak, Communications Properties. Andrew Goldman, Teleprompter; Al Gilliland, Gill Cable; Charles R. Morris, American TV & Communications; David Hanson, Showtime Entertainment; Winston Cox, Home Box Office.

Opening opportunity for everyone in CATV. Private Dining Room Two. Chairman: Richard Munro. Time Inc. Panelists TBA.


Concurrent general technical sessions. 10 a.m.


Management sessions.


NCTA annual banquet. International Ballroom. 7 p.m. Master of ceremonies: Joe Benes, Coachella Valley TV. Presentation of Larry Boggs and Idel Kaitz Awards. Entertainment by comedian David Steinberg. Music by Norm Krone’s Orchestra.

Wednesday, April 20

Concurrent technical eye-opener sessions. 8 a.m.


Concurrent management opening seminars. 8 a.m.

Poles and utilities—what’s going on. Private Dining Room Two, Moderator: Amos B. Hostetter, Continental Cablevision. Panelists: Gail Oldfather, Televents; David Kinley, American TV & Communications; Barry Simons, Teleprompter; Al Kainski, National Association of Regulatory Utility Commissioners.

Smaller CATV operations—copying with system problems. Astoria Room. Moderator: Phil Wilcox, Junction City TV. Panelists: Don Loggins, Bellevue Cable TV; Jim Oscher, Cartersville Cable TV; Saiy Davison, Staunton Video; Mel Z. Gilbert, Snyder Community Antenna TV; Joe Taylor, Ohio Valley Cablevision.


Adjourn: 2:15 p.m.
American Electric Laboratories/ CATV Communications Division 40

P.O. Box 552, Lansdale, Pa. 19446.


Aberdeen Cable TV Supply

11505 West Jefferson, Culver City, Calif. 90230.

Bellingham, Wash. 98225.


Product: Swagelok dual, single, and tran.

American Cable Network 31

701 South Airport Road, Traverse City, Mich. 49684.

Andrew 52

10500 West 153d Street, Orland Park, Ill 60462.


Anixter-Pruzan 50

1983 First Avenue South, Seattle 98134.

Product: National distributor for Jerrol CAT' equipment distributor for Sony video equip-

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P.O. Box 552, Lansdale, Pa. 19446.


Aberdeen Cable TV Supply

11505 West Jefferson, Culver City, Calif. 90230.
CableData
3200 Arden Way, Sacramento, Calif. 95825.

Cablefacts
2444 Palumbo Drive, Lexington, Ky. 40509.

Cable Information Service, National Council of Churches
475 Riverside Drive, New York.

Cable Network Television
12636 Beatrice Street, Dallas, Texas 75218.

Cable Television
1400-D Stierlin Road, Mountain View, Calif. 94043.

CATV Security
225 Fern Street, West Palm Beach, Fla. 33401.

C-COR Electronics
60 Decibel Road, State College, Pa. 16801.

Cable & Satellite Systems
912-918 225 Fern Street, West Palm Beach, Fla. 33401.

Cable & Satellite Television
240-242 12 Commerce Drive, Cranford, N.J. 07016.

Cerde Communication Products
1101 Halls Mill Road, P.O. Box 1082, Fort Worth, Tex. 76160.

Channeltech Inc.
2322 Lindsey Drive, Aspin, Calif. 92501.

Cinemark Communications
9477 Brighton Way, Beverly Hills, Calif. 90210.
Product: Software and marketing for pay cable; motion pictures for cable and pay cable; programming, marketing and consulting services for pay cable. Personnel: Ken Silverman, Joan Peterson, Larry Feinberg, Neil Orr, Gil Hersch, Dr. Gunther Weil.

Coaxial Analysts
P.O. Box 6826, Denver 80206.

Collins Commercial Telecommunications Division/Rockwell International
1200 North Alma Road, Dallas 75207.

Comm/Scope
Route 1, Box 199A, Catawba, N.C. 28609.

Communication Distribution
P.O. Box 587, Athens, Ga. 30601.

Communications Marketing
2326 Tampa Avenue, El Cajon, Calif. 92020.

Compucon
P.O. Box 1106, Harrisonburg, Va. 22801.
Product: Satellite earth station placement and microwave frequency coordination RF spectrum measurement. Personnel: Jerry Williamson, Dan Yost.

Consolidated Video Systems
1255 East Arques, Sunnyvale, Calif. 94086.

Control Technology
620 Easy Street, Garland, Tex. 75042.

Cox Data Services
Suite 100, Prado North, 5800 Roswell Road, N.E., Atlanta 30342.
Product: Base management information system designed for cable and pay TV featuring subscriber billing and accounts receivable, subscriber value and life statistics, weekly and monthly management reports, direct access through new terminals. Personnel: Jim Landry, Coryk Downing, Tommy Maughon, Bill Henderson, Dick Wiederhorn, Patricia Toombs.

Daniels Properties
400-402 2830 East Third Avenue, Denver 80206.

Davis Manufacturing Division
of JI Case
805 1800 South McLean, Wichita, Kan. 67213.

Delta-Benco-Cascade
124 Metal Road, Reedsdale, Ont.

Digital Synthesis
155 South Madison Street, Denver 80209.

Durnell Engineering
P.O. Box 60, Emmettburgna, Iowa 50536.

Eagle Comtronics
P.O. Box 93, Phoenix, N.Y. 13135.

EMI
Suite 503, 240 Duncan Mill Road, Don Mills, Ont.
Product: Line amplifiers with modular facilities for single or dual cable operation either strand or cabinet mounting, information on European proposal for dual cable common carrier ring.

Broadcasting Apr 11 1977
57
Times Wire and Cable 802
358 Hall Avenue, Wallingford, Conn. 06492.

Tocom 210
3301 Royalty Row, Dallas 75247.

Tomco Communications/Signal Transmission Technology 816
1777 Independence Avenue, Mountain View, Calif. 94043.

Toner Cable Equipment 403
969 Horsem Road, Horsem, Pa. 19044.

Trans-U.S.A. 303
180 Northfield Avenue, No. 409 Raritan Center, Edison, N.J. 08818.

Triple Crown Electronics 104
42 Racine Road, Rezdale, Ont.

TRW Semiconductors 311
14550 Aviation Boulevard, Lawndale, Calif. 90260.
Product: Hybrid thin film, amplifiers for CATV and MATV. Personnel: Warren Gould, Craig Wells, Dan Faigenblat, Dana Wilcox, Dan Brayton.

Turner Communications 306
P.O. Box 4064, Atlanta 30302.

United Press International 817
230 East 42d Street, New York 10017.

U.S. Department of Commerce Bureau of Census 98
Room 3529, FB-3, Washington 20233.
Product: Demographic and economic reports and studies from censuses and surveys. Personnel: Richard Ritter, Beulah Land.

U.S. Dept. of Commerce National Oceanic & Atmospheric Administration 721
6010 Executive Boulevard, Rockville, Md. 20852.

Vander 102
P.O. Box 709, Spencer, Iowa 51301.

Viacom Enterprises 109
1211 Avenue of the Americas, New York 10036.

Video Aids Corp. of Colorado 819
325 East Seventh Street, Loveland, Colo. 80537.

Video Data Systems 828
40 Ostr Avenue, Hoppouge, N.Y. 11787.

Vitek Electronics 714
200 Wood Avenue, Longmont, N.J. 08856.

Wavetek Indiana 807A
66 North First Avenue, Beech Grove, Ind. 46107.

Worldvision Enterprises 313
660 Madison Avenue, New York 10021.
Product: 70 made-for-TV movies, series made for TV local origination and pay cable, cartoons, theatrical features, children's and musical specials. Personnel: Albert Hartfing, Mark Friedman.

New York cable appeals FCC ruling on fees

The New York State Commission on Cable Television is appealing the FCC ruling that part of the New York state law authorizing the CCT to collect fees from cable systems in the state is inconsistent with commission rules. At issue is the commission rule limiting franchise fees to 3% of the gross subscriber revenues, except when a special showing can be made, in which case the limit is 5%. Originally, the commission said the law is inconsistent to the degree the state fee, when combined with the local franchise fee, exceeds 5%. On reconsideration, the commission said that if the grandfathered fee—one in effect prior to March 31, 1972—were more than 5%, it could remain in place until the end of the current franchise period or March 31, 1978, whichever is later. This is the ruling the CCT is appealing in the U.S. Court of Appeals for Second Circuit in New York.
rural areas have been constrained by the crossownership rules." The "economic penalty" associated with the FCC rule "has not been severe," the report says, and furthermore, "technological alternatives to the delivery of broadband services via joint telephone/CATV facilities exist now [translators and microwaves, for examples], and much more attractive ones can be expected in the future.

"It may be appropriate to consider an objective of rural communications without specifying any one technology or service," the report concludes.

Among those nevertheless supporting cable-telephone crossownership at the hearing Wednesday was the National Cable Television Association, which, ironically, is campaigning hard against permitting the telephone industry to dominate telecommunications services. A telephone company should be allowed to run a rural cable system if no one else will do it, said Don Mackin, operator of a cable system serving Moscow, Idaho, and Pullman, Wash., but every three to five years it should be required to offer the broad band facilities for lease. Conversely, cable operators should be permitted to build broadband facilities and lease portions for telephone service, he said.

Mr. Mackin advocated low-cost loans to cable operators to build in sparsely populated areas. But mostly he was concerned about the constraints the FCC imposes, he says. Don't need "the kind of drabbed cable's spread into rural America. The FCC's signal-carriage rules are particularly onerous, he said, but he saw an obstacle, too, in the FCC's "disparate" treatment of VHF translators—disparate for several reasons he listed: (1) translators can import unlimited distant signals into a broadcast market, while cablecasters cannot; (2) translators do not have to pay copyright, while cablecasters do, and (3) translators are permitted to substitute commercials on broadcast signals, while cablecasters are not.

"The cable-telephone industry will gladly flourish in rural America," Mr. Mackin said. "All we are asking is that the competition be placed on an equal basis." The House subcommittee study and Senate subcommittee hearings examined ways to use television to improve the social services in rural areas. Experiments have been tried with cable and two-way cable to provide medical service, educational and local government service. But those experiments have not provided all the answers to questions about how to coordinate all the services, how to determine what services the people want, and what is the best medium for providing them.

Hanser suggests some form of government assistance to make rural projects work. Where their testimony departed in many cases, however, was on the point of who should provide the broadband services. The National Telephone Cooperative Association said it should be small telephone cooperatives and independent phone companies serving the rural areas. Said NCTA's Mr. Goss, "We strongly oppose any proposals which might result in a wasteful and unnecessary duplication of facilities between telephone systems and some other entity that might be created to deliver broadband cable TV.

John P. Witherspoon, president of the Public Service Satellite Consortium, suggested satellites as the means, "valuable because transmission costs are virtually distance insensitive, and because their construction costs are affected relatively little by such familiar considerations as terrain, distance from terrestrial trunk routes, and even population density will be a much smaller factor in future system costs."

Paul I. Bortz, head of the Industrial Economics Division of the University of Denver Research Institute, said that regardless of whether the government pays for a rural telecommunications improvement project, the important thing is that it proceed on strong marketing principles. User demand should be gauged and consideration should be given to such things as standardization of equipment. "Let's face it," he said, "these programs can often be attractive to members of local areas who have entrepreneurial drives, their own agendas. This may result in funding a program that is interesting to the bureaucratic structure, but results in very little service improvement to the individual in rural areas."

Several people with experiences in rural telecommunications projects also testified, including Frank Morse, director of the Appalachian Education Satellite Program, an experiment in combined satellite and terrestrial communications systems for education in the Appalachian region. He said there should be a single government agency coordinating all the rural telecommunications efforts, and that there should be multiple-year federal funding for experimenters in the field.

Dr. William A. Lucas of the Rand Corp. said the biggest problem associated with a two-way cable project such as Rand developed in Spartamburg, S.C., is learning what the consumers want. Rand assumed educational value in Spartamburg, "but there is some doubt that students will enroll in high school programs in vast numbers," he said. "On the other hand, parents have turned out in remarkable numbers for our parent education programs on child development, a response we had not anticipated."

Dr. Alfred J. Eggers, assistant director for research applications at the National Science Foundation, also warned of potential problems in rural telecommunications projects with coordinating all the social services that participate and with finding out what the citizens want in the first place.

And William Urban, superintendent of Blair High School, Blair, Wis., which is part of a broadband program in Trempeau county there, said the "government is going to have to come in and help rural areas in one way or another."

Forrest P. Chisman of the Aspen Institute Program on Communications and Society came out against further experiments with rural telecommunications projects: "Personally I believe that there is very little to be learned from demonstration projects that we do not already know from existing research and development." He said further he does not believe "consensus" will spring from the present "uncoordinated activity" in the field, but feels instead that some leader should advocate a specific plan, to be funded by the government now. "This could start a national debate on rural telecommunications and on the future of rural areas generally that is long overdue."

OTP's Mr. Thaler said he is currently trying to form a task force to "examine options" in rural telecommunications, comprising representatives of the Departments of Agriculture; Commerce; Health, Education and Welfare, and the National Science Foundation.

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**Optical's access petition rapped by NCTA, others**

Association tells FCC that request is premature, alleged abuses are being handled as cases come up; CPI says petitioner seeks favored position; Optical does draw support of local programer group

While Optical Systems Corp., a pay program supplier, wants increased FCC regulation of leased access channels (Broadcasting, Jan. 31), cable operators who filed comments with the commission emphatically do not.

In its petition for rulemaking, Optical said the commission needed to adopt new regulations "to assure (1) reasonable access to cable systems with a rate and conditions not designed to create barriers to entry and (2) to assure cable operators a reasonable rate of return and the integrity of their systems." It also claimed that many operators deny access to their systems.

Taking exception to the petition was the National Cable Television Association. "Optical has presented no evidence to change the commission's 1972 and 1974 conclusions that it is premature to write rules and regulations governing the terms and conditions of leased channel access," NCTA said. It continued: "Optical has presented some alleged abuses. These can be, and are being handled on an ad hoc basis. There is no reason to write rules in an area where so little is actually known, and where so much is rapidly changing. There is simply not enough knowledge to do place.

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service, to the exclusion of others who wish to provide a similar service."

Contrary to the petition's claims, CPI said that it has "sought to promote channel users in some cases by subsidizing the channel user for a time in order to get the user established." And CPI warned, "We are certain that any regulation which limits our ability to negotiate freely with owners and suppliers of programming will seriously inhibit the growth of pay cable and other services."

