NAB was in Toronto and PBS was in Dallas, but their minds were on Capitol Hill.
People turn us on!

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

GAYLORD Broadcasting Company

One of America's largest privately owned groups of radio and television stations.
To have people turn you on in Houston, turn to the Gaylord station

KHTV
Channel 39

- KHTV is the number one independent in America's fifth largest city, Houston, Texas.
- KHTV provides the 2½ million people of the Houston market with the popularity-proven programming of off-the-network syndicated family entertainment, top-notch movies, premiere specials and live sports.
- KHTV is the most powerful TV station on the Gulf with an effective radiated power of 470,000 watts. People do turn us on! So, for your Houston market, turn to KHTV.

KHTV is second to none in service to the community. Actively involved in numerous community projects, KHTV produces TV spots for many public service organizations.

KHTV is also a popular choice in more than 260,000 CATV homes in Texas and Louisiana.

KHTV is the innovator as 5-minute capsule programs presented live, on-camera.

BROADCASTING
July 3, 1978

Houston's world-famed Astrodome was the first of the new breed of giant, indoor arenas.

Connected to the Gulf of Mexico, 50 miles away, through the Houston ship channel, the Port of Houston is the third largest port in the nation in total tonnage.

Actively involved in numerous community projects, KHTV produces TV spots for many public service organizations.
And the six to sixteen year olds, their parents, and their teachers do watch. And they like what they see: each program is a sensitive portrayal of young people's interactions with their environments in historical and modern America.

Professional and community organizations, viewers, and stations— including the NBC O&O's—agree: the Young People's Specials series is a monthly half-hour prime access winner that's really worth watching.

The Station Winner.
This season's shows, co-sponsored by Colgate-Palmolive, Campbell Soup andITT Continental, are airing on 98 stations across the nation.

Go with a winner.

Contact:
Don Dahlman · Lee Jackoway
Mal Klein · Grant Norlin

Multimedia Program Productions, Inc.
140 West Ninth Street Cincinnati, Ohio 45202
(513) 352-5955
The Viewer Winner.

THE UNDERSEA ADVENTURES OF PICKLE AND BILL
Two teenagers explore nature on a zoological expedition through the waters and jungles of the Caribbean.

WHO SPOOKED RODNEY?
A young boy has a streak of bad luck and becomes overly superstitious—and on Halloween faces his greatest fear.

THE REBEL SLAVE
A young slave child finds himself in the midst of the Confederate forces at the Battle of Gettysburg.

THE AMERICANIZATION OF ELIAS
A Romanian immigrant faces the barriers of language, custom and prejudice in his new country.

JOSHUA'S CONFUSION
An Amish boy faces conflict between his family's simple lifestyle and his schoolmate's modern world.

MELINDA'S BLIND
Blinded in an accident, a girl slowly overcomes her depression and adjusts to a new perspective on life.

THE YEAR OF THE DRAGON
Immigrating to Nineteenth-Century America, an Oriental youngster finds adventure in his adopted country.

MAKIN' MUSIC
A well-known composer demonstrates music fundamentals with the aid of computer animation and young musicians.

THE TROUBLE WITH MOTHER
A mother and daughter clash over their different views of a woman's place in the home and in the world.

CAJUN COUSINS
Two youngsters, descendents of Early French settlers, lead very different lives—one in Louisiana, one in Nova Scotia.

MY FATHER, MY BROTHER AND ME
A Mexican-American girl tells the story of her father's devotion to her and her mentally retarded brother.

THE LAND, THE SEA, THE CHILDREN THERE
The comparison of the lives of two youngsters contrasts the lifestyles on the seacoast and on the mainland.

The Award Winner.

A Peabody Award and 31 Regional Emmy Awards
National Education Association endorsement
National Parent-Teacher's Association commendation
ACT Achievement in Children's Television Award
Three Freedoms Foundation George Washington Honor Medals
International Film and TV Festival of New York Gold, Silver and Bronze Awards
Virgin Islands Film Festival Bronze and Silver Venus Medallions
Chicago International Film Festival Gold Plaque
Atlanta International Film Festival Gold Medal
American Film Festival Red Ribbon
Gabriel Award Certificate of Merit
American Bar Association Achievement Award
Cine Golden Eagle Certificate
American Legion Auxiliary National Golden Mike Award
The Ultimate In Weather Radar Has Come To Birmingham

Exclusively On WAPI-TV 13

WAPI-TV BIRMINGHAM

Represented by Harrington, Righter & Parsons, Inc.
The Week in Brief

**Better and Better** □ Television sales—both spot and network—just keep going higher. Network executives estimate they've tallied close to $1 billion in prime-time sales for the upcoming season. Spot estimates for the third and fourth quarter also point toward sales above last year's. **Page 25.**

**North of the Border** □ Meeting with Canadian broadcasters in Toronto, NAB's board of directors considers what to do about the Communications Act rewrite. It calls for "a creative blending" of the current act with the best of the proposed one. **Page 25.**

**Sorry, But...** □ The FCC fines WMAL(AM) Washington for not logging ad-libbed commercials correctly during its morning Harden and Weaver Show, a favorite of the commissioners, but directs its staff to review the rules to see if a change might not be in order. **Page 29.**

**The Odds Are Out** □ Herb Jacobs makes his picks for September's season. He has ABC first, CBS second and NBC third, but sees NBC moving up, perhaps as soon as next year now that Silverman is at the helm. **Page 30.**

**Taking the Offensive** □ PBS members, meeting in Dallas, endorse plans to fight against pending funding bills and to draft brand new legislation. **Page 32.**

**Chairman's Message** □ Minnow tells PBS members public broadcasting must clean up its act in order to be recognized as an independent and autonomous group. **Page 34.**

**Money Matters** □ Outgoing PBS chairman Rogers says funding bills pending in Congress for public broadcasting are designed to weaken the medium's independence. **Page 34.**

**On the Other Hand** □ While others at the PBS gathering in Dallas warn of government intrusion, Carnegie Commission head McGill says not to be too concerned unless programing is involved. **Page 35.**

**On His Way** □ Senate Commerce Committee approves the nomination of Henry Geller to head NTIA, approval by the full Senate is expected soon without objection. **Page 40.**

**Taking a Look** □ The FCC decides to start a rulemaking on reimbursing expenses to parties taking part in commission proceedings. **Page 40.**

**Radio Boosters** □ ANA/RAB workshop in New York features success stories from advertisers and tips on how to get the most out of aural advertising. **Page 42.**

**The Envelope Please** □ Broadcasting's annual collection of who won recognition in the past year for excellence in broadcasting and the allied arts. The awards, from the Armstongs to the U.S. Television Commercials Festival, begin on **Page 47.**

**No Resting on Laurels** □ PBS's senior vice president of programing, Chloris Aaron, tells station members in Dallas that there's still room for improvement in the schedule. Her sentiments are echoed by Jim Lehrer and others. **Page 60.**

**He Reiterates** □ Fred Silverman, talking to critics in Los Angeles, again says he's out to achieve quality in programing. **Page 61.**

**Sporting Proposition** □ NBC is working on a deal with Los Angeles investors that would have the network underwriting the 1984 Olympic games in exchange for coverage rights. **Page 63.**

**Aftermath** □ Following the Supreme Court decision in the Stanford case, legislation has been introduced in Congress that would reverse the court's decision allowing police searches of newsrooms. **Page 63.**

**Press and Prisons** □ The Supreme Court rules that reporters have no more right of access to jails than the general public. **Page 64.**

**Watch Out** □ MPAA's Valenti predicts that if cable is allowed to go unregulated as proposed in the rewrite, local TV stations will suffer from unrestricted importation of distant signals. **Page 67.**

**A Programmer at Heart** □ President and chief executive officer of UA-Columbia Cablevision, Bob Rosencrans has built his company by offering programing that no one else has. From supplying closed-circuit broadcasts in the 50's to being the first to pick up HBO via satellite, he's always had an eye for innovation. **Page 89.**
WGAL-TV is a power in PEACH BOTTOM

Power is a by-word in this York County community, site of one of seven major power generating facilities in the Susquehanna River basin. And power provides the strong and consistent coverage which WGAL-TV delivers to the TV homes in Peach Bottom, as well as to hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1977 County Coverage Report

WGAL-TV
STEINMAN TV STATION
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station WTEV Providence, R.I.-New Bedford-Fall River, Mass.
Closed Circuit
Insider report: behind the scene, before the fact

Laundry list in law
Model schedule of payments broadcasters would have to pay under proposed license fee in Communications Act rewrite will show specific dollars for stations in markets in 14 Communications Subcommittee members' districts and in as many as top 10 TV markets as subcommittee staff can get to before week of July 10, date schedule is to be introduced. All VHF stations in same market would pay same yearly fee, as would all UHF's and all FM's. In AM there would be difference among daytime-only, full time and clear channel stations. Although subcommittee chairman, Lionel Van Deering (D-Calif.), has suggested fees at full swing would generate $350 million, rewriters say they are not adjusting fees to meet predetermined goals.