Cox Cable said it felt the rulemaking request was unnecessary and "fails to make the important public and social distinctions between quasi-public (e.g., educational, governmental and part-time public) access use of available CATV channels, and the far lower priority of leased use of the remaining CATV channels available for business purposes." Cox, which was supported by comments from Sammons Communications, Palmer Broadcasting, New Channel Corp., Businger Broadcasting, Televents and Feifer Cablevision, also doubted that the FCC had the authority to adopt such regulations as Optical requested.

"Premature and unnecessary" were the two characterizations that kept cropping up in comments from cable firms including Viacom, ATC, Central California Communications Corp., Warner Cable and the California Community Television Association.

Teleprompter not only did not like Optical's proposal, it said the present rules calling for channels to be leased on a first-come, first-served basis were not practical. A group that supported Optical was the National Federation of Local Cable Programmers which echoed Optical's contention that systems deny access to programmers. "The use of cable channels by programmers willing to substantially bear the costs of presenting their programs has been denied in various ways in several systems. These reasons have not been associated with a limited channel capacity or scarcity of available time on a composite access channel," the federation said. "The need to more fully explore alternatives about how more television, more services and more local public service can be provided to cable subscribers is a compelling need," it emphasized.

Cable filing requisites new to original outline

Copyright Office makes slight language change after digesting many suggestions on its proposal; however, it says need for immediate action prompted adoption

The filing requirements for cable systems proposed by the Copyright Office in its proposed rulemaking (Broadcasting, Feb. 7) have been adopted by the office with just one minor change.

In its notice the office suggested the following basic items be filed by cable systems by April 18: the name and address of the systems owner or operator, the name and location of the primary stations carried, and notification within 30 days of the sale of a system and/or any changes in station carriage. In addition, the office solicited suggestions for changes.

After reviewing initial and reply comments (Feb. 28) the office decided to promulgate the rule basically as proposed. The only change was one suggested in a comment that the requirement to list the "name of the community served by the system" be changed to the "name of the community or communities... ."

The office said several comments had urged the office to accept a copy of a cable system's annual FCC form 325 to meet its filing requirements. As long as the form "gives all information required to be recorded," the office said, "nothing in the regulation precludes the system from recording a copy" provided it is labeled "Initial Notice of Identity and Signal Carriage Complement." It also stressed that all the information must be on or accompany the form. "Requests or directions to the Copyright Office to secure information or notices from the FCC, or mere statements that the required information is on file with the commission, will not be followed."

There were a number of requests in the comments filed by copyright holders, and opposed by cable systems, that the systems be made to list various additional information including classifying signals as local or distant, independent or network; telephone numbers of systems; channel number, time periods of secondary carriage; dates of operation, and information of substituted programing. The office decided that for the immediate filing deadline of April 18, it would not require any of this, since, it said, "it has considerable doubt whether it has statutory authority to require such information." The office did not rule out the possibility for the future. "These are serious issues to be explored in the further rulemaking proceedings," the office said, "and no inferences or grounds or argument should be drawn from our present action." When one request made by the cable interest was that they not be required to identify all the FM stations carried if they offer all-band service, they asked that a simple "all-band" listing suffice as it does for the FCC.

However, the office did not feel that because it was acceptable at the FCC, it should be OK with them. "While we do not wish to impose unnecessarily burden some tasks upon cable systems," the office said, "we cannot vary the language of the statute."" Because a "simple, all-band" statement for FM signal carriage is not itself determinative for copyright purposes.

Others had urged the office to provide a printed form for use by the systems in filing—something it indicated in its initial notice it would not do. It said it would "explore the possibility."

The Garden spreads to all of the U.S.

Sports package via satellite to cable systems everywhere set up by UA-Columbia; systems may use for pay programing

Live coverage of sporting events from Madison Square Garden in New York will be offered to cable systems nationwide via satellite by UA-Columbia Cablevision, the company announced April 5.

The expansion of coverage already provided in the New York metropolitan area is to begin next September with a minimum of 115 events each season, including all home games of the New York Knicks, New York Rangers hockey team and the New York Garden's basketball team, according to UA's estimate. Distribution will not include cable systems located in New York State or within 75 miles of any city where a National Basketball Association or National Hockey League team is located. UA's estimate, however, is that individual systems will have the prerogative to include the programs in their regular cable service or on a pay basis.

Besides the 115-event minimum, contracting systems would agree to carry pay-off games, if any, and 10 additional events selected by Madison Square Garden, to be paid for on a prorated basis, according to Joseph M. Cohen, president of the Garden's cablevision division. Any events carried by the broadcast networks would be pre-empted from the cable deal and another event would be substituted, Mr. Cohen said.

Fees for the "season ticket" for systems in Connecticut, Pennsylvania and southern Florida have been set by UA at 2 cents per subscriber per event for the first 20,000 subscribers and 1.5 cents per subscriber thereafter, with a $75,000 minimum. In other Eastern states, the fee will be a minimum $5,000 against 50 cents per subscriber for the year, and in other time zones a minimum of $2,500 against 35 cents per subscriber for the first 20,000 and 1.5 cents thereafter. Systems outside the Eastern time zone will also have the right to tape the programs for rebroadcast at a different time.
### Double dose. Right Time of the Night is Jennifer Warnes's first single for Aristi, and it's making air-waves from country to contemporary charts (boiling from 30 to 16 on this week's contemporary chart, and coming in on the country list at 18). She considers herself a contemporary artist, says Aristi's Dennis Fine, who adds that this single is on its way to becoming a million seller. But country stations are also enthusiastic about her style. Says Tom Allen of WOXY in Jacksonvile, Fla.: "It has a country flavor and sounds very easy. It's a mass appeal record but is strong in female appeal." Terre Haute, Ind. country station WTHM also is getting good initial response to Ms. Warnes. Another from Chicago. You Are On My Mind (Columbia), Chicago's two-week-old single re-leas, is from the Chicago X album. If You Leave Me Now, also from the album, proved itself a winner last year when it hit the top spot on "Playlist"—it only for a week—on Nov. 1. You Are On My Mind is off to a good start: WABC (New York) has added it, as have CHLW (Windsor, Ont., Detroit) and KZYM (Anahiem, Calif. Same Sylvers. Among this week's first mentions: High School Dance (Capitol), from the Something Special I.P., is typical Sylvers. Says Vickie Tietz of WOXY in Milwaukee. It's also on at WOLM in Columbus, Ohio.

### Contemporary

#### Over-all rank
<table>
<thead>
<tr>
<th>Title/artiste/label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rich Girl (2:23)</td>
</tr>
<tr>
<td>2</td>
<td>Things We Do For Love (3:32)</td>
</tr>
<tr>
<td>3</td>
<td>Don't Give Up On Us (3:30)</td>
</tr>
<tr>
<td>4</td>
<td>Love Theme From &quot;A Star Is Born&quot; (Evergreen) (3:30)</td>
</tr>
<tr>
<td>5</td>
<td>Dancing Queen (3:50)</td>
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<tr>
<td>6</td>
<td>Abba—Atlantic (6:08)</td>
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<tr>
<td>7</td>
<td>Southern Nights (2:58)</td>
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<tr>
<td>8</td>
<td>Don't Leave Me This Way (3:35)</td>
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<tr>
<td>9</td>
<td>So Into You (3:19)</td>
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<tr>
<td>10</td>
<td>Atlanta Rhythm Section—Polydor</td>
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#### Rank by day parts

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<tr>
<th>10a</th>
<th>3p</th>
<th>7p</th>
<th>12p</th>
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<td>1 1 1 1</td>
<td>3 2 2 2</td>
<td>4 4 3 3</td>
<td>2 5 5 7</td>
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</tbody>
</table>

### Country

#### Over-all rank
<table>
<thead>
<tr>
<th>Title/artiste/label</th>
<th>Rank by day parts</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Southern Nights (2:58)</td>
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<tr>
<td>2</td>
<td>Luella (3:39)</td>
</tr>
<tr>
<td>3</td>
<td>Kenny Rogers—United Artists</td>
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<tr>
<td>4</td>
<td>She's Got You (3:04)</td>
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<tr>
<td>5</td>
<td>She's Just an Old Love... (2:33)</td>
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<tr>
<td>6</td>
<td>Can You Never Tell (C'est La Vie) (3:27)</td>
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<tr>
<td>7</td>
<td>I'm Not Easy—RCA</td>
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<tr>
<td>8</td>
<td>She's Pulling Me Back Again (2:26)</td>
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<tr>
<td>9</td>
<td>Some Broken Hearts Never Mend (2:43)</td>
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<tr>
<td>10</td>
<td>Slide Off Of Your Satin Sheets (2:57)</td>
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<tr>
<td>11</td>
<td>Mockingbird Hill (2:58)</td>
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<tr>
<td>12</td>
<td>Donna Fargo—Warner Bros.</td>
</tr>
<tr>
<td>13</td>
<td>Live Wire—MCA</td>
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<tr>
<td>14</td>
<td>Dope &amp; Sugar—RCA</td>
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<tr>
<td>15</td>
<td>Couldn't Have Been Any Better (3:00)</td>
</tr>
<tr>
<td>16</td>
<td>Anything But Leavin' (2:42)</td>
</tr>
<tr>
<td>17</td>
<td>Johnny Paycheck—Columbia</td>
</tr>
<tr>
<td>18</td>
<td>The Night Is Long (2:36)</td>
</tr>
<tr>
<td>19</td>
<td>I Just Came Home... (3:24)</td>
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<tr>
<td>20</td>
<td>Cal Smith—MCA</td>
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<tr>
<td>21</td>
<td>Right Time of the Night (2:53)</td>
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<tr>
<td>22</td>
<td>Jennifer Warnes—Arista</td>
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<tr>
<td>23</td>
<td>Easy Look (2:46)</td>
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<td>24</td>
<td>I'm Not Easy (3:03)</td>
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<td>25</td>
<td>Billie Jo Spears—United Artists</td>
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<tr>
<td>26</td>
<td>Yesterday's Gone (3:11)</td>
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<tr>
<td>27</td>
<td>You're Free to Go (2:40)</td>
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<tr>
<td>28</td>
<td>Sonny James—Columbia</td>
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<td>29</td>
<td>Lovin' Arms (2:44)</td>
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<tr>
<td>30</td>
<td>Sammi Smith—Elektra</td>
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<td>31</td>
<td>Wrap Your Love... (3:29)</td>
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<tr>
<td>32</td>
<td>Lynn Anderson—Columbia</td>
</tr>
<tr>
<td>33</td>
<td>I'll Do It All Over Again (2:52)</td>
</tr>
<tr>
<td>34</td>
<td>Crystal Gayle—United Artists</td>
</tr>
</tbody>
</table>

*These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (1) indicates an upward movement of five or more chart positions.
Media


William Uhr, senior systems analyst, NBC, New York, named manager of systems, financial services.


Jay Ward, VP/station manager, KOMO(AM) Seattle, named to additional post of corporate VP of parent, Fisher's Blend Station. Caroline L. Gilman, promotion coordinator, co-owned KOMO-TV there, appointed press relations coordinator.

Erika Wisler, air personality, WSVV(AM)-WQPO(FM) Harrisonburg, Va., named public service director.

Neil Sargent, general sales manager, KHIZ(AM) Phoenix, appointed general manager.

Tom Brooks, business manager, KDKB-AM-FM Mesa, Ariz., assumes additional duties as treasurer of parent, National Broadcasting System there.

John R. DiMeo, station manager, KVO(AM) Seattle, and owner/president, KRW(AM) Aberdeen and KXLE(AM) Ellensburg, both Washington, retires from KAVO after 29 years with station.

Kenny Belford, VP/general manager, Kentucky News Network, named to same post, KAFF(AM) Oklahoma City.

Steve Blanchi, program director, WKRJ(AM) West Warwick, R.I., named to additional post of operations director.

John Stolz, operations manager, WCNW(AM)-WLWV(AM) Fairfield, Ohio, appointed VP/operations director for those stations and co-owned WQNW(AM)-WLWV(AM) Dayton Beach, Fla. Roy Shepard, general manager, WCNW, appointed VP/station manager.

Bill Shearer, from KLOS(FM) Los Angeles, joins KACE(AM) Inglewood, Calif., as general manager.

Barbara Martell, in real estate management, Lake Tahoe, Calif., named station manager, KZEC(FM) Truckee, Calif.

Nancy Hudec, media estimator, D'Arcy-MacManus & Masius, Chicago, joins Oliva-Neuhoff Broadcasting, Cleveland, as promotion assistant.

Haskell N. Arnold, manager of budget administration, Potomac Electric Power Co., Washington, joins Public Broadcasting Service there as controller. Loomis C. Irish, director of national program underwriting, noncommercial WGBH-TV Boston, named to same post for PBS.


Gord Hume, director of marketing, Rogers Radio Broadcasting, group station owner, Toronto, promoted to station manager, of Rogers' CJDJ(FM) Hamilton, Ont. Bill Scott, national advertising/sales manager, joins Rogers' CFTR(FM) Toronto as promotion manager.

Lise Ouimet, associate secretary general, Canadian Radio-Television and Telecommunications Commission, Ottawa, appointed secretary general, succeeding Guy Lefebvre, appointed executive secretary to committee of inquiry into national broadcasting service (BROADCASTING, April 3).

Broadcast Advertising

Joel S. Kushins, assistant media director, Norman, Craig & Kummel, New York, named VP/media director.


Frank E. Camacho, manager of marketing planning, American Motors Corp., Detroit joins Campbell-Ewald there in same capacity.

Pamela C. Spriggs, manager, research and sales development, NBC-owned radio stations, New York, appointed manager, sales presentation, NBC Television Stations Division there.


Flora Hanft, copywriter, Foote, Cone & Belding, New York, named creative supervisor.

Susan Felit, president, Dolly Darling, New York, joins DKG Advertising there as senior media planner. Kate Sheeran, editorial staff member, Conde Naste Publications, New York, appointed account executive, Doubleday account group, DKG.

Jack W. James, production manager, WLEX-TV Rockford, Ill., named account executive, Doremus & Co. advertising there.


Thomas R. Fuld, VP/group supervisor of network programing and purchasing, Young & Rubicam, New York, named media manager, buying, for Lever Media Group, in-house media agency for Lever Brothers there.