If all can agree on it, model fee schedule might become part of legislation, which drafters think would make idea more palatable to broadcasters. Under current wording of bill, broadcasters say they would have no defense against proposed Communications Regulatory Commission, which could set initial rates and increase license fees at its discretion. If fee formula became part of statute, payments could not be increased across board without act of Congress.

Hitting the street
Television Bureau of Advertising is ready to begin showing its new antimagazine sales presentation—with some urgency. It's called major effort, and need for it became apparent in elementary arithmetic: Figures showed that television's top 100 customers increased their magazine spending by total of $175 million last year. "That $175 million belongs to television," says TVB President Roger Rice.

Presentation is designed to get it back, and more, TVB is arming its people with presentation "and sending them out like missionaries" with specific assignments among top 100 advertisers.

No quick exit
FCC Commissioner Margita White, whose term expired on June 30 but who can remain on job until she is replaced, seems secure in her post for another month or more. White House talent scouts are not ready to give President Carter short list of recommendations to fill Republican seat for new seven-year term. Indeed, while some aides have indicated serious contenders number only half dozen, one source last week talked of "10 to 15 good, competent people" under consideration—all of them, presumably, women—and said more prospects may be contacted. And once President makes his selection—but before it is announced—routine Federal Bureau of Investigation background check could be expected to consume three or four weeks.

Process could be shortened if ultimate choice is Commissioner White, since background check would not be necessary. But conventional wisdom continues to be that her chances are slim—in part, at least, because of what is said to be White House interest in providing Chairman Charles D. Ferris with commissioner on whose vote he can count in key issues. For instance, Mrs. White was swing vote in WPX case, in which chairman was in minority. But last week, she provided support—in fact, had played leading role—in issuance of notice of inquiry reimbursing citizen groups (see page 40).

More punch at night?
Unsought dividend of joint meeting in Toronto of boards of U.S. and Canadian broadcaster associations (see page 25) was possibility of new international accord that could permit increase in power of all class IV radio stations to 1 kw full time. Such community stations are now limited to 1 kw day, 250 kw night. Historically, U.S. broadcasters say, their attempts to raise limits have been rebuffed by FCC on ground Canadians would not accept change.

When subject came up in closed meetings last week, Canadians appeared as enthusiastic as Americans over prospect. NAB staff will spearhead project, with expected collaboration of class IV broadcasters association. Among U.S. class IV broadcasters: NAB Chairman Donald Thurston.

Bureaucratic champ
FCC ranks first among federal independent regulatory agencies in at least one respect—paperwork burden it imposes on those it regulates. Little noted report that Office of Management and Budget has submitted to President and Congress, "Paperwork and Red Tape: New Perspectives, New Directions," says commission has largest number of repetitious forms of regulatory agencies (33%), "imposing a disproportionately high share (75%) of the estimated burden hours" reported by those agencies.

Four commission reports are in top 15 of most burdensome, exclusive of those issued by Internal Revenue Service. Most burdensome of 15 is commission's radio station program logs, with burden score of 18,223,940 hours—fact that Commissioner Abbott Washburn is adding to his statement in WMAL case in which he urges modification or elimination of logging rule (see page 29). Other three reports and their burdens are television station program logs (4,409,808 hours), application for station construction (2,000,000 hours) and application for auxiliary radio broadcast services (1,626,225 hours).

Video audio
In development is technique to display radio station call letters visually on radio set dial. It's idea of Jerry Lee, WDVR(FM) Philadelphia, developed in conjunction with Chris Payne, of NAB engineering department. At least one set manufacturer, Panasonic, has expressed eagerness to pursue idea.

Concept begins with broadcaster's continuous transmission of call sign as digital signal via AM or FM subcarrier or offset. Receiving set would identify call with each signal it picks up, and display sequence of calls as listener tunes across dial. Move is considered logical extension of digital frequency read-outs now appearing in top-of-line radio sets.

Who's on first?
When Congress adjourns next fall, all pending bills terminate. Communications Act of 1978, which bears H.R. 13015 as official designation, must be reintroduced in 96th Congress. And guess is that Representative Lionel Van Deering (D. Calif.), principal architect of highly controversial measure, will seek privilege of being first in hopper. Measure would then become "H.R.1."

And who will join Chairman Van Deering as Republican co-author of 217-page tome, now that Communications Subcommittee ranking minority member, Lou Frey of Florida, has bowed out to run for GOP nomination for governor? Sam L. Devine of Ohio, is ranking Republican member of parent Commerce Committee, but there's doubt he would want it, if re-elected. Next in line is Representative James T. Broyhill of North Carolina.

Traveler's return
It's even money FCC will send official observer to Moscow for NBC's coverage of 1980 summer Olympics, and odds are on selection of Commissioner Joseph R. Fogarty. Invitation was sent to all FCC members by Peter B. Kenney, NBC Washington vice president. If FCC has Russian expert, it's Mr. Fogarty, who used to be East-West trade counsel for Senate Commerce Committee and made official trips to Moscow in 1972 and 1974.

Broadcasting July 3 1978 9
Dan Howard □ Maternity clothing factory outlets arrange 10-week TV campaign starting late this month. Gardner, Stein & Frank, Chicago, will seek spots in eight markets during day and fringe time. Target: mothers-to-be.

GAMA □ Gas Appliance Manufacturers Association launches two-month TV campaign starting in early September. Holland-Wallace, Little Rock, Ark., will select spots in 100 radio markets and in 80 TV markets during all day parts. Target: men and women, 25-54.

United Electronics Institute □ Institute schedules two-month TV buy beginning this week. Ross-Hancock, Hollywood, Fla., will arrange spots in about 10 markets during all day parts. Target: men and women, 18-24.

Winchell's □ Doughnut division of Denny's Inc. starts two-month TV campaign this week. Foote, Cone & Belding/Honig, Los Angeles, will seek spots in 24 markets during day, fringe and prime time. Target: women, 25-49.

Frito-Lay □ Snack foods group features its Doritos tortilla chips in two-month TV buy beginning this month. Tracy-Locke, Dallas, will seek spots during fringe time. Target: women, 25-49.

Pizza Hut □ Restaurant chain arranges six-week TV push starting this week. American Media Consultants, Los Angeles, will pick spots in three western markets. Target: adults, 18-34.


K-Tel □ Company features its record albums in five-week TV promotion beginning in early August. Commonwealth Advertising, Minnetonka, Minn., will buy spots in 120 markets.

**Rep appointments**

- **WATU-TV** Augusta, Ga.: Adam Young Inc., New York.
- **WGGG(AM)** Gainesville, Fla., and **WRRR(AM)** Rockford, Ill.: The Robert's Associates, Chicago.
- **WONS(AM)** Murfreesboro, Tenn.: Jack Bolton Associates, Atlanta.

during day and fringe time. Target: adults, 18-34, and teen-agers.