Ray Baron, copywriter, Tracy-Locke advertising, Dallas, joins Clunie & Ciaccio advertising there as senior writer.

Eileen Davis, from Patrick James advertising, Fresno, Calif., joins Doug Robertson advertising, Sacramento, Calif., as buyer.


Robin Restall, VP/account director and member of management committee, J. Walter Thompson, Caracas, Venezuela, appointed VP, JWT, Chicago, responsible for coordination of service to all JWT international clients. Tom Scharre, copywriter, Tatham-Laird & Kudner, Chicago, joins JWT there in same capacity.


Frank Leoce, VP/Eastern zone manager, Metro Radio Sales, New York, named executive VP/director of sales. Gary Gelzer, media buyer, Leo Burnett, Chicago, joins Metro TV...
ales there as account executive.

Barbara Stewart, media estimator, Air Time media marketing service, New York, promoted to media group supervisor.

Irenda Borri, account executive, games, CPM nc., media buying service, Chicago, promoted to VP, network and syndicated game shows.

lob Shaw, owner of consulting firm there, joins CPM as account supervisor. Marlene Torabene, from Rogers Advertising there, joins FM as buyer.

.eonard J. Marsh, account executive, KWGN-Denver, joins Cisco, named account senior executive.

Donna Schrutt, commercial manager, Spartanburg, S.C., joins WSB-TV Atlanta, Beverly Vorm, ex-WFAX, joins WXYZ-Detroit.

Fred Griffin, labeled broadcasting's television stations, CPM as president. Marlene Boswell, VP, Washington, promoted to general counsel.

Owen B. Berman, from PepsiCola to head marketing for New York headquarters.


Richard Kirschner, media group supervisor, Los Angeles, promoted to VP, buying service, Chicago.

Tom Guild, copywriter, has been appointed program/TV producer.

Doug Apple, director, production/operations manager, KIRO-TV Seattle.

Denis L. Burke, production/operations manager, KIRO-TV Seattle, joins WTCL-TV Minneapolis as producer/director.

Arthur Meizner, director, production/operations manager, WUTI-TV Utica, N.Y., joins WXYZ-TV Pittsburgh, Pa., in same capacity.

John Parry, from Lindsey, Bradley & Johnston Advertising, Chattanooga, joins WSBW-TV Buffalo, N.Y., as producer/director.

Fred Brian, staff announcer, WTAC-FM Michigan, appointed program/music director.

Ed Russek, farm director, joins WSBW-TV Utica, N.Y., named to same post, WTAL-FM there.

Clayette Dalermo, program producer, non-commercial WSBW-TV San Diego, named manager of Public Television Library, department of Public Broadcasting Service, Washington. He will be responsible for operation of Video Program Service, offering public television programs on video cassette for sale or rent for noncommercial use.

David B. Liroff, program producer, non-commercial WOUB-TV Athens, Ga., named to same post, noncommercial KTCTV St. Louis.

Broadcasting Journalism


Richard Thrilkeid, CBS correspondent, San Francisco, assigned to Rome bureau, succeeded by Bernard Goldberg, from Atlanta bureau.


Mike Lee, from Beirut bureau, reassigned to Paris.


Gary Ellon, news director, Group W's WJZ-TV Baltimore, named to same post, co-owned director of current comedy programs, ABC Entertainment, Los Angeles, appointed director, current comedy and variety programs.

Tom Werner, director of comedy program development, named director, comedy and variety program development.

Richard Kirchner, VP, program practices, CBS-TV, Hollywood, appointed executive producer, program department there.
Robert pher, assumes Onandaga, Jeffrey Columbus, WIANITVI
Jerry Stanecki, porter. WCAU-TV Lowell, Bob
Monterey, Calif., named senior coun-
Robert KPIX(TV) San
Melinda director, as
cord
Mohammed, Jo-
Edward Ziemba, production manager, Suffolk Cablevision, Central Islip, N.Y., appointed program
director. Robert Holtzman, customer services manager, named sales manager, suc-
Great Falls, N.Y., joins 20th
Frank Starr, columnist and former Wash-
ington and Moscow bureau chief for Chicago Tribune, appointed director of Russian service Radio Liberty, Munich, West Germany.
Vicki Shumake, media director, Jack Holmes & Associates advertising, Fort Worth has formed The Vicki Shumake Co., media con-
sulting firm, at 4410 West Victory, Suite 204 Fort Worth, 76107.
Russ Regan, president, 20th Century Records, Beverly Hills, Calif., resigns to enter business of his own.
Eric Sevareid, CBS News correspondent named first recipient of Paul Kendall Niven Jr Memorial Prize from Bowdoin College Brunswick, Me. Award is made once every four years to radio or TV news commentator/judge to have done “most outstanding job of interpreting and presenting the news to the public.”
Robert Hollander and Phil Chin, CBS News writers, and Sam Dann, scriptwriter, CBS Radio Mystery Theater, named winners in 28th Annual Writers Guild of America Awards. Mr. Dann’s “The Midae Touch” was named best radio documentary script and Mr. Hollander and Mr. Chin won for writing best radio docu-
mentary script, “Prologue to the GOP National Convention: The People in the Process.”
Willbur Schramm, distinguished center researcher, East-West Center for cultural and technical communications interchange between East & West, Honolulu, leaves academic staff to help establish graduate program at Chinese University of Hong Kong.
Ernie Lottito, director of communications, Corporation for Public Broadcasting, Wash-
ington, named to same post at U.S. Department of Commerce there.

Deaths
Alexander L. Guterma, 62, controversial fi-
nancier who briefly headed Mutual Broadcast-
ing System in 1958-59, was killed with five members of his family and pilot of their private twin-engine plane in crash during approach to New York’s LaGuardia airport last Tuesday. Through Hal Roach Studios, which it had in-
quired a few months earlier, conglomerate headed by Mr. Guterma bought Mutual in Sep-
tember 1958 from California syndicate headed by Dr. Armand Hammer for reported $2 mil-

Allied Fields
Robert A.J. Bordley, VP/Southeast regional sales manager, Top Market Television, Atlanta, named manager, Southeastern station sales, Arb-
bitron Television there.
Bill Livak, consultant, Ron Curtis & Co., ex-
ecutive personnel agency, Chicago, promoted to VP, broadcast division.

Equipment & Engineering
Phil Stack, sales manager, video systems, Magnavox, joins Sony Corp. of America, New York, as assistant VP/national sales manager, video products division.

Cable
Susan Solomon, associate producer of The Mike Douglas Show for Group W Productions, Philadelphia, joins Home Box Office, New York, as producer of special programming.

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Broadcasting Apr 11 1977

66

Phil Stack, sales manager, video systems, Magnavox, joins Sony Corp. of America, New York, as assistant VP/national sales manager, video products division.

Dirk B. Freeman, radio/TV broadcast equipment sales representative, RCA, St. Louis, appointed man-
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nyvale, Calif., joins RCA Broadcast Systems as sales representative, based in St. Louis.

Elmer Chancellor, group chief engineer, Gilmore Broadcasting, Kalamazoo, Mich., ap-
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Edward V. Eger, senior attorney, GTE Infor-
mation Systems, Seneca Falls, N.Y., appointed senior counsel, electronic components group, GTE Sylvania. He succeeds Rolfe D. Trevisan, who was named general counsel, GTE electrical equipment products business.

Robert Henson, regional sales manager, Inter-
national Video Corp., Sunnyvale, Calif., named Eastern regional manager, Eigen Video, manufacturer of slow-motion disk recorders, Grass Valley, Calif.

Jim Lutrell, chief engineer, WATU-TV Augusta, Ga., joins noncommercial WTVTIVI Charlotte, N.C., in same post.

James M. Stitt, chief engineer, noncommercial WWSU(TV) Dayton, Ohio, and engineer in telecommunications department at Wright State University there, joins noncommercial WUCIFM Cincinnati in same post.

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James M. Stitt, chief engineer, noncommercial WWSU(TV) Dayton, Ohio, and engineer in telecommunications department at Wright State University there, joins noncommercial WUCIFM Cincinnati in same post.
Robert Adler, 66, died March 28 in a hospital in Washington, D.C., of a heart attack. He had been a prominent figure in the broadcasting industry and had served as president of the National Association of Broadcasters from 1969 to 1971.


Survivors include his wife, Genevieve, and two daughters.

Robert Walden Ballin, 73, retired VP in charge of Hollywood office of SSSC, died of heart failure March 21 at his home in Yreka, Calif. He had been producer of Jack Benny radio program and Vox Pop radio series for the Warner Bros and Columbia networks.

Anna Dolores Cato, 81, died March 27 at her home in West Palm Beach, Fla. She had been a leading figure in the broadcasting industry and had served as president of the National Association of Broadcasters from 1970 to 1971.

Survivors include her husband, William, and two children.

For the Record

The FCC has compiled the following tabulations as of Feb. 28.

<table>
<thead>
<tr>
<th>Summary of Broadcasting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FCC tabulations as of Feb. 28</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th><strong>CPs on air</strong></th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commercial AM</strong></td>
<td>4458</td>
<td>6</td>
<td>4498</td>
</tr>
<tr>
<td><strong>Commercial FM</strong></td>
<td>2813</td>
<td>1</td>
<td>2814</td>
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<tr>
<td><strong>Educational FM</strong></td>
<td>896</td>
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<td>896</td>
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<tr>
<td><strong>Total Radio</strong></td>
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<td>7</td>
<td>8200</td>
</tr>
<tr>
<td><strong>Commercial TV</strong></td>
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<td>1</td>
<td>719</td>
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<td><strong>VHF</strong></td>
<td>51</td>
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<tr>
<td><strong>UHF</strong></td>
<td>207</td>
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<tr>
<td><strong>Educational TV</strong></td>
<td>120</td>
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<td></td>
</tr>
<tr>
<td><strong>VHF</strong></td>
<td>103</td>
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<td></td>
</tr>
<tr>
<td><strong>UHF</strong></td>
<td>149</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total TV</strong></td>
<td>266</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Special temporary authorization
**Includes off-air licenses

Broadcasting Apr 11 1977

67
Applications

- WPX(C)AM Prairieville, Ala. (1410 kHz, 5 kW)-Seeks transfer of control of Prattville Radio Inc. from J. B. McLimont (50%), to J. W. Skelton (50%), no change in ownership.

- KBK-HKTV San Francisco; WFLD-TV Chicago; WKB-DT Electro; WLTV-Cambridge, Mass.; and WXJQ-JN-1-Seek assignment of licenses from Kaster Broadcasting Co. to Field Communications Corp. for $34,453.43. Publicly traded seller company is the largest broadcast division of publisher Chicago Sun Times and Daily News (BROADCASTING, Jan. 31). Ann. March 21.

- WSQ(N)-AM Torrington, Conn. (610 kHz, 1 kW)-Seeks assignment of license from Torrington Broadcasting Co. to Northwest Connecticut Broadcasting Co. for $500,000. Principal in seller is Edmund W. Walter, who will remain with station as consultant. Buyer is wholly owned subsidiary of Home News Publishing Inc. of New Brunswick, N.J., which publishes New Brunswick Home News five weekly newspapers. WINE-AM-FM Brookfield, Conn., and WPKT-AM-FM-T Kingsport, Tenn. Ann. March 23.

- WPX(N)-AM Jackson, Ga. (1540 kHz, 2 kW)-Seeks assignment of license from Better Radio Inc. to Tarkenton Broadcasting Co. for $225,000. Seller is principally owned by B.L. Williamson and Cecil Bray. Mr. Williamson also owns WLOV-AM-FM Washington and WBLW(AM) Royston, both Georgia. Mr. Bray has no other broadcast interests. Buyer is regional agent for Jewish forum. He has no other broadcast interests. Ann. March 23.

- KHL-OAM Hilo, Hawaii ($80 kHz, 1 kw-U)-Seeks assignment of license from Hawaii Public Broadcasting Co. to Mid Pacific Broadcasting Co. for $175,000. Buyer is owned by Michael and Patricia Linch, who have various business and land interests in Nebraska and South Dakota. Ann. April 1.

- KROSS(AM)-KSY(AM) Clinton, Iowa (AM: 1340 kHz, 1 kW, 250-W; FM: 96.1 kHz, 100-W)-Seeks assignment of license from PSB Radio Group Inc. to Galleria Broadcasting Corp. for $400,000 plus $125,000 covenant not to compete. Seller is group owner of KFIZ(AM) Fond du Lac, Wis.; WCTW(AM)-WCTW-FM Traverse City, Mich.; and KWEB(AM)-KRFH(AM) Rochester, Minn. Donald G. Jones, president. Buyer is owned by three former and present KRXK(AM)-KRXK-FM Rochester, Minn. owners, who have various banking and investment interests. Other buyers (10% each) are: Henry L. Dihlman, general manager and owner, engineer, and J. A. Parker, formerly KROS assistant manager and non-vote- owner of Clinton TV Cable Co. Ann. April 1.

- KJIN(AM)-KCI-LFM Houma, La. (AM: 1490 kHz, 1 kW; FM: 94.1 kHz, 250-W)-Seeks assignment of license from KCI-LFM to South Louisiana Broadcasting Inc. for $450,000 plus $200,000 covenant not to compete. Seller is owned by the estate of Dennis T. Branner (80%), his wife Eugenia (5%) and his three children (5% each). Buyers are Joel T. Branner and Charles K. Brannin. Mr. Brannin is son of late owner and also majority interest of WLP(AM) Panama City, Fla. He also has realty interests. Mr. Winstanley is general manager and 39% owner of WSCM(AM)-WSCM-FM Jacksonville, Fla. He is former general manager of WLP(AM). Ann. April 1.

- WZZM-FM Grand Rapids, Mich. (95.7 MHz, 50 kW)-Seeks assignment of license from West Michigan Broadcasting Co. to WGRS(AM)-WGRS-FM Grand Rapids, Mich., for $450,000 plus $100,000 covenant not to compete. Seller is owned by five stockholders, headed by Lewis J. Chamberlain, Jr. Buyer is James A. Morse, who is former CBS announce with extensive real estate investments in Midwest and Atlanta. Mr. Morse is also president and majority stockholder of WVCA-AM-FM East Lansing, Mich. Ann. April 1.