Wm. Underwood □ Food products group prepares four-to-five-week TV push beginning this week for its meat spreads. Kenyon & Eckhardt, Boston, will handle spots in 49 markets during fringe and prime time. Target: women, 25-49.

American Egg Board □ Association slates four-week TV campaign beginning in mid-August. Campbell-Mithun, Chicago, will buy spots in seven markets during day and prime time. Target: total women.

Maybelline □ Cosmetics manufacturer highlights its Ultra-Big-Ultra-Lash mascara in four-week TV push starting in early August. Lake-Spiro-Shurman, Memphis, will select spots in 15 markets during fringe time, spending approximately $88,000. Target: women, 18-34.

Zayre □ Department store chain arranges four-week TV promotion starting in early August. Ingalls Associates, Boston, will place spots in six markets during all day parts. Target: women, 25-49.

Boyle-Midway □ Division of American Home Products features its Depend-O toilet bowl cleaner in four-week TV push starting this week. Cunningham & Walsh, New York, will select spots in about four markets during daytime. Target: women, 25-54.

Carling National □ Brewery slates four-week TV flight beginning in early August. W.B. Doner, Baltimore, will schedule spots in four markets during prime, prime access and news time. Target: men, 18-49.

American Home Foods □ Double Top Pizza launches four-week TV flight this week. Young & Rubicam, New York, will buy spots in six markets during fringe and daytime. Target: women, 18-49.

Canfield's □ Soft drink bottler slates...
four-week TV flight starting this week. Jack Levy & Associates, Chicago, will select spots during fringe and prime time. Target: adults, 18-49.

**Scholl Inc.** Foot products group launches three-week TV promotion for its Dr. Scholl air pillow this week. N.W. Ayer, Chicago, will arrange spots in about 35 markets during fringe time. Target: adults, 35 and over.

**Iroquois Brands** Food products group features its Champale pink and extra dry champagne in three-week TV flight beginning in mid-August. SFM Media, New York, will handle spots in about 50 markets during day, fringe and prime time. Target: adults, 18-49.

**National Gypsum** Gold Bond building products division slates three-week TV buy starting in early September. Faller, Klenk & Quinlan, Buffalo, N.Y., will schedule spots in approximately 23 markets during all day parts. Target: adults, 18-49.

**Owens-Illinois** Glass container division starts two-week TV drive late this month. Howard Swink Advertising, Marion, Ohio, will buy spots in 11 markets during prime and late fringe time. Target: men, 18-49.

**Ritchie Industries** Manufacturer of livestock water fountains and hydrants places two-week TV drive beginning in late September. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, will handle spots in 22 markets during fringe, prime and prime access time. Target: men, 25 and over.

**Harper & Row** Publishing company features its book, "Pulling Your Own Strings", in one-week TV flight starting this week. SFM Media, New York, will handle spots in about 10 markets during daytime. Target: women and men, 18 and over.

**National Oats** Division of Liggett & Myers highlights its three-minute oats in seven-week radio campaign starting in late September. Grey-North, Chicago, will seek spots in approximately 20 markets including Atlanta and Nashville. Target: women, 25-49.

**Lieberman Enterprises** Rack jobbers schedule radio drive beginning in August. Lieberman (in-house agency), Minneapolis, will seek spots in 10-15 markets including Dallas and Ft. Worth. Target: adults, 18-34.

**Kneip** Meat products group plans one-to-two-week radio drive starting in early September. Edward K. Patten, Chicago, will seek spots in about 15 markets including Milwaukee. Target: women, 18-54.

**Amoco** Oil company focuses on its Amoco light oils in four-week radio push beginning late this month. D'Arcy-MacManus & Masius, Chicago, will seek spots in at least 35 markets including Detroit, Milwaukee and St. Louis. Target: men, 18-49.

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**BAR reports television-network sales as of June 11**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended June 11</th>
<th>Total dollars week ended June 11</th>
<th>1978 total minutes</th>
<th>1978 total dollars year to date</th>
<th>1977 total dollars year to date</th>
<th>% change from 1977</th>
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<tr>
<td>Monday-Friday</td>
<td>141 $1,171,900</td>
<td>$3,464</td>
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<td>Saturday-Sunday</td>
<td>294 6,416,900</td>
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<td>Monday-Saturday</td>
<td>106 4,151,000</td>
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<td>99,401,600</td>
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<td>Sunday</td>
<td>23 1,110,800</td>
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<td>Monday-Sunday</td>
<td>417 37,173,300</td>
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<td>Monday-Sunday</td>
<td>231 5,404,500</td>
<td>4,999</td>
<td>108,783,500</td>
<td>105,338,300</td>
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**Total** 2,244 $71,490,000 51,818 $1,752,038,600 $1,586,600,500 +10.4

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**... as of June 18**

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<th>Day parts</th>
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<td>Saturday-Sunday</td>
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<td>Sunday</td>
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</tr>
<tr>
<td>Monday-Sunday</td>
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<td>844,634,400</td>
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<td>Monday-Sunday</td>
<td>236 5,248,500</td>
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<td>114,032,000</td>
<td>110,290,700</td>
<td>+3.4</td>
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</tbody>
</table>

**Total** 2,269 $71,196,100 54,032 $1,823,234,700 $1,648,189,000 +10.6

Source: Broadcast Advertisers Reports

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**Texton** Diversified manufacturer plans 10-week radio promotion beginning in September. L.W. Ramsey, Davenport, Iowa, will seek spots in four markets-Detroit, Chicago, Milwaukee and Indianapolis. Target: men, 25 and over.

**General Cigar & Tobacco** Company features its Tiparillo cigars in eight-week radio flight beginning this week. Young & Rubicam, New York, will schedule spots in 16 markets including Boston, Milwaukee, and Washington. Target: men, 18-49.

**SCM** Durkee foods division places four-week radio flights for its Red Hot sauce beginning in early August. Meldrum & Fewsmit, Cleveland, will handle spots in 12 markets including Chicago. Target: women, 18-49.

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**Radio only**
PPG goes to TV to introduce its new all-weather paint

How do you take a positive approach to the weather when the weather is playing havoc with your product? The entire paint industry was asking this question following the big freeze that now has gone into history as the winter of 1977.

At PPG Industries, our answer came in the form of a concentrated research, marketing and advertising program that we feel gives us an edge on the Ice Age and, we hope, on our competitors in the vast paint industry. We launched an intensive advertising campaign in both TV and print that focuses on a positive solution to a negative situation—the damage that can be caused to house paint surfaces by severe weather cycles.

Fortunately, prior to the drastic winter of 1977, the technical group at Pittsburgh Paints research laboratories had already noted a new paint-exposure problem. This is the rising occurrence of mildew in Northern areas where summers are longer, hotter and more humid. They began an accelerated testing and evaluation program to modify house paint formulations to reduce this problem. This research laid the groundwork for another accelerated program in the spring and summer of 1977 that brought additional modifications to reduce severe weather exposure problems occurring in the South.

The major modifications made in Sun-Proof oil and latex house paints provide them with greater all-weather performance characteristics. In the South, traditionally a high-gloss, oil-base, mildew area, formulas were modified to give these products greater flexibility and a character that would combat the new quick-freeze-to-mild-weather cycles that occurred in Southern areas during winter 1977. And in the North, where flexibility has long been a built-in cold climate feature, these finishes were modified to give them greater mildew resistance.

To borrow some incisive lyrics from the musical, “Company,” what’s happened in the paint industry is that “everything’s different, nothing’s changed, only slightly rearranged.” Obviously, this rearrangement indicated a totally different marketing strategy and a need to go to a new, forceful and effective advertising route.

Through many marketing and advertising meetings at PPG late last year, we searched for an umbrella theme that would say it all. Our first theme became our final theme, as we settled on the slogan for all our TV and print advertising, labeling Sun-Proof paint as “the house paint that weathers the weather.”