- KRK(AM) Las Vegas (1340 kHz, 1 kW-D, 250-W)-Seeks assignment of license from NVCA(AM)-NVCA-FM Las Vegas, Nev. to acquire 3 PLW-FM Carson City, Nev. In addition, M. Nance is one-third owner of KOLE(AM) Port Arthur, Tex. Buyer is Donald F. Coe, who has various retail, manufacturing and real estate interests. He has no other broadcast holdings. Ann. March 24.

- KWOE-AM-FM Clinton, Okla. (AM: 1320 kHz, 1 kW; FM: 106.9 MHz, 100 kW)-Seeks assignment of license from KWOE Broadcasting Co. to Rodney Worthen, George E. Bridges, Jr. and Bill Shot- mate for $300,000. Sellers are Mr. and Mrs. Lonnie J. Preston, who have no other broadcast holdings. Buyers have no other broadcast ownership interests. Drs. Worthen and Bridges are Lawton, Okla., dentists. Mr. Preston is former general manager of KSWO-AM Lawton, Ann. March 24.

- KOMS(FM) Lebanon, Ore. (103.7 MHz, 30 kW)-Seeks assignment of license from C.T. Isley to Stereo Broadcasting Corp. for $85,000 plus $10,000 covenant not to compete. Seller is owner of its broadcast interests. Buyer is owned by Richard A. Ingraham (50.78%), Richard A. Wagner, his father Richard Wagner (11.11%) and five others (none with more than ten percent). Stereo owns KFYE(FM) Fresno, Calif. Ingraham also owns KRV(E) Los Gatos, Calif. (50%) and applicant for new AM at Clovis, Calif. (66.67%). Younger Mr. Wagner owns Concept Productions, programming consultant. His father is retired Placer Platte Radio, Sante Fe, N.M. Ann. April 1.

- WFG(N)AM Gaffney, S.C. (1570 kHz, 250 kW)-Seeks assignment of license from Cherokee Radio Co. to W-M Broadcasting Co. for $100,000 plus $25,000 covenant not to compete. Seller: Principal is A. Ray Godshall. He has no other broadcast interests. Buyers are David Louis Waf (54.5%) and Tommy E. Martin (45.5%). Mr. Waf is station manager of WBT(AM) Charlotte, N.C. Mr. Martin is staff writer for Spartanburg (S.C.) Herald-Journal. Ann. April 1.

- KCAD(AM) Abilene, Tex. (1560 kHz, 500 kW)-Seeks assignment of license from KCAD Inc. to Abilene Broadcasting Co. for $235,000. Seller is principally owned by Delwin Morton, (70%) who is also 30% owner of Great National Bancorp. Buyers are Norman Fischer and Paul Hull (50%) each of owner of KCAD and is president of Norman Fischer & Associates, Austin, Tex-based media broker. Mr. Hull is KCAD general manager. Ann. March 23.

- KKGW-FM Lubbock, Tex. (99.5 MHz, 44 kW)-Seeks assignment of license from KWWG-FM Radio to Mexican American Services Inc. for $60,000. Seller is owned by Clyde R. Stephens (51%) and Mexican American. Mr. Stephens is leaving station for health reasons. Buyer has 18 stockholders, Antonio Gonzalez, president, and largest stockholder (8%). Ann. April 1.

- WGR(AM) Clarksburg, W. Va. (106.5 MHz, 50 kW)-Seeks assignment of license from Multi Media Associates to Radio One Inc. for $180,000 plus $30,000 covenant not to compete. Seller is limited partnership of 11 individuals, who have no other broadcast interests. James R. Reese Jr., general partner. Buyer is owned equally by Honus Shain, Warren Riddedge and Jack Taylor Floyd. Mr. Shain is stockholder, and Mr. Riddedge is general manager of WEZ(AM) Williamsburg, Ky. Mr. Floyd is Corbin, Ky. account- ant. Ann. April 1.

- KAGB-FM Ingleside, Calif. (103.9 MHz, 1.65 kW)-Broadcast Bureau granted assignment of license from Gilbert Robinson, receiver, to All Pro Broad- casters Inc. for $225,500. Seller is receiver in bankruptcy for Clarence Avanti, principal in unsuccess- ful Avent Garde Broadcasting Co., who has no other broadcast interests. Buyer principal is Willie Davis, former player on Green Bay (Wis.) Packers football team. Mr. Davis owns Schlitz beer-distributing company in Los Angeles and is chairman of board of $17 million Los Angeles Urban League. He has no other broadcast interests (BALH-2390, BASCA 785). Action March 21.


Facilities changes

TV action

- WRAL-TV Raleigh, N.C.—Broadcast Bureau granted CP to increase tower height and construction (increase height); change antenna height, to 2000 ft.; ERP 100 kW; Max ERP 100 kW, (BPCT-4964). Action March 21.

AM application

- WOIC Columbus, S.C.—Seeks CP to increase night-time power to 5 kW. Ann. March 23.

AM actions

- WHEY Talladega, Ala.—Broadcast Bureau granted CP to increase power to 2.5 kW and change type trans.; remote control permitted (BP-20,175). Action March 15.

- KIRL St. Charles, Mo.—Broadcast Bureau granted CP to add nighttime power with 500 watts; change hours of operation to unlimited and install DA-2 at Aubuchon and Teason Roads near St. Charles; conditions (BP-20,031). Action March 15.

AM starts

- Following stations were authorized program operat- ing authority for changed facilities on changed dates: KNCB Vivian, La. (BP-20,036), March 9; KAHK-AM New Iberia, La. (BP-20,114), March 4.

FM applications

- *WBFU Buffalo, N.Y.—Seeks CP to install new trans.; new antenna; make changes in ant.; system (increase height); change TPO; ERP 21.42 kw, and antenna height, to 100 ft. Ann. April 1.

- WFAH Alliance, Ohio—Seeks CP to change trans. location; change studio location; operate trans., by remote control from proposed studio location; install new trans.; install new ant.; make change in ant. (increase height); change TPO; ERP 17.8 kw, and HAAT 500 ft. Ann. April 1.

FM starts

- Following stations were authorized program operat- ing authority for changed facilities on changed dates: KLGW-LW, Colo. (BP-7682), March 7; WDFR-Manchester, Ga. (BP-10,209), March 10; WPLM-FM Plymouth, Mass. (BP-9647), March 9; WIFP-FM Juan, P.R. (BP-2530), March 9.
Professional Cards

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among them, the decision making station owners and managers, chief engineers
and technicians-applicants for AM-FM and facsimile facilities.
(1790 Readership Survey showing 3.2
readers per copy)
Joint motion and approved agreement; dismissed with prejudice application of Francis Lanford Rhodes, and granted application of Cherokee. Action March 30.

Allocations

Petitions

Actions
- Cheyenne, Okla.—Broadcast Bureau assigned TV ch. 12 and reserved it for noncommercial educational use. Action was response to petition by Oklahoma Educational Television Authority. Effective May 11. Action March 28.

Translators

Applications
- KOBFJ Alton, Utah—Seeks to change frequency from ch. 8, 180-186 mhz, to ch. 11, 198-204 mhz. Ann. March 21.
- K10FJ Alton, Utah—Seeks to change frequency from ch. 10, 192-198 mhz, to ch. 9, 186-192 mhz, Ann. March 21.
- Orderville, Glendale, both Utah—Long Valley TV seeks ch. 7 with 1 reprogramming KUED-TV Salt Lake City. Ann. March 23.
- K12HD Alton, Utah—Seeks to change frequency from ch. 12, 204-210 mhz, to ch. 13, 210-216 mhz. Ann. March 21.

Cable

Applications
- Following operators of cable TV systems requested certificates of compliance, FCC announced March 22 (Stations listed are TV signals proposed for carriage):
  - Western Cable Inc., for Cameron, Tex. (CAC-0820): KXTV-TW, WAFA-TV Dallas.
  - Allen's TV Cable Service Inc., for Morgan City, Berwick, St. Mary's Parish, all Louisiana (CAC-0823): WGN-O-NY New Orleans.
  - Ark City Cable TV Inc., for Newkirk, Okla. (CAC-0823): WCTG Atlanta.
  - Port Angeles Telecast Inc., for Sequim, Clallam, Sequim Unincorp., all Washington (CAC-08235-7): CKBU-TV Vancouver BC.
  - Sammons Communications Inc., for Clinton, Okla. (CAC-08238): KTVT-FB Worth, KDFR-TV, KAUS-TV Wichita Falls, Texas.
  - Consolidated Cable Utilities Inc., for Aurora, Ill. (CAC-0839): WTVI Rockford, Ill.
  - KTVB-TV, for Birmingham, Moonsville, Shrewsbury, West Hartford, all Connecticut (CAC-08240-4): Interim authorization for existing operations.
  - Alert Cable TV of North Carolina Inc., for Cary, N.C. (CAC-08266): WRAL-TV Raleigh, NC; WDRU-TV Durham, NC; WTTG-Washington; WVDV Durham, NC; WUNC-TV Chapel Hill, NC; WRET-TV Charlotte, NC.
  - Fayette TV Cable Co., for Fairchance, Georges, North Union, South Union, all Pennsylvania (CAC-08248-51): WOR-TV New York; WUAB Lorain, Ohio.

Certification actions
- Commission granted application of Franklin Cablevision Inc., for special relief and for certification of its proposed Cablevision system at Flint, Tex., in El Paso smaller television market. Action March 29.

Other action
- Commission waived its rule to allow Gordon Cablevision Inc. to carry the signal of KOA-TV, Denver, on cable systems at Rushville, Neb. Action was response to petition by Gordon for reconsideration of a February 10, 1976, order that Rushville system could not claim grandfather status for operations unauthorized before March 31, 1972, and that carriage of KOA-TV (NBC), in addition to the local NBC affiliate KDUH-TV, Hay Springs, Neb., would exceed the carriage complement allowed. Action March 10.

Call letters

Applications
- WYKJ WMBE Pittsburgh, Pa.
- WYRJ WMCM Mount Carmel, Ill.
- WKUF KUPK Garden City, Kan.
- WJNO WSGG Green Bay, Wis.
- WJYX WTYM East Longmeadow, Mass.
- WQPM WKPQ Princeton, Minn.
- WXNN KLNG Omaha, Neb.
- WCUS WPJD Dody-Daisy, Tenn.
- WFMJ WFMJ Youngstown, Ohio.
- KZOA-WM KZOA-WM Kokomo, Ind.
- KBCO KRBN Boulton, Colo.
- WPLL KLPL-FM Lakewood, Colo.
- WYRJ WMCM Mount Carmel, Ill.
- KBUS-WF KUPK Garden City, Kan.
- KDHV WOUP Fife, Wash.
- WOIP-WM WOIP-FM Fife, Wash.
- WDIC WOFA Mayaguez, PR.
- WOBF WOBF-FM Ponce, PR.
- WOA WOBS-FM San Juan, PR.

Grants

- Assigned to New FM's
  - WKNX Butler County Broadcast Co., Greenville, Ala.
  - KMKX John M. and Mary C. Hall, Turlock, Calif.
  - KIOD Iota Broadcasting Inc., Iota, Kan.
  - KS0V Cook Enterprises Inc., Minden, La.
  - KQEM 1380 Reno, Nev.
  - KRFT-FM Lb Lb-Benton Broadcasters, Albany Ore.
  - KJAK Faith Broadcasting Service, Slaton, Texas.
  - WEMI Evangel Ministries Inc., Neenah-Menasha, Wis.

Existing TV
- WBAT-TV WBTB TV Tete Haute, Ind.
- WPMI WPMI-TV Providence, R.I.
- WJKL WJKL-FM Patchell, Ala.
- WZ10 WZ10-FM Mobile, Ala.
- WVTV WTVT-MI Miami, Fla.
- WYSL-FM WYSL-FM Buffalo, N.Y.
- WFRN WFRN-FM Richmond, Va.
- KCWV KCFV-AM Beeville, Tex.
HELP WANTED MANAGEMENT

General Manager for major California black-oriented station. Sales, programming, FCC. Must have 2 years experience. Must have a strong knowledge of black radio. Must be able to take charge and run a station. Excellent opportunity. Let's talk.

Own a $50,000 Watt Mid-Atlantic FM station. Proven sales manager or saleswoman will become sales manager and buy up to 50% ownership for small investment. Send resume and financial qualifications. Box 3-7, BROADCASTING.

You split our AM and FM. Had a winner before we split. Now have two winners. As owner, cannot handle both effectively. Need someone who's a street fighter, promotionally oriented, can sell all hit music all the time. Located on Central Coast of California in 15,000-10,000 population. Needs sales manager with 2 years of experience. Send all pertinent info with salary requirements to Box 7-46, BROADCASTING.

General Manager sales oriented. Aggressive and community oriented, must be able to take charge and sell. Excellent opportunity to join a young fast growing firm. It's like starting a new station. Small market powerhouse...only 300 miles from Vegas. Resume to P.L. Lai, KNKO, Langdon, NE 68052 Phone: 721-254-2116.

Station and Sales manager for established rock station in South-Central, PA. Top man moving up leaving excellent account list. Contact the Vice President, Box 39, Carlisle PA 17013 - 243-4918.

Kentucky Station needs GM sales oriented. Solid fellow for right person. Good salary, excellent fringe. Resume to Box 8262, Lexington, KY 40503 EOE. The time is now.

Broadcast Group Needs working partner to manage Illinois small market station. $5,000.00 investment required phone 317-653-6583.

HELP WANTED SALES

Would Like To Discuss Future employment with experienced salesperson. Must have good sales present position several years and successful. We offer ideal climate, peaceful living, good schools, Central California, we think the best spot to live in. Equal Opportunity Employer. All replies confidential. Box C-217, BROADCASTING.

Arizona Growth Market station needs experienced salesperson. Send resume and salary requirements to Box D-5, BROADCASTING.


If you are energetic, enthusiastic, goal oriented and can sell, we have a first rate position available. Call Jack Chapman or Ray Stephens - KGAK, Gallup, NM 505-673-4444.

Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 914-441-2345.

Top spot local sales department. Excellent Opportunity. Local station. Send resume to WXRN, Beacon-Newburgh NY 12550, 914-833-1261.

Radio time sales person wanted - established account list. Opportunity to grow. Send resume. Bernie Brobst WOHI-WELA-FM, PO Box 90 East Liverpool OH 43920.

HELP WANTED SALES CONTINUED

Mid-Mich need immediately. Salesperson/Mgr, 15 years of on-the-job experience handling accounts. Must make 14G, more if you hustle. Contact Edd Monskie, WRJZ AM-FM, Box 320, St. Johns, MI 48879.