C. Joseph Bauer has been manager of trade paint sales advertising for the coatings and resins division of PPG Industries since May 1977. Mr. Bauer joined PPG in 1961 as assistant advertising manager for the coatings and resins division, maker of Pittsburgh Paints.

He was named merchandising manager for the division’s advertising group in 1966, and in 1969 he was appointed advertising manager of PPG’s fiberglass division. Prior to joining PPG, Mr. Bauer had been advertising manager and later sales manager of a Pittsburgh firm that produced and marketed paints on a regional basis.

With the entire paint industry suffering from weather problems, it wasn’t easy developing a campaign with visual and message impact. However, we believe the creative staff at Ketchum, MacLeod & Grove—our agency in Pittsburgh—has come up with a winner.

The KM&G creative directors ruled out the standard visual approaches, such as showing houses, house painting, peeling paint or color, and came up with a visual treatment that instantly gets across our all-region, all-weather paint message in an eye-catching way.

The treatment uses an outline of continental United States, constructed of clapboard with a double-hung window built into the western end to create the immediate image of exterior siding on any frame house. The three-foot-by-five-foot "map" made to specification for the agency was then photographed against a changing blue sky and space background. For network TV spot advertising, both the clouds and the weather elements change—as icicles appear on the siding in the now ice-conscious South and as a bright, burning sun drenches the North, Northeast and Midwest sections.

Even though the nation is weather-wary, we believe both our visual approach and message simplicity will make consumers in every geographic region even more weather-conscious—only now in relation to their homes. In the audio portion of our TV spot, we ask the homeowners viewers to consider that “America’s weather sure has changed. Imagine, the South like an ice box . . . and the North, hot enough to fry eggs on the sidewalk. It’s tough on your house.”

Then, as the clapboard United States map becomes brighter and brighter with its expanding paint job, the message continues, “So the next time you repaint, make it the last time for a long time. Use Sun-Proof house paint from Pittsburgh Paints. It’s been reformulated . . . specially made to protect. No matter where you live. No matter what the weather. Sun-Proof from Pittsburgh Paints. It weathers the weather.”

The television and print campaign was released this past spring and will be promoted heavily for the fall paint-up season. We were very selective about our markets and zeroed in on a primarily male-oriented audience. The strategy for this selective placement is that the man determines, for the most part, when the house should be repainted, what type of house paint should be used, and, to a large degree, the brand of paint to be used.

To reach this audience, we chose sports-related TV programs on all networks. We have had, or will have, spots on some of the nation’s major sporting events, including the U.S. Open and the Greensboro Open in golf, major league baseball on both Saturday afternoon and Monday night, several NBA regular season and playoff games, the U.S. Open Tennis Tournament and the Wimbledon highlights show, and the pre-game shows before next fall’s college and NFL football games. The spots have also been placed with the popular regularly scheduled sports shows, Wide World of Sports and The American Sportman.

Pittsburgh Paints also will employ national magazine advertising to tell its house paint story, with ads scheduled to coincide with peak outside painting seasons. These print ads will appear in the major consumer or shelter magazine groups, as well as in the important sports magazines.

The winter of 1977 was a long, cold period that not only made the nation’s homeowners energy-conscious but aware, as well, of weather damage to their home’s exterior finish. We believe our new all-weather, all-region advertising campaign will influence them to buy the house paint that weathers the changing weather.
WE JUST CHANGED THE WAY YOU SPELL NEWS IN WASHINGTON.

The call letters are different, but the facts stay the same. Year after year, book after book, TV9's Eyewitness News continues to be Washington's news leader - Daytime and Evening. And our CBS evening news is the market's top-rated Network news.*

So from now on—as long as numbers spell success—our new call letters WDVM-TV will spell news in Washington.

WDVM TV
Washington, DC

WDVM

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

* Source ARB/NSI, May '78
Datebook

August
Aug. 3—Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Hilton Airport Inn, Indianapolis.
Aug. 4-5—Tennessee Associated Press Broadcasters Association annual convention, Mountainview hotel/motor lodge, Gatlinburg, Tenn.
Aug. 4-8—Minicourse for working journalists, presented by the journalism department at Florida A&M University in conjunction with Florida Association of Broadcasters and United Press International. Tallahassee, Fla.
Aug. 7—Deadline for filing comments in FCC proposed rulemaking on multiple ownership of TV's (BC Docket 78-101). Replies are due Sept. 5.
Aug. 9—Deadline for comments on FCC's inquiry on procedures for ex partes communications in informal rulemakings. Reply comments are due Aug. 23, FCC, Washington.
Aug. 18—Kansas Association of Broadcasters sports seminar. Kansas City Royals Stadium, Kansas City, Mo.
Aug. 18—Missouri Public Radio Association summer meeting. Rhodeway Inn, St. Louis.
Aug. 24-25—Third annual Chicoan Film Festival, project of Centre Video of Oblate College of the South.

Major events

September
Sept. 5—New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 5.
Sept. 8-10—National conference of Information Film Producers of America. Manor Vail Lodge, Vail, Colo.
Sept. 10-12—Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.
Sept. 10-12—Nebraska Broadcasters Association annual convention. Holiday Inn, Kearney, Neb.
Sept. 12-14—Wescon/78 electronics show and convention, Convention Center, Los Angeles.
Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by UNDA-USA, Cath-
THE NEW WASHINGTON CONNECTION...

WDVM-TV 9
The Evening News Association

MMT SALES INC.
Marketing Partners In Our Nation's Capital

MMT SALES INC. 747 THIRD AVENUE NEW YORK, NY 10017 (212) 758-3838
LOS ANGELES • MINNEAPOLIS • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS
ATLANTA • BOSTON • CHICAGO • CLEVELAND • DALLAS • DETROIT
olic association for broadcasters and allied com-
municators. Material initially aired in the year prior to 
June 30, 1978, and which treats issues concerning 
human values will be eligible. Information: J. Jerome 
Lackamp, Gabriel Awards. Catholic Radio-TV Center, 
1027 N. Senior Avenue, Room 630, Cleveland 44114; 
(216) 579-1633.

Sept. 15-16—Annual meeting of Public Radio in 
Mid America. WHAAM Madison .Wisc., will be host 
station; Wisconsin Center, Madison.

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

Sept. 17-20—National Radio Broadcasters Associa-
tion annual convention. Hyatt Regency Embarcadero 
hotel. San Francisco.

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

Sept. 20-22—New Hampshire Association of 
Broadcasters annual convention. Sheraton Wayfarer 
Bedford.

Sept. 20-22—Radio Television News Directors As-
soociation international conference. Atlanta Hilton hotel. 
Atlanta.

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

Sept. 22-24—American Radio Relay League’s 24th 
national convention. Town and Country Convention 
Center, San Diego. Contact: San Diego County Amateur 
Radio Council. PO. Box 82642, San Diego 
92136.

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

Sept. 24-28—CBS Radio Affiliates board of direc-
tors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 24-26—Southern Show of Southern Cable 
Information: Otto Miller. SCTA. PO. Box 465, 
Tuscaloosa. Ala. 35401.

Sept. 25-27—Counsel of Better Business Bureaus 

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

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

120 East Wilson Street. Madison, Wisc. 53703.

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

Oct. 1-3—Conference on "Instant Info: Survival Com-
munications in a Changing World." sponsored by 
International Association of Business Communicators 
& Janzen Beach Thunderbird hotel, Portland. Ore. 
Information: Scott Gughtill, 503 226-8520.

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

Oct. 3-8—Third annual conference on communicati-
satellites for public service users. sponsored by the 

Oct. 4-5—Ohio Association of Broadcasters 
licensee workshop and fall convention. Mari-
riott East, Columbus, Ohio.

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

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

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

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

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

Oct. 15—North Carolina Association of Broad-
casters meeting. Radisson Plaza hotel, Charlotte, N.C.

Oct. 15-18—Advertising Research Foundation an-

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

Oct. 23-28—Fourth International Conference on 
Digital Satellite Communications, sponsored by 
Isastel. Thgieleja Canada, Canadian Society for Elec-
trical Engineering and Canadian Region of the Institu-
t of Electrical & Electronics Engineers, Montreal.

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

Oct. 25-27—National Broadcast Association for 
Community Affairs annual meeting. Copyley Plaza 
hotel, Boston. Information: Paul LaCamera. WCAM-TV 
New-Orleans, Mass. 02192.

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

November

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

Nov. 6—Federal Trade Commission hearing on child-
ren's advertising. San Francisco.

Nov. 9-12—National Association of Film Broad-
casters fall meeting. Kansas City Mo.

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

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

Nov. 20—Federal Trade Commission hearing on 

Nov. 28-30—Annual conference of North American 
Broadcast Section-World Association for Christian 
Communication. Gulf Ocean Mile hotel, Fort Lauder-
dale, Fla.

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

December

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

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

Dec. 8-8—Western Cable Television Show. Disney-
land hotel. Anaheim, Calif.

Dec. 12-14—Midcon’78 electronics show and ex-

January 1979

Jan. 6-8—International Winter Consumer 
Electronics Show, sponsored by Electronic Industries 
Association/Consumer Electronics Group. Las Vegas 
Convention Center. Las Vegas.

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

Conference, sponsored by the Electronics Industries 
Association's communications division. Nairobi, 
Kenya.

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

Jan. 21-24—National Religious Broadcasters 36th 
arrrual conference. Washington Hilton hotel, Washing-
ton.

March 1979

March 8-12—National Association of Televis-
ion Program Executives conference. MGM Grand hotel. 
Las Vegas.

March 25-28—National Association of Broad-
casters annual convention. Dallas.

April 1979

April 2-5—Electronic Industries Association spring 

April 3—Advertising Research Foundation public 

April 20-26—MIRTV'79 15th annual international 
marketplace for producers and distributors of TV pro-
gramin. Cannes, France.
WHY THE PRESIDENT USED OUR AIR FORCE INSTEAD OF HIS.

A President is a person who knows a little something about delivering what he promises.

So it should come as no surprise to anyone that on several occasions when President Carter has had something besides promises to deliver, he's called in the air force. Not his. Emery's.

One case in point: not long ago, in anticipation of a Presidential trip to Nigeria, Emery was asked to move a 3255 kilogram shipment of jeeps and telephone equipment from Chicago through Paris to Lagos, Nigeria.

We did so. In record time.

What's more, Emery makes almost as many trips to the White House as some foreign ambassadors. We're there an average of two to three times a month.

And we're glad the President and Congress agree on one thing: Emery.

For we're not strangers at the Capitol Building either.

Why does Emery get so many important votes? Because we're on more flights to more places than anyone else in air freight.

And because we're on more flights, we have more sophisticated monitoring equipment, more offices, more people and even more experience.

So whether you're a President or mail boy, whether you have a distributor cap to ship or a jeep, call the company the President called.

Emery.

EMERY
THE AIR FORCE IN AIR FREIGHT.
Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional communications political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utilities advertising regulation in states' hands. Conferences have also reached tentative agreement to deregulate natural gas, which would do away with that provision, too. It's expected conferences will clear final measure before Congress adjourns this year. In unrelated action, Senator James Abourezk's (D-S.D.) Subcommittee on Administrative Practice and Procedure has subpoenaed documents from major oil and pharmaceutical manufacturing companies and their ad agencies as part of investigation into federal regulation of corporate image advertising (Broadcasting, April 27).

All-channel radio. Representative John Breckinridge's (D-Ky) House Small Business Subcommittee last year held antitrust inquiry into allegations that auto manufacturers are overpricing FM radio sets (Broadcasting, Sept. 26, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (Broadcasting, Dec. 19, 1977). Mr. Breckinridge failed to win renomination to House this year, which means end to radio inquiry. It was anticipated, because of statements by House Communications Subcommittee Chairman Lionel Van Deerin (D-Calif.), that Communications Act rewrite bill would deal with all-channel issue. But it doesn't; bill would give proposed FCC successor authority over receiver standards, but it doesn't mention all-channel issue specifically. There is currently bill pending in House by Joseph Addabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." Systems not involved in the NABSRC testing have been proposed by Harris Corp. and Kahn Communications. NAMSRC—made up of representatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (Broadcasting, Jan. 3). At NAB convention workshop, industry people were predicting FCC decision on AM stereo system by beginning of next year (Broadcasting, April 17).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by federal communications commission (Broadcasting, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of these restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on; Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning next Oct. 16 (Broadcasting, Nov. 28, 1977). CBS and NBC have asked court to dismiss suits (Broadcasting, April 3).

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued earlier this year reflects that view as it attempts to plug every loophole in decision (Broadcasting, April 10).

Automatic transmission systems. FCC has allowed automatic transmission service for non-directional AM and FM stations (Broadcasting, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations this year.

Bell bill. In House, Communications Act rewrite supercedes consideration of so-called Bell bill, which telephone companies had sought to limit competition from other common carriers in business intercity phone services. Rewrite rejects Bell bill approach by proposing wide open competition, including from specialized (microwave) common carriers that many broadcasters use. Association of Independent Television Stations and National Cable Television Association had argued that Bell bill would drive specialized common carriers out of business and probably drive up phone rates for them. Versions of Bell bill are still pending in Senate. Rewrite also would strike down FCC co-ownership restrictions which prohibit telephone companies and networks from owning cable systems.

Broadcasting in Congress. Path has been cleared finally for opening House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 last month to control broadcast feed of its chamber proceedings itself, rather than let network. Committee version was thus. House will install new color cameras and, ultimately, computer to run them automatically.

Feed will become available to broadcasters early next year, aides estimate. House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, meantime, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step of letting radio in to cover its debate on Panama Canal treaties. National Public Radio carried large portions of that event live (Broadcasting, Feb. 13 et seq.).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (Broadcasting, March 20); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (Broadcasting, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) put off indefinitely introducing bill to give cable "legislative mandate" while House Communications Subcommittee works on issue in its rewrite of Communications Act.

CBS/tennis matches. Network, under FCC threat of short-term license renewals for one or more of its O&O's because of wrongly promoted "winner-take-all" Heavyweight Championship of Tennis matches, has apologized to public in televised statement by CBS President Gene Jankowski (Broadcasting, April 10). Network has also filed statement with commission contending it has made up for transgressions and that errors must be placed in context of CBS's long-time broadcasting service (Broadcasting, April 24). Commission now must act on that issue and related one concerning improper sponsorship identification; ruling is expected this month ("Closed Circuit," June 19).

Carter use of broadcasting. President has held 32 televised press conferences since assuming office, close to promise he made to hold them twice monthly. He has also made unprecedented radio-TV appearances in forums ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks.

Children's advertising. Federal Trade Commission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and required counteradvertising for sugared product spots that are permitted (Broadcasting, March 13). Comments on proposed rule are due Sept. 9. Strongest reaction to date has come from House Appropriations Committee, which amended appropriations bill to prohibit FTC from banning.
advertising for foods that Food and Drug Administration deems safe. Attempt was made on House floor to attach same prohibition to FCC, but it failed and final House action on FCC appropriation was postponed (Broadcasting, June 19). Although appropriations amendment would prohibit FTC adoption of children's advertising rule, inquiry would be allowed to continue. And it will, FTC Chairman Michael Pertschuk says (Broadcasting, May 29). Action for Children's Television, which got whole ball rolling with petition to FTC, has also gone to FCC with petition urging end of TV ads for children (Broadcasting, Feb. 27).