Country 50,000 Watt FM stereo station covering tidewater (Newport, Hampton, Norfolk) seeks sales pro. Excellent benefits. William Eacho, WYVA Box 941 Yorktown, VA 23690.

Expanding New England Group needs successful sales person. Expect $15,000 salary plus commiss. for one year's work. Send resume to Algonquin Broadcasting, Box 426, West Warwick, RI 02883.


Small Market Station Prince William County, VA near Washington could use a combination first class board, man, salesperson. Call 703-640-7161 between 8 & 10 am only.

Lancaster, PA. Top billing local AM and regional FM powerhouse needs aggressive Sales Person not afraid of knocking on doors, ideally for frustrated pro or gutsy beginner. Call 717-392-0678, EOE.

HELP WANTED ANNOUNCERS

4 or more years experience? Handle both country and rock! Ability to move up to program director? We need you. Box C-163, BROADCASTING.

Mister Country...Needed now...Central Pennsylvania powerhouse seeking Country personality to keep us number one. Morning air-shift, live remote tours...professional innovativi must be compatible with automation. Compensation starts at 12K, with 15K potential in first year. Excellent company benefits. EOE Employer, Resume: Box G-4, BROADCASTING.

Major Market Irrigational station needs music host and interview personality. Must know inspiration library. Send 1st reply to Box D-36, BROADCASTING.

Beautiful area beautiful climate near one of countries favorite cities, seeking experienced announcer. Good voice. Good production person who can take key air shift. Send resume to Box D-8, BROADCASTING.

Good opportunity for enthusiastic night DJ in one of New Mexico's best radio markets. Knowledge of country music helpful. Contact Stan Holden, KGAK Radio, Gallup, NM 505-863-4444.

AOR Jock wanted at 10,000 watt station. Nights, production. Music Director who can handle one live five minute newscast per night. If being pre-empted by sports broadcasts disturbs you, don't bother to apply. Tape, resume and photo to: Bill Miller, KGIF Clovis, NM 88417. EOE.

KRFM Phoenix, Arizona's highest rated radio station is looking for a morning man. Experience in beautiful music format preferred. Send aircheck and resume to Eric Johnson, Operations Manager, KRFM, PO Box 10998 Phoenix AZ 85064. Equal Opportunity Employer.

Classical music announcer, public radio. On-air, production and programing responsibilities. Salary negotiable. Send tape and resume to studio by April 22 to WABE, 740 Bismark Road N.E., Atlanta, GA 30324.

Wanted: Announcer With first ticket willing to work any shift. WAMD Aberdeen, MD 21001.

Afternoon Slot contemptfor experienced personality. Tape and resume to WSNR, Box 462, Newbury, NH 03250.

Bright MOR Announcer with first ticket. Opening immediate. Tape and resume to Mr. Charles Dell, WSER radio, Box 38 Elkton, MD 21921.

HELP WANTED ANNOUNCERS CONTINUED

Come to Cape Cod. Enjoy the Good life in New England's vacationland and work in a modern studio for the area's number one station. We need an afternoon drive person with personality to enhance our contemporary format. Pros only. Send tape, resume, and salary requirements to Ray Brown, Operations Mgr. WCCD, Hyannis MA 02601.


WSTU, Stuart, Florida, is seeking an experienced professional announcer with good production capability and news delivery. Successful MOR located in beautiful South Florida. Send tape and resume to Operations Manager, WSTU, Stuart, FL 33484. Equal Opportunity Employer.


AM Drive Personality — immediate opening with top rated pop/album station. Must be bright, topical, aware and willing to become involved in the community. Send tape, resume and photo to Russ Knight, Group One Broadcasting, PO Box 1580 Akron OH 44309. An Equal Opportunity Employer.

Wanted; Unique entertainer. Adult contemporary powerhouse has one lifetime opening. Must be clever, inventive, humorous and adult in approach. Tapes and resumes to Bob Lowry, Frank N. Magid Associates, One Research Center, Marion, PA 15202.


If you have experience, can handle morning shift and want to step into Program Director shoes at Mod- ern Country KOLT, let's talk. We are Small Market in need of skill. If you have it our P.O. Box is 536, Deluta. UT. 84524.

HELP WANTED TECHNICAL

Chief Engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-18, BROADCASTING.

Experienced Chief Engineer for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

Chief Engineer Southeast Georgia Station, experienced in directional and FM Installation. Good future, permanent position. Box D-35, BROADCASTING.

Chief Engineer, experienced. California, 3 powers, 2 pattern AM, remote FM stereo, alomunum, 2 STL's, SCA. Perfect climate in the beautiful wine country. 40 miles from San Francisco. 1. Young kVON-KVYN. 707-252-1440.

WANTED: Engineer for a rural radio station in the Prairie Big Sky Country. Collins FM stereo, 10KW transmitter, 50KW antenna on 400 foot tower. Studio in town. $500. Don't need to lock your house or take keys from car. Easily walk to work if you like. Clean town & friendly people. Good equipment, but not fancy. Stick it for 5-6 months and you'll never leave Mon- tana. Only need teaching FM station. Low cost but good living. Good chance to become somebody by your own efforts and accumulate equity. Helps if you know your electronics and can learn. Don't inquire if you require marble drinking fountains already in place. You'll help build them. Call collect 406-487-2293 or write Ray Wintley KCOM Scobey MT 59263.
HELP WANTED TECHNICAL CONTINUED

ABC O&O has an opening for a qualified technician. Requires a minimum of 2 years experience in RF, Studio/Studio Maintenance and DAT's. First Phone, An Equal Opportunity Employer. Send complete resume and salary requirements to Chief Engineer, KXYZ, 1802 Fannin Building, Houston, TX 77030.

Maybe you're looking for your first Chief's position; maybe you just want to get away from the crunch of urban life. WOOD-FM has an excellent opportunity for you. Beautiful living area, fine facilities. Contact Ray Brown, WOOD-FM, Hyannis, MA 02651. 617-775-680.

Chief engineer/Announcer for non-directional AM. Must be an experienced trouble shooter in studio audio and transmitter maintenance. Excellent salary and benefits. Contact: Thomas Ferebee WGEZ Beloit, WI 53511.


HELP WANTED NEWS

Our News Department is No. 1, and we intend to remain there. An upcoming opening will require a person with a strong on-air personality, and has a track record to prove it. Our friendly Midwest community needs another ace. Can you handle it? Box B-130, BROADCASTING.


Afternoon Drive Reporter sought by AM/FM upstate New York applicant should have sports experience plus PBP, minimum 2 years news, 3rd endorsed. Salary benefits best in market. EOE. Send resume care of Box D-62, BROADCASTING.

State Network needs ambitious, hard-hitting reporter. Must have ample reporting experience, quality voice and professional ability to produce light, actuality-filled newscast. Northeastern U.S. Send resume to Box D-99, BROADCASTING.

WASK seeks broadcast journalist to join staff of 5. Experienced only need apply. Tapes, resumes to Mike Piggott, WBOY 860 Wulton, WV 26287.

Box B-81 answers: they went astray! Now send to KHJ, Charlie, 2500 W. Victoria, Los Angeles, CA 90068. W. Talent wanted, Creative, Investigative, Investigative, EOE.

News Director for top rated Mpls. suburban station. No board work, full time news. Good Salary & car included. KWRC Radio, Buffalo, MN 55313.

Newsperson wanted with solid mature voice who can work in Telephones Talk Show. Some sports may be available. Tapes and resumes to Program Manager, WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Experienced News Man wanted to gather wire and all area news. Contact Bob Cain WDEW Westfield, MA 01085.


SE 62 Station State Network seeking experienced anchor/reporter. Equal Opportunity Employer. Starting range 5190-5244/week plus excellent benefits and advancement opportunities. Resumes and bio to: Personel Department, KEKX, Box 1200, Raleigh, NC 27605.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program Director wanted to "fine tune" MOR/information AM in Louisiana. Good Pay, Good Benefits. EOE. Box D-85, BROADCASTING.

Top contemporary seeking organized, creative, copy/production person. Good voice, drive, stay at least ten, job two days/week. Good opportunity. Salaries/resumetape to Brian, WSCA, Box 70, Fort Knox, KY 40121.

Assistant or Associate Professor to teach television and film basic interpersonal communication classes. Salary range $15,000 to $16,000 for 9 month contract, beginning September 1, 1971. Must be qualified or the final stages. Experienced in television and/or film highly desirable. Applicant may be considered to be departmental chairperson. Resume by May 5 to: D. Thomas Nash, Chairman, Department of Communication, University of New Haven, 300 Orange Avenue, West Haven, CT 06516. An Equal Opportunity Employer.

Important I contact a writer named Clemens Kirchner, author of vignet series, the "Way It Happened", offered to radio stations. Last known address 41-27 73rd Street, Jackson Heights, New York. Anyone knowing current whereabouts of having information concerning source for such scripts, contact Ed Scott, 3400 South Reed Street, Lakewood, CO 80227-303-898-227.

SITUATIONS WANTED MANAGEMENT

G.M. Available excellent track record. Experienced in sales and/or station management. C.O. Recently employed as group manager, Family oriented and seeking permanence. Box D-29, BROADCASTING.

G.M. with excellent track record. Experienced in all facets. Sales, programming pro. Curren position demands extensive travel and family wants to settle. Not your average G.M. Answer this one. Box D-30, BROADCASTING.

25 Years Exp All phases Southeast only. If financial rewards were in order Southwest. First ticket construction exp. as well. Box D-84, BROADCASTING.

General Manager with track record and major market experience. Youthful, energetic, a real doer. Looking for a N.J. radio station that needs a direction and leadership. Currently employed Box D-82, BROADCASTING.

Dedicated Radio Professional seeks new management position up thru ranks as Ann., P.D., OM, Sales, GM, VP & GM. 19 years veteran, mid thirties. 10 years at present station as VP & GM. Concept: Perfect manager for a major market. Know all FCC rules and regulations, all formats, including automation. Community involved, must be Ph.D. of course. Need to put my knowledge and experience to work for someone who appreciates a professional. All replies confidential. Box D-99, BROADCASTING.

Young professional broadcaster—solid major market news and communications/marketing background—seeks challenging management opportunity in small market. Position should demand total involvement and serious commitment. All inquiries answered promptly. Box D-100, BROADCASTING.

Broadcast Generalist: former vice president and director group ownership. Presently, officer and director of Broadcasting division of major international company. Strenuous personnel, union negotiations, acquisition, radio and CATV and finance. Box D-103, BROADCASTING.

General Manager: currently sales manager, medium market. Strong sales background, little experience. Minnows of WOR-AM, Box D-103, BROADCASTING.


Manager or salesmen, announcer, MD, PD, ND, CE, (1st Phone). Contemporary, country, sports and rock. Broadcast experience. Huge market. Box D-102, BROADCASTING.

SITUATIONS WANTED NEWS

Mature Account Executive 7 years Broadcast experience including direct & agency level accounts. Major market AM & Contemporary Stere-o-FM. Seeking a great opportunity with growth potential. Box C-181, BROADCASTING.

Award Winning Major market and network program director wants to consult for your station Reasonable fee. Paul Mitchell. 215-638-9475.

SITUATIONS WANTED ANONYMERS

DJ, 3rd phone, light board, good news and commuter. Ready now. Anywhere. Box H-5, BROADCASTING.


DJ 4 Years Experience wants to move up. California, Arizona, Texas, Florida. Others considered. 904-255-6950 or Box C-153, BROADCASTING.

Well Trained Broadcast school grad looking to first job. 3rd endorsed. Box C-173, BROADCASTING.

Talented 1st Phone, 12 years experience all for non-majors, wants permanent position with responsibilities commensurate with experience and ability. Major or large market top 40, rock, oldie. Box D-34, BROADCASTING.

Hilarious! Upbraoable! Hysteral! And those are just his reviews. Too rated experience comic personality ready for big market. B-T Box D-65 BROADCASTING.

Competitive markets: Highly reliable, non-scammer, good production. Experienced. Box D-93, BROADCASTING.

Production & news work desired. 25 mos. experienced. 207-992-7395, Box D-105 BROADCASTING.

Combination Sports & sales. 11 years experience first phone, married with family. Quality performance. Rapid reference furnished. Box D-109, BROADCASTING.

Minority, first phone, good voice, A.A. Communications. Seeks job in radio or TV as production/news man or engineer. Box D-111, BROADCASTING.

Experienced MOR/contemporary announcer/newsmen, 1st Phone, 31. Prefer Florida. Box D-53, BROADCASTING.

Looking for employment in S.E. USA. Prefer smaller or medium market, MOR progressive rock, Top 40, or out-law country. J. W. Harvey, 32117 Annapolis, Wayne, MI 48184. Phone: 313-729-1279.

We have the right person for your job vacancy; all have training in air work, copy, FCC rules, etc. and have obtained their 2nd endorsed tickets. Call us at 716-834-4457, No Fee.

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 607-273-4000.


Broadcast Grad, airwork research in Cincinnati market, wants first break, 513-921-3193, Rick.


HELP WANTED PROGAMING, PRODUCTION, OTHERS

Modern Country Program director. Must be top jock. Only creative leaders need apply, EOE. Resume to Box C-200, BROADCASTING.
SITUATIONS WANTED ANNOUNCERS CONTINUED

deal with traffic. Good news, production, ex-
ticient references. As MO, PD have successfully pro-
med 3 stations. Desire full-time air in small or
medium market in Calif. or Southwest. Adult MO or
sy LX Listening format desired. Mornings or afternoons
ferred. Frank Cordell, 26353 Columbia Street,
lam, CA. 92343. Call 714-448-1094.

Kid-Market Experienced. 6, Top 40, MOR, interested
1 AOR/rock. PD potential Frank 422-2405.

annoncer/DJ. Third experienced, 24, single, college
xiety, willing to work and help your station, any-
here but prefer East. Jay Linn, 135 Martin Rd., Pit-
brgh, PA 15237 or 412-366-5622.

I, 3rd Endorsed; one year experience, but sound
ke 3 years. 30 yr old. Who are you guys waiting for?

icated, reliable young college graduate. Com-
ercial experience, DJ, production, news. Third en-
orsed. Looking for placement in small or medium
arket. Solid experience. 23 mos on-air. Box 1684.