**Closed captioning.** FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

**Communications Act.** Long-awaited "base-ment-to-attic" rewrite of Communications Act was introduced last month by House Communications Subcommittee Chairman Lionel Van Deen (D-Calif.) and subcommittee ranking Republican Lou Frey (Fla.) (Broadcasting, June 12). Measure (H.R. 13015) proposes radical reforms, primarily designed to deregulate broadcasting and other communications industries; but at same time would institute new procedures that broadcasters find objectionable—for instance, new license fee that all users of spectrum would have to pay government. So far official reactions from affected businesses have been superficial; most are studying measure carefully to formulate their positions, as was National Association of Broadcasters joint board at its meeting in Toronto last week. Subcommittee plans six weeks of hearings this summer, possibly culminating in mark-up before Congress adjourns.

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossOwnership, disallowing future crossownerships and requiring break-up of "nephrogenous" crossownership cases (Broadcasting, June 19). Legislation (H.R. 5577) also has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and bar divestiture of crossowned media.

**Crossownership (television broadcasting-cable television).** FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (Broadcasting, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (Broadcasting, April 25, 1977). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

**EOO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems and ruling proposal in this area languishes at commission. In broadcast EEO area, comments have been filed on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (Broadcasting, May 1). As for FCC's internal EEO: It's poor according to report by Citizens Communications Center, which contended that top jobs are held by white males (Broadcasting, April 3).

**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) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (Broadcasting, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "deter-
Until we gave them 2½ hours, nobody ever had time for them.
ABC News Closeup took an hour of prime-time to listen, document and show what's troubling the young people in our cities poorest streets. We went to their hang-outs so they could talk freely of the pain they cause and the pain they feel.

They raised a lot of questions. And we felt we owed the public some answers. So ABC added a 90-minute panel discussion hosted by David Marash to find out what our community can do about the problem.

This is a unique use of television. And a unique view of youth crime that pulls no punches.

It's been long overdue. But, finally, ABC News has brought this strong, controversial and impactful issue to television.

ABC News Closeup. It gets involved with the issues that involve you.

ABC News Closeup
Youth Terror: The View From Behind The Gun.
10 PM EDT, June 28.
Youth Terror: Is There An Answer?
11:30 PM EDT, June 28.
mine to be obscene, profane or indecent" (Broadcasting, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of $163 million in fees it received between 1970 and 1976 was collected illegitimately and to make a study of the financial restraints it is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Original schedule called for refunds to begin this month, that has now slipped to "late fall" (Broadcasting, June 5). Broadcasters' share of fees paid to FCC is estimated at $47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadraphonic. National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrophonic techniques. Comments were filed late last year (Broadcasting, Dec. 19, 1977).

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 licensee and to regulation of marketplace. This was contrary to several previous 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. Supreme Court is reviewing appeals court decision that overturned FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WNEW New York was indecent (Broadcasting, Jan. 16). Broadcast establishment is supporting nonconformist station in briefs filed (Broadcasting, April 3) and in oral arguments at high court (Broadcasting, April 24). At same time, commission, which brought appeal in WNEW case, has asked U.S. Court of Appeals in Washington to consider case involving controversial FCC ruling and perhaps FCC's "clarification" of rules regarding cable and obscenity (Broadcasting, July 25, 1977). Court has complied, but status of rule is uncertain since U.S. Court of Appeals, in case involving cable access rules, has held commission lacks authority to adopt obscenity rules for cable (Broadcasting, March 6).

License renewal legislation. House Communications Subcommitte rewrites of Communications Act, with its provision for indefinite license terms for radio and five-year terms for TV (also becoming indefinite after 10 years), superseded bills in House seeking to lengthen license terms and make broadcast licenses more secure against challenges. House subcommittee did not deal with renewal issue separately from rewrite. Senate Communications Subcommittee, meantime, shows little interest in issue, although renewal bills broadcasters seek are pending there— including one by Commerce Committee ranking Republican James Pearson (Kan.) to lengthen license term to 20 years and raise hurdle to FCC to renew license if station's programming is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies."

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities (Broadcasting, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems. Representative (and broadcaster) Cecil Hefelt (D-Hawaii) has introduced legislation to allow SBA to exceed its $500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also enacts standards for minority broadcast licenses. NAB and National Radio Broadcasters Association have also taken initiatives in this area, NAB establishing program for minority for broadcasting and minority groups.

Network inquiry. FCC's network inquiry began in earnest late last month as staff reported to work at commission (Broadcasting, June 26). Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (Broadcasting, June 12). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for education assignments and extension to non-commercial licensees of limits on ownership applicable now to commercial licensees.

Newsroom searches. Several bills have been introduced to reverse Supreme Court's Stanford Daily decision, which holds that police need only search warrant obtained in court to search newsrooms and private homes and offices, even if occupants are not suspected of possessing evidence of crimes or to instances where crimes are suspected on premises or where subjects of searches could be expected to destroy information sought on learning of search. Such bills have been introduced by Sen. Birch Bayh (D-Ind.) and Eldo Bayh (D-Ind.), and Representatives Robert Drinan (D-Mass.) and Dan Quayle (R-Ind.) (Broadcasting, June 12). Another was expected from Representative Tom Railsback (R-III.). Hearings have been held before Senate Judiciary Subcommittee on the Constitution on new bill. House Commerce Committee's Subcommittee on Government Information and Individual Rights (this issue).

Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for who are now third-class radio operator licenses (Broadcasting, Jan. 9). Rulemaking proposal also calls for dual license structure—one for routine operation and one for maintenance of various classes for filling of licenses and for new class of license for operation of television transmitters.

Pay cable: pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (Broadcasting, March 28, 1977) and Supreme Court has refused FCC request for review FCC's authority to pre-empt pay-cable rate regulation (Broadcasting, May 22). Attorney General has filed suit in New York (Broadcasting, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce $9 million in revenues monthly. There are two over-air pay TV stations currently telecasting: "Vhileton," Newark, N.J., and wisc-rv, Cora, Calif.

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcom- mittee on Courts, Civil Liberties and the Administration of Justice has held two hearings represented George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (Broadcasting, April 3 and May 29). Mr. Kastenmeier indicated he may hold more, but has acknowledged that legislation faces an uphill battle, unless Senate shows some interest—which it has not done.

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there is no perceptible movement in Congress on issue of televised violence. But controversy, which seems to be stemming from concern over sex on TV, is still heated in private sector, where most outspoken agitator for more family programming is national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming it thinks offensive to children, has announced a new program to create a school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if the networks don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "sum- mer camps for kids" lacking in major advertisers. PTA project drew cautious reactions (Broadcasting, June 8). Meanwhile, University of Pennsyl- vania's George Gerbner's annual TV violence "index" found declining amounts of hard-action programming (Broadcasting, April 3).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on possibility of stations could be reduced is still outstanding (Broadcasting, June 5, 1975). Commission has established task force to draft master plan for use of UHF spectrum (Broadcasting, March 14, 1977). Task force has reported to commission that land-mobile pressure for UHF spectrum space can be eased because "virtual" inactivity in fixed service. National UHF Broadcasters Association has held first membership meeting (Broadcasting, March 18, 1977). Commission has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (Broadcast, May 22).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates other rulemakings for drop-ins in other markets (Broadcasting, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission
To the BPA’s benefit

EDITOR: As a long-time member of BPA and a member of this year’s seminar committee, I’d like to say thanks for the recognition given the Broadcasters Promotion Association in your June 5, 12 and 19 issues. The recognition of BPA in Broadcasting indicates the importance of promotion to the broadcasting industry.—Tom Cousins, community affairs/public relations director, WCCO-TV, Minneapolis.

Are two better than one?

EDITOR: Stereo AM—what a joke. Now the National Association of Broadcasters and one of the five firms are wasting time making pot shots over a matter that will most likely wind up like four-channel stereo—a topic of discussion. It seems to this broadcaster that what we need is a transmitter that will put out a good quality signal and not cost an arm and a leg to run. The average Joe in the street doesn’t give a heck about stereo, or AM stereo.—William K. Hoisington, vice president-general manager, WXYD-AM/WWOQ-FM, Andalusia, Ala.