Vanta Experience: Reliable, hard-working college
rad. Full knowledge of sports with 3rd phone. 10
months part-time as announcer. Call Bob Simen
119-883-2874.

five years experience. Polished, mature, bright,
nunicative, DJ, ready to move. Seeking conten-
orary MOR, or AOR station in medium or large mar-
et. Excellent experience. Chuck Tanner.
212-799-9190. 9 a.m.—5 p.m.

five years experience, announcer 3rd phone. Have
one rock, MOR, Strong voice, excellent production,
imation. Tapes and resumes. 507-473-8123, evenings.

SITUATIONS WANTED TECHNICAL

Labor Relations/Engineering responsibility
anted with major market TV or group operation. Cre-
entials in both areas with record of success in dual
ssignment. Reply to Box C-220, BROADCASTING.

Assistant or staff position with quality organiza-
tion wanted. Twenty years First Phone—wide experi-
ence all technical areas of radio. Family, mature, relia-
ble, quality worker, good references. no ditter. Box D-26,
BROADCASTING.

First Phone Tech James E. Peopes, 40-31C.
West Moshulu Pkwy Bronx NY 10468. 212—364-2050.

1st Phone, light experience. "trained" salary OK, any
arket. Solid electronics education. Anthony Shaw,
22-35 W 90 Street Jackson Heights. NY 11369.

Chief Engineer—desperate divorced dj, nostalgia,
ack, Brokenhearted. Help me pick up the pieces.
Good: tone, delivery. maintenance. No pollution.
305—721-1539.

SITUATIONS WANTED NEWS

PBP Baseball, Hockey and basketball, will also do
ews. Available immediately. 4 years experience as
annoncer, EA, 3rd market. Will relocate anywhere.
Box C-155, BROADCASTING.

Reporter/Anchorman with UP! Audio, AP Radio
nd ABC affiliate news experience. Major markets. Hard
iving. Box C-182, BROADCASTING.

Sportscaster. Experienced young pro. Reporting,
iting, all sports. Have done major college play-by-
play. Open to all sports but prefer Southwest. Box C-198,
BROADCASTING.

D.J. 3rd Phone school grad. Good news, commer-
ial, personality looking for start go anywhere. Box D-10,
BROADCASTING.

NY Journalist 1 year newswriter major network.
Seeking local radio. Bags packed. Box D-27, BROAD-
CASTING.

SITUATIONS WANTED NEWS CONTINUED

Sports personality. Recent broadcast grad, looking
for 1st break. Telephone talk-show host, PBP, incred-
ible knowledge of sports; get in touch—you will not be
-disappointed. Box D-42, BROADCASTING.

Female sports director, M.A. 3 years major college
PB, talk-show host, good production. 3rd endorsed.
Single. Ready to go your station or TV show. Anywhere.
Box D-57, BROADCASTING.

Completed BA in Political Science. Anxious to return
to broadcasting fulltime. Nine years commercial expe-
rience: jock, news, continuity, PD, some TV. Seeking
news or talk radio. First phone. Excellent reference Area.
Medium or large market. Availability June. Box D-73,
BROADCASTING.

Network newscaster; former news director and all
news anchor, seeks return to news management with
some air work. Reply Box D-83, BROADCASTING.

Sportscaster, 4 years major college experience,
seeks college PBP. Working, top 30 market. Box D-98,
BROADCASTING.

Experienced newsmen in East desires growth oppor-
tunity in medium-large sunbelt market. Positive at-
titude, interested in public affairs and talk show. Box D-107,
BROADCASTING.

Reporter. Top market producer wishes to return to
reporting. Box D-110, BROADCASTING.

Qualified, experienced, industrious degreed jour-
alist seeking position in medium market. Long term.
Let's talk: 408—243-7075.

Detroiter, Philadelphia or Northeast: Seeking relief
from sunshine and no pay; 13 years experience, radio-
tv news, seeks reporter-anchor spot. call 305—
667-8108.

Family man ready to move up in sports. 6-1/2 years
experience. Have desire Will travel. 507—765-4575.

Experienced News, PBP, Talk Show, copy writing.
Creative, mature. West Coast preferred. Ken Steipher,
213—439-4180.

Experienced Sports Director all play by play, will
retocate, call 503-369-3615.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

10 years experience in all aspects of radio. Current
assistant PD under one of the best. I'm seeking PD
position in medium market Country station. Box D-9,
BROADCASTING.

Searching For Stable, community minded, lean
oriented contemporary MOR program director for
ad-
vancement into programming. If your searching for ex-
perienced pro with energy, stability and ideas, write
Box D-41, BROADCASTING.

Professionals. . . female ND of no. 1 learn, and, male
modern country personality/talk-PD. Area ratings
49th AR/BD. Want bigger challenge money. East.
Box D-90, BROADCASTING.

Hard-working Individual, B.S. Communications
seeks entry level position, anywhere. Some major mar-
ket experience. Creative, dependable, eager for break.
Box D-94, BROADCASTING.

Joe Pyne-type (telephone) talk host, currently
employed. Box D-98, BROADCASTING.

Not Afraid to Work Hard. Strong, 3-1/2 years experience
in major market working and developing on station.
Experieneced in Traffic, Production, and Engineering.
P. Chmnl, 215—226-8567.

Eight years experience, heavy production, first,
mated, stable. Looking for adult contemporary or
contemporary MOR format. Call Pete 503—648-5580.

FCC First, 2-1/2 years college, one year experience
in small market radio. Seek position at a con-
temporary station as on-air production engineer. 
Prefer Midwest. Complete resume available. Kent Ver-
beck Box 80373. Lincoln, NE 68508.

Production-writing: Young, creative, dependable, 
experience. B.A. RTVF; 3rd endorsed. "Hungry" for
right opportunity. Peter Zito 3120 Kingman No. 1 
Des Moines, IA. 50311-515—255-5674.

TELEVISION

HELP WANTED MANAGEMENT

Executive Vice President Broadcasting organization
seeking individuals with outstanding professional and
managerial achievements, preferably in some branch
of communications, excellent judgment, and a keen
management perspective. The position calls for the
management of the public welfare implicit in the rapid
development of communications technology. Leadership
qualifications, including demonstrated ability to motivate
others toward professional excellence, to persuade, and
to bring diverse elements together around common
goals. Conceptual and analytical abilities that range ac-
ross the many disciplines of public broadcasting;
the arts, technology, management, public policy and
the law. A practical sense that permits the use of all of
these to solve the problems of people and
of organizations. Salary to be determined by the Board
of Directors. Equal Opportunity Employer—M/F.

HELP WANTED TECHNICAL

Ready for advancement? California broadcast
organizatio

HELP WANTED SALES

Account Executive for group owned Independent
in TOP 30 market. Seeking EXPERIENCED local
station manager. Good opportunities for Indepen-
dent group. Equal Opportunity Employer. Send
resume to Box D-17, BROADCASTING.

Account Executive—Aggressive seller to start
over established territory in Nebraska. Prefer one
to two years broadcast experience, but drive and
enthusiasm are most important. Send resume to
John T. Benson, sales manager, KHGI-TV Box 220, Kearney, 
NE 68847.

HELP WANTED TECHNICAL

Ready for advancement? California broadcast
organization is looking for a mid to senior level
programmer and operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants through the decision making processes, and working with our field sales force. Minimum travel. Salary open. If you have broadcast experience and are looking for a challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCAST-
CASTING.

Transmitter Supervisor for a new VHF satellite TV
station. Operating at full power in Michigan's Upper
Peninsula. Transmitter experience required Equal Op-
portunity Employer. Write Box A-281, BROADCAST-
CASTING.

Broadcasting Apr 11 1977 73
HELP WANTED TECHNICAL CONTINUED

Broadcast Engineer—Southeast UHF. License and minimum 3 years experience in operation and maintenance of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-152, BROADCASTING.

Camera Maintenance and tape maintenance engineers with a minimum 5 years broadcast experience, and FCC First Class. Salary 18-25K. EOE. MIF, Box C-152, BROADCASTING.

Chief engineer for major group operated network affiliated TV in top 50 market eastern US. Superior vision, training, experience and good educational background necessary. Box C-168, BROADCASTING.

Video Tape Editing engineer... Experienced only need apply, must have working knowledge of digital color, analog, video and audio circuits and ability to evaluate video and audio signals. Familiar with RCA VTR 600-A, TR-700, TCR-100, TK-27, Grass Valley Switcher, Box C-224, BROADCASTING.

Experienced maintenance and ENG engineers for major market midwest VHF. Send complete resume to Box D-43, BROADCASTING.

Transmitter Engineer, first license, opportunity to learn studio operation EOE. Box D-51, BROADCASTING.

TV Maintenance Engineer: full color production facility. Must be able to repair cameras, film chain, VTR’s (tetchal and quad). Must have 3 years experience in repairing color video equipment. An Equal Opportunity Employer. MIF, Send resume and salary requirement to Box D-86, BROADCASTING.

Chief Engineer midwest VHF Group Broadcaster. Equal opportunity employer. Send resume to Box D-108, BROADCASTING.

Maintenance engineer for Texas network affiliated VHF. Must have TK44B’s, Ampex VR1200, 2000, and other broadcast equipment helpful. Contact Robert Hardie, C.E. KAMR-TV, 806—383-3321.

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200, CDL 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summetville. WNDU-TV, 219—233-7111.


Chief engineer for Western Montana VHF commercial station. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Must be able to train staff and maintain personal responsibility. Located in growing university community in beautiful mountainous area. EOE. Send resume and salary requirements to Pete Frinden, Station KPAK-TV, P.O. Box 4827, Missoula, MT 59806, or call 406—543-7106.

Studio Engineer with 2 years experience. First phone required. Experienced in videocassette, camera control, audio and tape deck. Send resume to WPEC, Department, WPDE, Fairfield Drive West Palm Beach 33407, 505—848-7211.

Broadcast (TV) Engineers for employment in the Middle East. Five to seven years of heavy maintenance and A/C, B/C, or equivalent required. Experienced with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to Beta Service Inc, Shelton Tower, Suite 1340, Minneapolis, MN 55428.

Chief all phases. Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station manager 201-325-7926. E.O.E.


HELP WANTED TECHNICAL..CONTINUED

Anchor/Reporter with sports background preferred. Reporter who wants to switch to anchor will be considered. Pacific Northwest, great skiing. Box C-213, BROADCASTING.

Midwest NBC affiliate in second 50 markets seeks experienced street reporter for radio-TV operation. Knowledge of journalism and ENG desirable. Good on-air work a must. Equal Opportunity Employer. Box D-21, BROADCASTING.

Northwest TV station seeks applications from qualified news photographers. Minimum 3 years experience required. ENG experience preferred. IATSE salary range $13,500-$16,000. First letter should contain resume/photographic references. Audition videos to be requested. Box D-24, BROADCASTING.

Immediate opening for energetic reporter with progressive, fully equipped ENG station in beautiful mountain west. EOE. Salary to $175 depending on experience. Resume & experience to Box D-31, BROADCASTING.

Co-Anchor. Need someone with strong reporting background who will report and co-anchor late news. Experience in both reporting and anchor is required. Salary is open and negotiable. Send resume: Will contact for air interview: Equal Opportunity Employer. Box D-44, BROADCASTING.

News Director—Top dollar for person with solid track record in small market. Box D-68, BROADCASTING.

Anchorperson—6 and 11 p.m. at aggressive Western station. Box D-70, BROADCASTING.

Experienced reporter and anchor/producer for No 1 medium market newswoman in Midwest: EOE, Resume, salary expectations to Box D-80, BROADCASTING.

Sports reporter for Medium Market in upper Mid- West. Emphasis on outdoor sports. Some on-air work, Prefer recent grad or some experience with film. Resume to Box D-92, BROADCASTING.

Late Anchor with occasional reporting duties. South- west location. Salary up to $10,000 per yr. Send resume & photo to: Box D-97, BROADCASTING.

Aggressive Southwest TV news station seeks experienced reporter/photographer with some on-air experience, and keen knowledge of sports and ENG. Send resume and salary requirements to Pete Frinden, Station KPAK-TV, P.O. Box 4827, Missoula, MT 59806, or call 406—543-7106.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some studio booth, some community involvement, Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

Experienced Street Reporter needed for strong news department. Send video tape or cassette and resume to Eric Rabe, news director, WTJJ-TV, 5000 6th Ave, Altoona PA 16602, An Equal Opportunity Employer.


Correspondent—Africa. Cameraman looking for opportunity to travel extensively. Talented, Cover own expenses. Leaving within 30/45 days. 602—299-3305.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

ENG Program/Production Editor, candidate must currently be working in a competitive environment, deadline, oriented, very good at editing. Cover own expenses. Leaving within 30/45 days. 602—299-3305.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Art Director for top 10 market. Must be fully experienced in running TV Art Department, on-air print, design and production, also some set design EOE. Box D-80, BROADCASTING.

Producer-Writer for Ohio PTV station. 3-5 year successful-producing-writer experience. TV and film Creative. Practical. Capacity for wide range subject and production styles. Salary $12,510.00. EOE. Send resume with production credits to Box D-26, BROADCASTING.

TV Director Needed: Experienced freelance 1st directors to work at NYC video tape production studio specializing in live cable TV productions and Ir dualeducational tapes. Box D-79, BROADCASTING.

Seeking experienced film production people will ability to work in all phases of production in growing company in Midwest, EOE. Send complete resume to Box D-102, BROADCASTING.

Producer-Director with minimum 2 years experi- ence in all phases of production. Seeking mature person with growing ability. Send resume and reference to: T. J. Vaughan, Vice President, Programming and Operations, WANG-TV, 2301 Decatur, IL 62225. An Equal Opportunity Employer.

Medium market CBS-VHF seeking promotion public service manager to handle Public Relation- and station promotion in all media. Knowledge of television production or government, film and Jamison layout and placement necessary. Call Terry Walden, Prop. Mgr. WSTV, Summerville, O. 814—282-0911 Mon. thru Fri. 10:00 a.m. - 4:00 p.m. An equal opportunity employer.

Outstanding Promotion Position. Television Corporation seeks a dynamic promotion manager, Ex- perience in print, on-air and management. Send resume and tape to Jack Everett, Midwest Television, 509 S. Neill St., Peoria, IL 61620.

Writer-producer needed for VHF public television station in Midwest university. Must have 2 years experience required. $9,360 to start with excellent fringe benefits. Affirmative Action, Equal Oppo- tunity Employer. Job description and further infor- mation available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

SITUATIONS WANTED MANAGEMENT

General, national, regional, local Sales Mgr available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186, BROADCASTING.