Geller’s gain

EDITOR: In your June 5 “Closed Circuit” entitled “It pays to wait,” you report that Henry Geller, assistant secretary-designate of the National Telecommunications and Information Administration, earns a fee of $47,028 plus his government pension of $20,011. Actually, Mr. Geller’s consultant’s pay and his retirement total $47,028.—Sharon West Coffey, acting director, congressional and public affairs office, NTIA, Washington.

Open Mike

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St. Elizabeth's hospital for the mentally ill was built on hope. On 320 acres overlooking the nation's capital from a hill in Anacostia.

But St. Elizabeth's began overlooking a lot of other things as the years went on. As News 7's award-winning Jim Clarke discovered.

He visited the institution and exposed undreamed of horrors. He learned why it couldn't be accredited. Why it was a staggering waste of money. That three people died because of blatant neglect. And that half the patients weren't sick at all. Just old.

News 7's Special Assignment series, "Inside St. E's," chilled the community that saw it. Five separate investigations resulted. After seeing tapes of the show, HEW Secretary Califano promised that within two months the ill-fated hospital would start to get well. And it did. The after-shock of what happened left the old St. E's in rubble. But morale is building again. Faith is being restored.

Maybe you didn't get to see "Inside St. E's," as many Washingtonians did. But if you ever visit there, you'll sure see the results.

Television should be more than soap operas and situation comedies. WJLA-TV.

Nationally represented by Petry Television, Inc. 260 in Washington, D.C.
TV business: once again through roof

Up-front network buyers turn fourth-quarter budgets loose; spot's hot for third quarter

Spot and network television sales are moving into hot weather at a fast clip that seems almost certain to carry them to new records again this year.

TV network authorities estimated that by the end of last week their prime-time sales for the season that opens in September would total close to $1 billion, which in turn would be close to the record set for such "up-front" sales last year. Executives said up-front sales were being made at generally higher levels than a year ago, although up-front buying started later this year and will be later winding up.

In spot, it was too early to get a clear fix on fourth-quarter business, but third-quarter sales were reported strong, and the outlook for fourth-quarter strength was rated high. Some spot TV sales firms reported gains in the 20%-30% range thus far and expected the second half of 1978 also to be well ahead of last year's.

Some of the fourth-quarter bullishness in spot stemmed from expectation that the networks would be sold out—though none ever is, literally—for that period and, as usually happens, spot would get the benefit of spill-over. The fact that advertisers were still going strong in spot for the third quarter while placing network orders for the fall also is a promising sign.

Up-front network buying—early major long-term commitments—was slow in getting up to speed this year, though shopping had started about as usual (Broadcasting, May 29, June 12). A popular assumption was that buyers were hoping for price breaks, although completion of the network schedules was also later than usual. But the buying began in earnest about 10 days ago—and there was no indication that prices had weakened.

"The floodgates burst open last week," James Rosenfield, CBS-TV president reported. "And we're seeing very healthy increases from major advertisers, with budgets running 12%-13% higher than a year ago."

Robert Blackmore, NBC-TV vice presid-
It could be worse; this could be Canada

Canada’s minister of communications appeared before a joint luncheon of her country’s broadcasting establishment and that of the United States in Toronto last Thursday (June 29) to deliver a speech she said was designed to lower the irritation level. Instead, from all appearances, she heightened it—on both sides of the border.

Jeanne Sauve, the cabinet minister whose responsibilities embrace the regulatory area governed by the Canadian Radio Television and Telecommunications Commission (CRTC), did have some good news for the Americans: Although things aren’t likely to get better, they may not get worse. She was referring to the two principal matters of broadcast contention between those countries: (1) Canada’s denial of tax deductions to companies that place advertising in American media and (2) the threat of a government rule requiring deletion of commercials from U.S. broadcast signals carried by Canadian cable systems. If the first is successful in repatriating sufficient advertising dollars to help maintain Canadian program production, then it may not be necessary to go forward with the second, she indicated. A study to determine how many dollars have come back is now under way.

It was evident that there is confusion even among the Canadians as to whether there is a “moratorium” withholding implementation of the commercial deletion rule. In a press conference following her speech, Madame Sauve insisted there was. “If any cable system is deleting commercials now, I will take the matter up with the CRTC,” she said. One CRTC source said later that at least five systems are presently deleting commercials—four in Alberta and one in Ontario.

But if Madame Sauve gave the Americans little to cheer about, she had even more discouraging words for her own countrymen. “The industry must understand the public’s demands for better or no advertising,” she said, citing a recent Canadian survey indicating that most respondents felt advertisements were an insult to their intelligence, that half were willing to pay for commercial-free programs and that three-eighths preferred no advertising at all. “It is always preferable that an industry regulate itself,” Madame Sauve said, “but if this doesn’t happen and if public interest groups became more insistent, then the government will be called upon to step in again.”

Madame Sauve identified three major areas of concern: children’s advertising, advocacy advertising (for ideas rather than products) and the depiction of women in commercials. Her remarks suggested a desire for less of the first, more of the second and a distinct change in the third. It was in that last area, in fact, that she was most scathing. “Why more advertisers haven’t got this message yet bothers me,” she said.

Not all of Madame Sauve’s text was controversial: Much of it was designed to be instructive to the U.S. broadcasters, particularly in aiding their understanding of why Canadians take stands that appear hostile south of the border. The principal difference between the two countries is that the U.S. broadcast system is based on free enterprise, with no nationalistic commitment. In Canada, however, the broadcast system is looked upon as a carrier of the country’s culture. “More than 75% of the programming viewed in Toronto,” Madame Sauve noted, “is from a foreign country, the United States—a friend, but a foreign country nevertheless.” Five of the 12 on-air stations received in Toronto are from the U.S. Madame Sauve said that 13-year-olds in British Columbia, asked by their teacher to name famous Canadians, listed Jimmy Carter, Daniel Boone, Evel Knievel and Gerald Ford. “Examples like this,” she said, “make us aware just how fragile our culture is.”

agreed upon at the final meeting Friday (June 30), would be “a creative blending of the Communications Act of 1934 with the most constructive provisions of H.R. 13015.”

Once having arrived at its position—by an unanimous vote and, by all accounts, one that reflected a solid consensus of both radio and TV members—the NAB moved aggressively to persuade others of its merits. Mailgrams went out Friday to state association presidents, advising them of an 11-city tour by TV board, radio board and NAB staff members to explain the association’s position to broadcasters in the districts of congressmen on the House Communications Subcommittee, where the rewrite of the Communications Act originated. Those broadcasters, in turn, are expected to make sure their congressmen get the message.

The circuit will begin in New York next Monday (July 10) and continue through Cincinnati July 28. The complete schedule, with appropriate congressmen indicated:

July 10, New York (Murphy); July 12, Los Angeles (Waxman, Moorhead); July 12, Chicago (Russo); July 12-14, in conjunction with the Rocky Mountain Broadcasters Association—Colorado Broadcasters Association convention, Vail Manor, Colo. (Wirth); July 13, Nashville (Gore); July 13, Baltimore (Mikulski); July 17, Baton Rouge (Moore); July 18, Orlando, Fla. (Frey); July 21, Boston (Markey); July 27, Youngstown, Ohio (Carney, Marks); July 28, Cincinnati (Luken).

The official board stand took a step backward, at least in tone, from the harder line enunciated by the NAB staff in an analysis-recommendation made a week earlier, on the eve of the board meeting (BROADCASTING, June 26). The staff had seemed to find fault with most of the principal provisions of H.R. 13015, the legislation proposed last month by Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and Lou Frey (R-Fla.), ranking minority member of the subcommittee. The board—which made no secret that it admired the staff’s analysis but deplored the conclusions that accompanied its release—was much more generous in assessing the rewrite. It said that NAB “appreciates the hard work and creative thinking” that went into it, and called much of its language and philosophy “positive and forward-looking.”

The statement went on to urge adoption of the radio deregulation measures proposed in H.R. 13015, and their extension to television as well. It also backed “longer license terms with greater stability.” And it “applauded” efforts to cut back on political broadcasting restrictions, to lessen involvement with the fairness doctrine and to cut down on unnecessary paperwork.