Christian TV Station/General Manager seeks same. Superior reference from current employer. Box C-145, BROADCASTING.

General Manager. Practicing broadcasting 30 years—television 22 years. Thoroughly experienced all aspects: acquisitions, ownership, management, programming, promotion, etc. Con- verted 4 long-term losers into winners. Achieved de- velopment in sales, Profits and prestige years ahead of most optimistic projections. Accustomed to for- midable challenges, full responsibility and phenomenal success. Box D-68, BROADCASTING.

17 yrs in sales and programming in Rocky Mt. medium market. It’s time to become GM in group with good benefits. I’ve done it all. now I want to do it all at once. Won’t you give me a chance? 302—574-4294.

SITUATIONS WANTED SALES

Young woman looking to translate 8 yrs. Sales ex- perience with numerous TV guest appearances to being an on ‘air’ personality. Experience: Woman’s mar- ket. Anxious for opportunity to work hard and be suc- cessful. Box D-76, BROADCASTING.

TV-Radio Pro-ratings? What’s that? Interested in sales, management, programming, promotion, etc. Top bill- ing track record—Ken Hislson, 216—456-1057.

SITUATIONS WANTED ANNOUNCERS

Experienced announcer, 31 background in radio (also TV). Licensed over several, on-air opportunity or radio-TV combination. All locations considered. Box D-54, BROADCASTING.
SITUATIONS WANTED Announcers

Leading 10 Market position. 10 years sold professional background in TV. Anchor, reporter, producer, assignment editor. 615-833-8587 evenings.

SITUATIONS WANTED Technical

Technical Director able to setup, register, broadcast color cameras, setup, operate 2" VTR, various switches. Great potential. 213-465-7148.

SITUATIONS WANTED News

I want to anchor! Top Ten market talk-show host and anchor position. Exciting, Intelligent Box B-29, BROADCASTING.

Washington DC Correspondent available for full or part time assignments. Female, MS Degree, experienced radio & TV reporter. Can contact Jean 202-956-1836 or Box C-232, BROADCASTING.

Will year's news writing experience NY major radio net qualify me for your local television? Relocate? No Problem. Box D-26, BROADCASTING.

Experienced reporter including radio, print, M.S. seeks position as street reporter. Top references, will relocate. Box D-52, BROADCASTING.

Solid Pro Sportscaster in Top 40 market. Strong on air and looking for a quality station. Box D-75, BROADCASTING.

Successful Radio anchor/reporter seeking switch to TV News, May Comm, grad, 4-year back ground in all markets, with sports emphasis. Some Pub. Aff. for PTV, Relocation & market no problem if right opportunity. VTR, scripts & references say the rest. Box D-91, BROADCASTING.

Sportscaster/Newsm an 3 years Radio/TV experience. Seeking full time Radio/TV sportscasts. In depth sport knowledge, aggressive, innovative. Box D-54, BROADCASTING.

News photographer: Aggressive and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-536-7744, J.L. Keener, 428 W 36th, Milwaukee, WI 53209.


Field reporter—young, energetic, spring RF TV film grad looking for small or medium market. Experienced in film, but eager to learn more. Currently interning in market with top one-man-band feature reporter. References, VTR's available. Write: Fred Schuh, 681 Frederick, Oshkosh, WI 54901. Will relocate.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/ Director: BA Radio/TV Filmm. Over 3 years experience, studio and remote, switching, audio, lighting, etc. Assist in department management. Also broadcast camera experience. Seeks entry into broadcast engineering, willing to work as assistant or similar position. Will relocate for right opportunity. Box C-87, BROADCASTING.

I Write, I Produce what I write. I shoot, edit, call and switch what I produce. Please, send for my tape. My specialty: TV promotion and commercials. Box C-195, BROADCASTING.

Producer/ Director: Female PD presently employed in top 10 market looking for a challenging position. Direct in studio-online programming and public affairs shows & remote-film and ENG. Willing to relocate. Box D-3, BROADCASTING.

I have 3 years experience in switching, lighting, VTR, and camera plus a degree in broadcasting. Will exchange experience for position as deck for a decent job. Box D-71, BROADCASTING.

Bright-Young Producer/ Director: over four years experience in medium market, directing, mastering mix control, audio, studio lighting, studio camera work, etc. Also shoot & edit commercial and news film. Willing to relocate anywhere. Charles T. Celen- tano No. 54, Lakeview Terrace Colonial Heights Virginia 23834. 804-526-7377.

I want experience—Operating technician with First Class license. John C. Little Rd 18, Box 148, Washington, PA 53801. 412-228-0930.

WANTED TO BUY EQUIPMENT

Wanted used 5/1KW transmitter for spare. Steve Schuchman, KRKF. Fort Worth, 817-926-5301.

Camera Pedestals Cranes Sound Boom Call Gil Stevens 305-985-6400.

Gates Executive Contoso wanted. Will consider any condition or price. WNOE, New Orleans, 504-523-4735.

FOR SALE EQUIPMENT

MARTI M38 STL excellent condition, Phillips-Dooge 2 bay circular FM antenna never used will tune to your frequency. Goes with stereo generator CCA ex- citers, SMA RP cart machine w/axles tones. KIOQ-FM Bishop, CA 714-873-5861.

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, 252,500, Contact M. Smith, IV, Manager, WAWY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35805 or phone 205-539-1783.


Search our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

Gates “President” 8 channel console, good condition, $95,200. Maze Corporations. 256-956-5800.

CBS dynamic presence of 7 and Model 45000 Receiver, now your sound 54S32-1-955-1504.

Two Schafer 1000, Schafer 800. Two IGM, 500 CD, Sequential, All reconditioned, new reeds, new carousels, and more. Contact Broadcast Specialties, 208-577-1681, Longview, WA.


Eastman Model 275 16mm Chain Projector Perfect $3955.00. Eastman 350 Chain Projector, $15000.00. GPL-Teleprompter Large Screen TV Projector $15,000. RCA TRA Quad VTR Updated & Operational $1950.00. Ampex VR1000 C AS IS $995.00. Other Video Equipment. International, 13843 NW 91th Avenue, Miami FL 33054. 305-681-3733.

100 Watt Transformers—Three Fincee models U-HTU-1000. Excellent condition. All tubes brand new, tuned to your channels. Possible delivery—$4500 ea. 408-354-1984.


2 Tower Antenna Monitor, type approved Potomac AM-19/204 also CBS model 444 Audimax III and 400 watt system, $3000.00. For sale or to be priced to sell. Waggner KEYV 316-722-0018.

For Sale: Gray Communications Custom built Sony Record/Playback System consisting of: (4) Sony VO-2000 recorder/players, (1) CVS 504 S-18 Base Correctors, complete with switching and programing system. For further details call collect 1-212-232-6127, Kyle E. Goodman, Director of Engineering, WOTC-TV, Savannah, GA.

Gates SP-10 Automation, One carousel, two new reel to reels, time insertion system, logging package, $995.00. Contact Broadcast Specialties, 206-577-1681.

New Automation, Low cost, perfect for the small market broadcast stations. Typical full system selling for under $9,000.00. Contact Broadcast Specialties, 206-577-1681.

RCA TR-60 Quad Hi Band VTR, DOC. editor, refurbished headwheel, excellent condition. First $29,500.00 gets it! MATED 205-858-2200.

5" Air Helix coaxial cable now all copper, 400 ohms—Breels, 400 ft each—can be cut and termin- ated to requirement. Below Mfg's price. Basic Wire & Cable 850 W. Evergreen, Chicago, Illinois 312-296-2600.

Audio equip. for sale. Thompson-CSF Volumax 4111, $1000.00 Two AKG Condenser M/C's, C451E and power supply. $300.00. Contact S. Keating, 214-389-1177.

COMEDY

Dooley’s: New, sure-fire comedy! 1,000 classified one liners. $10 Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.


Free Catalog. Everything for the doofy! Write: Command, Box 26348, San Francisco 94128.

BIONIC BOFFS bought by biggles? Why? Write for free directory. BIONIC BOFFS. Box 1123, Twin Falls, ID 83301.

FRUITBOWL is not for comedians; It’s for personality pros who use humor on their shows. Check the difference youself, with free trial subscription. FRUITBOWL. Dept. “C”, Box 382, Fair Oaks, CA 95628.

AMATEUR SINGERS wanted for new record company. Call 212-247-8500. Demo fee required.
**Help Wanted News**

**Assistant News Director**  
WTOP Newsradio 15  
The person who fills this critical slot will have previous major market all-news or news block editing experience, including assignment assignment. He or she will also understand the problems involved in scheduling a large news staff. All-news anchor and reporting experience preferred. Send tape and resume to Morry Alter, WTOP Newsradio 15, Washington, D.C. 20016.  
An Equal Opportunity Employer.

**Help Wanted Technical Continuec**

**Chief Engineer, TV**  
Major broadcast group requires heavy experience in phases of Broadcast Engineering, Operations Management and Union Contract Administration, for east coast major market. First class license required.  
Resumes must include education, experience, past earnings and desired salary.  
Box D-88, BROADCASTING  
An Equal Opportunity Employer - MFR/Vets

**14 TV POSITIONS**  
Permanent technical and production positions. National and International Broadcasters over 23 years.  
call Paul L. Stewart  
216-867-6200

**Help Wanted News**

**FRANK N. MAGID ASSOCIATES, INC.**  
**IS STILL GROWING**  
and we are looking for extraordinary individuals to grow with us. You must be an extremely creative person with a strong background in television news, public affairs, programming or promotion. You must be able to work with management, and be willing to work hard. If you meet all of these requirements and are a highly motivated, self-starter send a resume to:  
Leigh T. Stewart  
Frank N. Magid Associates, Inc.  
One Research Center  
Marion, Iowa 52302

**Covering Notre Dame varisty sports**  
is only part of the job awaiting the professional sportscaster being sought by WSBW Radio and Television in South Bend, Indiana. Will anchor two sports segments in a one hour TV newscast, plus radio sportscasts and PBP. Minimum five year experience, extensive knowledge of pro, college and high school sports required. Salary open. Equal opportunity employer, M/F. Send video cassette and PBP audio tape plus resume to: Television Program Director, WSBW-TV, 300 W. Jefferson Blvd, South Bend, IN 46601.

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**TELEVISION**

**Help Wanted Technical**

**CHIEF ENGINEER**  
Ball State University has an immediate opening for a Chief Engineer in the center for Radio and Television. Responsibilities include the supervision of Broadcast Engineers; operating and maintaining GE-PE 250 colored television cameras. Quad VTR and related electronic equipment. Six years experience with first class FCC license required. Excellent fringe benefits, 24 days paid vacation. Educational opportunities. Application deadline April 25. Send resume to:  
Personnel Services Office  
BALL STATE UNIVERSITY  
Muncie, Indiana 47306  
An Equal Opportunity Employer
Help Wanted News

TELEVISION SPORTSCASTER
Exceptional opportunity for a major league sportscaster with a major league broadcasting operation in a major league city. We want a top-line professional, willing to aggressively pursue local involvement in the dynamic, competitive Top 25 market. Strong reporting and on-camera presentation required. Must have powerful personality and ability to shoulder tough assignments in a news department thoroughly committed to sports.
Send resume and videotape to:
News Director
Box 5012 T.A.
Denver, CO 80217
An Equal Opportunity Employer

Help Wanted Programming, Production, Others

DIRECTOR/PRODUCER FOR TOP STATION IN MAJOR EASTERN MARKET
We are looking for an experienced creative person with working knowledge of tape editing, news directing commercial and promotional production.
Contact: Box D-81, BROADCASTING
an equal opportunity employer mf

Situations Wanted Management

EDUCATIONAL/PROFESSIONAL ADMINISTRATOR
Communicator desires administrative-faculty of executive position in education, government, industry, 25 years experience in higher education, government, military or similar field, broad background in administration, personnel, communications, telecommunication; technical training in systems and electronics; FCC 1st Class engineer. Exceptional credentials. Box D-112, BROADCASTING.

Situations Wanted Announcers

MC/HOST
Currently nationally syndicated, will trade game shows for chance at TV Talk/Interview Show. Two-time National Emmy Award Nominee. Network credits as Personality, Producer, Writer, Announcer. Will move family to pleasant market for opportunity. Resume/Cassettes on request, or will travel for interview. Phone: 213-986-7912.

Situations Wanted News

BROADCAST JOURNALIST
Award-winning writer/editor/producer ready to move after 12 years with present organization, now number two in large department, responsible for all news production, including ENG. Seeks challenge in a senior editor/producer position or as News Director, at a TV or radio station that considers news coverage important. All interesting offers will be considered. Reply: Box D-23, BROADCASTING

NEWS DIRECTOR/ANCHOR
• Solid news background.
• Outstanding ratings record.
• Currently very busy market.
• Duet capacity, on camera—in news room.
• Maximize your investment with a versatile ND/Anchor who will relocate.
• Opportunity is important. Salary is negotiable.
George LeZotte
518-482-2221

Public Notice

APPLICATIONS BEING RECEIVED BY THE LOCKPORT COMMUNITY CABLE COMMISSION FOR CABLE TELEVISION SERVICE
The Lockport Community Cable Commission, representing both the City and Town of Lockport, a community of 40,000 residents, in the County of Niagara, State of New York, invite applications on its proposal for an initial cable television service franchise.
Copies of the "Request for Proposals" may be obtained by writing the Lockport Community Cable Commission, C/O Lockport Municipal Building, One Locks Plaza, Lockport, New York 14094. A $10.00 printing and handling fee should be enclosed.
Applications shall be in the format described in the proposals and received by close of business June 17, 1977.

Employment Service

THE BEST JOBS are often EXCLUSIVELY referred to us!!
The new Number "One" Nationwide Radio Jobs Weekly With a telephone "Hotline" and a GUARANTEE: YOUR MONEY BACK if you can find a better job. $10 (issues-3 mo.) $30 (50 issues-12 mos.)
STATIONS!! YOUR ADS ARE FREE! 904-781-8920

Radio Surveys

SPECIAL...$395.00* "500 FONE" OVERNIGHT LEADER
S-A-M-S
BOX 2585 - Augusta, Ga. 30903
*Thru April

Buy-Sell-Trade

CHARGE-A-TRADE
Top BO market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs.
FREE BOOKLET, AVAILABLE CALL TOLL FREE 800-327-8655(except Florida) 800-973-2400.

For Sale Stations

AM/FM within 25 miles of Meridian, Miss. $225,000. Small down payment.
Class "C" stereo in Miss. 11,800 population in 50 MV/M coverage area. Terms.
AM/FM in central Tenn. $225,000. Terms.
Great daytimen within 40 miles of Charlotte, N.C. Good real estate. $300,000. Terms.
Black programmed dailyminer in small town. Northern North Carolina. All stations listed every week until sold. Let us list your station, inquiries and details confidential.
BUSINESS BROKER ASSOCIATES
615-894-7511
24 HOURS

For Sale Stations

MEDIA BROKERS
APPRAISERS
RICHARD A. SHAHEEN INC
435 N. ORCH. - MICHIGAN - CHICAGO 60611
312-467-0040

Brokers & Consultants to
the Communications Industry
THE KEITH W. HORTON COMPANY, INC
1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles • Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1853

COLUMBIA SCHOOL OF BROADCASTING SPEAKS SPANISH!
You need Latino DJ's, News, Sports, Sales, Translators?
Call Gary Gunn (213) 459-8321
Free Service
not affiliated with CBS, Inc.

Miscellaneous

Instruction
**For Sale Stations Continued**

**CHAPMAN ASSOCIATES**

*CBS Sound Effects Library is the best you can buy. Over 8 hours of sound effects: fire engines and firetrucks, wind and waves, birds and sea lions, horses and buggies and racing autos, explosions and avalanches, airports, stadiums, courts of law, factories, orchestras, parties, sirens, fighting, kids play 407 cuts in all — and all in a 16-LP record set for only $150. Complete!*

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>SE Med AM/FM $300K $87K</td>
<td>Bill Chapman (404) 458-9226</td>
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<tr>
<td>W Met FM $950K $323K</td>
<td>Ray Stanfield (213) 363-5764</td>
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<tr>
<td>S Med FM $250K $63K</td>
<td>Paul Crowder (615) 298-4886</td>
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<tr>
<td>SW Med AM/FM $490K $142K</td>
<td>Bill Hammond (214) 243-6043</td>
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<tr>
<td>Fla Maj Pilotki $725K $211K</td>
<td>Joe Gratz (813) 877-1800</td>
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<tr>
<td>NE Maj AM/FM $1700K $493K</td>
<td>Art Simmons (617) 837-6711</td>
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To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Ga. 30341.

**Broadcasting's Classified Rates**

Payable in advance. Check or moneys order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted, or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine, according to the copy enclosed, whether the ad should be placed. 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.

**Copy:** Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number: CBS Broadcasting, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:
- Help Wanted: $10.00 per word — $10.00 weekly minimum. (Billing charge to stations and firms: $1.00).
- Situations Wanted: 40¢ per word — 5.00 weekly minimum.
- All other classifications: 80¢ per word — $10.00 weekly minimum.
- Add $2.00 for Box Number per issue.

**Agency Commission only on display space.**

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. Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CQ, P.O. Box, etc. count as one word. Hyphenated words count as two words.

**Name (Print)________________________Signature________________________**

**Address________________________Phone________________________**

**City________________________State________________________Zip________________________**

**Insert ________ time(s). Starting date ________ Box No. ________**

**Display ________ (number of inches).**

Indicate desired category:

**Copy:**

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Broadcasting Apr 11, 1977

76
## Stock Symbol

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<th>Stock Symbol</th>
<th>Est.</th>
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<th>Closing March 30</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>PE ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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### Programming

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### Service

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### Electronics/Manufacturing

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<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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</thead>
</table>

### Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Index</th>
<th>Closing Wed.</th>
<th>Closing March 30</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>PE ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

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**Note:**

- **PE 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.

- **Stock split:**

- **Stock did not trade on Wednesday, closing price shown is last traded price.**

- **No PE ratio is quoted, company registered net loss.**

Broadcasting Apr 11 1977

80
Paramount's Lawrence: nose of a salesman, head of a businessman

Dick Lawrence says, "Selling turns me on." At the prices he can command now from television stations for reruns of Happy Days, which won't be available until 1979, he should be turned on.

But not only is Mr. Lawrence, executive vice president for domestic syndication for Paramount Television, turned on, "he's turned the industry upside down," says Robert Glaser, head of RKO's TV division.

Art Watson, executive vice president of the NBC-owned TV stations, says, "Dick Lawrence has revolutionized the syndication business with Happy Days."

What Mr. Lawrence did with and for Happy Days was simple on its face and astonishing in its results. He evolved the now celebrated strategy of advising all stations in a market via telegram that the show was available for such-and-such a price ($35,000 per episode for six runs in New York, for example), then sitting back and waiting for competition to act. Going determinedly through one market at a time, Mr. Lawrence stirred up bidding in 12 of the first 15 markets. In no case did at least one station in a market fail to meet the initial asking price; in Philadelphia, the bidding became so hot that the $16,000 asking price was finally topped by WTTV's winning $25,529 bid; in San Francisco, the $14,000 floor hit the ceiling with a $20,000 successful bid by KDKA-TV.

Dick created the psychological atmosphere where every station said to itself, 'I gotta have that show'—and then let the buyers establish the price," says Richard Woolen, program chief for the Metromedia stations, who ought to know. He's paying $15,101 for each episode of Happy Days for Metromedia's WTTV (TV) Washington.

"Dick understood the value of Happy Days," says RKO's Mr. Glaser. "He factored in the inflation that's expected over the next few years as well as the bigger dollars that are accruing to stations and the fact that there's less in and less product available for stripping." He adds: "It was the strategy not only of a good salesman, but of a good businessman."

Salesman-businessman Dick Lawrence is a youthful-looking 51-year-old, trim (he has his own exercise regimen) and well-tanned. He's known as one of the industry's "top dogs"—if there were an annual 10-best-dressed list for television executives. Dick Lawrence would be at or near the top. "He's personable and sharp, and he ingratiates himself with people," says Pierre Weis of ITC Entertainment, who gave Mr. Lawrence his first job in radio syndication 27 years ago.

Mr. Lawrence's first tentative step toward a career was not in sales, however. Fresh from a B-29 gunner's slot in 1945, he took up acting in off-Broadway productions, but soon found he "had champagne tastes and was making only beer money."

With the help of a disk jockey friend, he began to supplement his income by purchasing two-hour chunks of time on a local radio station, programing it and selling commercial messages to neighborhood merchants. Hints of things to come: This sideline became so lucrative that "the actors I was friendly with couldn't believe it when one day I drove up in a brand-new Cadillac," he says.

He quickly abandoned acting when a full-time sales job opened up in 1947 at WNYJAM (TV) Newark, N.J. Two years later he was the station sales manager.

In 1950, Mr. Weis, then general manager of the Ziv-owned World Broadcasting System, was looking for experienced salesmen to sell his company's radio transcriptions. "They were reluctant to hire me because I was only 24 years old," Mr. Lawrence says, "but they were surprised at all my experience."

"Dick lied about his age," says Pierre Weis, breaking into a laugh. "But before long I'd fired everybody on that staff except Dick—he was a winner right off the bat, a born salesman."

"The World Broadcasting job was great because I'd begun to develop a taste for traveling," Mr. Lawrence says. During his five years at World he sold Ziv's making sales trips to every state in the union,

As a sizable proportion of the radio companies he dealt with in the 1950's extended into TV, and as United Artists Television, Mr. Lawrence was promoted within the Ziv organization from radio to television, taking over as general sales manager for Economee Television in 1958.

During Mr. Lawrence's seven-year stint at Economee, United Artists bought out Ziv, and in 1965 he was made vice president and sales manager for syndication of United Artists Television. The next five years of his career were frustrating because United Artists' most desirable syndication properties were its feature films, which were assigned to a different department of the company. His department focused on TV series, and United Artists was involved in during that period were a science-fiction hour, The Outer Limits, and Gilligan's Island. Mr. Lawrence finally quit in 1970 because, as he puts it, "How many times can you walk into a station with nothing but reruns of Gilligan's Island to sell?"

He spent the first three years of this decade as a vice president for ITC. His major coup in that period, as he remembers it, was selling a doomsday series, UFO, to the CBS-owned stations in 1971 for slotting as a 60-minute prime-access program.

It was in the summer of 1971 that Paramount was looking around for an executive to establish a syndication presence for the company in New York. When Dick Lawrence was approached he jumped at the offer. "It was a plum job—Masson Impossible and Lucille Ball's show had just come off the network, and there were all those great feature films," he says.

He's put four hit off-network rerun series into the market in the last three years: Love American Style, The Brady Bunch, The Odd Couple and Happy Days. In addition, he's racked up solid sales for the two packages of Paramount theatrical features he's put together.

The secret of his success? Hal Hough, a vice president at CBS-TV who's done a lot of business with Dick Lawrence over the years, sums it up simply: 'He's a real pro.'
Stretched schedule

To those still numb from the recent convention of the National Association of Broadcasters in Washington it takes heroic effort to think about the next one in Las Vegas, especially if, as tentatively decreed by the NAB board of directors, it is to last twice as long as this year's.

It was while the directors were holding their winter meeting in Hawaii last January that they hit upon the idea of stretching the 1978 convention to a Monday-Friday or perhaps Sunday-Friday schedule, as compared with the Sunday-afternoon-to-Wednesday-day-noon span this year. Only a cynic would note that the idea achieved currency after an elaborate reception at which the Las Vegas convention bureau manager was host.

Apart from whatever interest the proprietors of Las Vegas hotels and casinos may take in the extended use of their facilities, there are things to be said on behalf of some enlargement of the NAB schedule.

Equipment exhibitors at this year's show complained of little traffic on the closing day (although business on other days was brisk). Presumably they would vote for a schedule providing more time for delegates to browse through the hardware.

There are radio-only and television-only members of the NAB who think their interests would be served by a separation of the schedule into the configuration that is now attracting the most attention: the first two days for television, the third for both, and the fourth and fifth for radio. It is theorized that delegates without dual interests could attend the two days of their own service's program plus the one day for both and go home.

That plan gives little consideration to the numerous people, including exhibitors and broadcasters with interests in both radio and television, who would be obliged to stay in Las Vegas from start to end, and indeed before and after.

Perhaps a day could be added to relieve some of the congestion caused by overlapping or coincidental business sessions and workshops two weeks ago in Washington. But does anybody really want to spend a week in Las Vegas?

The only cure

The Supreme Court last week mercifully put to rest the last appeal from the FCC decision that led to the 1976 debates between Gerald Ford and Jimmy Carter. If it had chosen to hear the case, it would only have prolonged yet another exercise for lawyers as encouraged by Section 315, the political broadcasting law.

In 1959 Congress amended Section 315 to exempt news broadcasts and coverage of "bona fide news events" from the equal time provision that had previously applied to all broadcast appearances of political candidates. In 1962 the FCC, defying every journalistic standard, ruled that a debate between Richard Nixon and Edmund Brown, candidates for governor of California, was not a news event qualifying for exemption. Two years later the commission reached the same irrational conclusion about presidential news conferences.

In September 1975 an FCC with mostly different membership recognized the absurdity of the 1962 and 1964 decisions and acknowledged that debates between candidates and news conferences called by Presidents were indeed news events and entitled to Section 315 exemption. (With bureaucratic unwillingness to let go entirely, however, the commission prescribed that debates, to be exempt, must be arranged by third parties and in no way under broadcaster control.)

A year later, when the League of Women Voters arranged debates between the principal contenders for the Presidency, minor candidates began swarming to the FCC and courts with all of their protests their lawyers could invent. It was a legal remnant of the period, an appeal by Eugene McCarthy, that the Supreme Court last week refused to hear.

This sort of nonsense is destined to go on as long as Section 315 in any form remains in the Communications Act. There are some members of the Congress, notably Senator William Proxmire (D-Wis.) and Representative Lionel Van Deerlin (D-Calif.) who advocate repeal of Section 315, but a majority sees the section as a restraint upon broadcasting that in general gives incumbents an advantage over outside challengers for political office.

It was a political accident that led to the liberalization of the law in 1959. The FCC, in a literal interpretation of Section 315 in its original form, ruled that an appearance by the mayor of Chicago on a television news program entitled an obscure opponent to equal time. The opponent was Lar Daly, a local oddity who persistently campaigned for public office in an Uncle Sam suit. Fearing all politicians would begin to look funny if the Lar Dalys were encouraged to get on the air, Congress amended the statute.

Broadcasters can't count on another accident to attain the repeal of 315. They must provide maximum support for the Proxmires and Van Deerlins.

Enough to matter

Broadcasters may draw some comfort from the finding by the Roper Organization, in its latest public-opinion survey for the Television Information Office, that in assessing causes of violence, the public does not look upon television as the chief villain its critics say it is. Lack of in-home discipline was blamed for childhood aggression by eight out of 10 respondents (79%), or twice the number who blamed TV violence (39%). Unhappy home life and too much free time were also rated bigger menaces than television (BROADCASTING, April 4).

It would be a mistake, however, for broadcasters to think that television violence is not a public issue. Whether by personal observation or by the persuasion of the antitelevision propaganda that pervades other media these days, nearly four out of 10 adults have come to regard television as a cause of juvenile aggression.

The figure may be stated in another way that may have more significance to broadcasters: A 39% share of audience is not to be casually dismissed.
The more we can put all this power to work, the easier it will be to keep us running and warm.

It’ll be awhile before a lot of Americans thaw out and forget the Winter of ’77.

One thing it made clear was that our country has a real energy problem. Natural gas, the fuel that heats more than half of America’s homes, is in short supply, and meeting demand is difficult.

And, we’ve got problems with our domestic oil supply. We now have to import over 40% of our oil needs. In three years, this figure is expected to reach 50%.

What's going to ease the situation? A combination of things.

We’ve got to find and develop more domestic oil and gas. That's top priority. But, we've also got to get busy expanding and developing other sources of energy.

America has more coal than any other country in the free world. It's a logical candidate to help ease the burden carried by oil and gas. Nuclear energy can be a big help, too. And solar power can make a contribution.

And while we're developing all of these, we can’t overlook another source of energy that’s readily available to us—our conservation efforts. The National Petroleum Council has estimated that American families could save 14% of the energy used in their homes. Over the course of a year, that would save as much oil as our country imports in one month. And that’s a lot of energy for a strong America.

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