Prominent on the board’s list of what it doesn’t like is the proposal for a spectrum-use fee (NAB calls it a “tax”) that it feels would be “a clear and dangerous break with precedent [opening] broadcasters to taxes of unknown future magnitude as well as the possibility of such a tax being used to control broadcasting.”

As had the staff analysis, the board also looked askance at replacement of the familiar “public interest, convenience and necessity” standard by a new and undefined one (“purposes of the act”), the threat of license revocation, a new allocation policy, what it sees as the eventual breakup of AM-FM combinations and the removal of federal cable regulation.

The board’s statement ended as it began, accentuating the positive: “We will continue our cooperation with the Congress and earnestly join the ongoing process of discussion of these initial proposals for legislation.”

The Communications Act approach was

one of two items of major interest on the board agenda last week. The other was a joint meeting with the board of the Canadian Association of Broadcasters, a first-time-ever occasion that the U.S. broadcasters entered into with indifference and emerged from with enthusiasm. The possibility of an eventual common bond between the two associations was strengthened, ironically, by the stern tone of a speech given to both groups by the Canadian minister of communications (see this page). While it did little to bring the two countries closer together politically, it had the effect of unifying the broadcasters against a common foe, government bureaucracy.

The day devoted to the joint U.S.-Canadian meeting was occupied largely by the exchange of position papers and explanations of how each country pursues its broadcasting business. Areas of greatest interest included copyright concerns, preparation for the upcoming World Administrative Radio Conference (WARC '79) and a common stand on world press freedoms. Joint committees on copyright and WARC are in prospect. Although the two groups agreed to continue to disagree on the current border controversy—the Canadian effort to repatriate advertising dollars from U.S. stations whose signals reach Canada either over the air or by cable—there was a greater understanding at week's end of each other's position.

"We had a very good day," said a glowing Donald Thurston of WSMNB-AM-FM North Adams, Mass., the NAB board chairman who had initiated the joint meeting—in the face of reluctance on the part of the NAB staff and some of his board colleagues. Echoed Ed Prevost, of Corporation Civitas, Montreal, the CAB chairman: "It was beneficial, primarily in forming interpersonal contacts," which he called the necessary preliminary to cooperation. "You have to know whom you're talking to," he said. "We've accomplished that today."

Also in Toronto last week:
- The TV board elected Thomas Bolger, WMTVFAM Madison, Wis., chairman, succeeding Kathryn Broman of Springfield Television Corp., Springfield, Mass., who is retiring from the board. It elected Robert King of Capital Cities Communications vice chairman, succeeding Mr. Bolger. Both were elected by acclamation. Bill Bengston of KOAM-TV Pittsburg, Kan., who was expected to run for vice chairman, was not nominated.
- The radio board elected Walter May of WPKEAM-WDHRFM Pikesville, Ky., chairman, succeeding Len Hensel of WSM-AM Nashville. It elected Carl Ven-
The broadcast portion of hearings on Communications Act rewrite is scheduled for week of Sept. 11. House Communications Subcommittee has scheduled eight-plus weeks of hearings in all this summer, according to this plan: week of July 17 (four days) on Title I (general provisions); Communications Regulatory Commission, administrative and judicial procedures and National Telecommunications Agency; weeks of July 24 (three days), July 31 (three days) and Aug. 7 (three days) on domestic common carriers; week of Aug. 14 (four days) on international common carriers; week of Sept. 11 (four days) on broadcasting; week of Sept. 18 on nonbroadcasting radio services; week of Sept. 25 (three days) on public telecommunication services. Periodic hearings between weeks of Aug. 14 and Sept. 11 will be devoted to "field" hearings in cities other than Washington, to be announced later.

Twenty-one ABC-TV affiliates refused to carry documentary Youth Terror: the View from Behind the Gun last Wednesday (June 28). Another 12 delayed 10 p.m. broadcast until later in evening. Controversial but critically well received show had no narration and did not edit coarse street language of youths. Show did well in ratings; Nielsen nationals were 14.4 (rating/29 share), beating NBC documentary Escape from Madness (9.3/19) but losing to second hour of CBS movie Rancho Deluxe (16.9/34). In New York-Chicago-Los Angeles overnights, however, ABC program was first.

Ziff Corp. announced Friday it had conditionally offered to increase by $3.50, to $30, per-share value of its offering for stock of Rust Craft Greeting Cards Inc., group station owner with diversified interests. Conditions: That stockholders-directors Jack Berkman and son Myles withdraw their votes against and cast them for transaction, and that in its support, do nothing to interfere with it and discontinue any such action already taken—apparent allusion to their petition to FCC to reconsider its approval of transaction (Broadcasting, July 19). Jack and Myles Berkman had contended original price was too low. I. Martin Pompadur, Ziff Corp. president, said Friday he had received no response to latest offer, increase of $3.50 would lift total value of transaction to about $79.5 million from about $70.2 million, based on 2.3 million shares outstanding plus convertible debentures that, if converted, would bring total to 2.65 million shares. Stock was selling late last week in $24-25 range on American Stock exchange.

FCC's UHF task force has issued report stating that reallocation of spectrum space is not adequate answer to demands for spectrum space that exceed supply. Twenty-two page report says commission should encourage industry to conserve space. Specifically, it suggests incentives in form of separate spectrum allocations for existing, proved and emerging technologies. Task force develops principles to show that, in case of Maritime and Aeronautical En Route Domestic Mobile Services, additional allocation of 7.6 mhz would be sufficient to year 2000, rather than 4.5 mhz they are requesting.

Gerald Rafshoon, Atlanta advertising executive who went on White House payroll on Saturday as assistant to President for communications, came up empty last week with his first idea. Three networks said they did not think President Carter's Fourth of July address would warrant network time. Barry Jagoda, media adviser who had sounded out net-
**WMAL fine comes too close to home**

Citation for improper logging of commercials on popular program in Washington prompts FCC to order review of rules against overcommercialization with eye out for possible deregulation

As a result of having to take action against one of their favorite radio programs, FCC commissioners are taking another look at radio commercial regulations.

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The commission directed the staff to "review the rule from the standpoint of its current usefulness in protecting the public against overcommercialization." Mr. Washburn said: "Unless it relates effectively to this concern, it ought to be eliminated or modified."

Frank Harden and Jackson Weaver, the show's hosts, are given to ad lib. While monitoring the show in July of last year, the FCC found many commercial announcements exceeded the time logged, and the station was notified Jan. 12 this year. The case came up last week and was brought on an hour of often heated discussion.

Commissioner Washburn said inaccuracies were inadvertent and stemmed in part from the show's "comedic character" and that the show should get an award for making commercials palatable. But he voted with Commissioner Tyrone Brown, who said it would be arbitrary and subjective not to fine the station because it is in Washington and "members of the commission listen and like what they hear on the program.

In a concurring statement, Commissioner Joseph R. Fogarty said the case is governed by existing rules and precedent, but the format and personalities are among the most popular in Washington. And that, he said, gives much support to proposals to deregulate radio at least in major markets where the number of stations diminish the traditional scarcity rationale for extensive regulation.

The only dissent in the 5-1 vote came from Commissioner Robert E. Lee, who felt a "strong letter of admonition" would have been enough. "I am under the impression," he said, "that I may consider the context of the violation as well as the fact that the violation occurred."

Messrs. Harden and Weaver visited commission offices, including that of Chairman Charles Ferris, prior to last week's meeting. Station officials, who said they have not decided how to act in the case, have 30 days to pay or contest the forfeiture.

Most of the commissioners agreed it would be inconsistent not to fine the station in view of recent fines for similar offenses to KMOX(AM) St. Louis and WICC(AM) Corpus Christi, Tex. But, as Commissioner Margita White said, in this case, it was difficult to tell the commercials from the jokes.

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**FCC employees** have voted to establish two collective-bargaining units, each to be represented by National Treasury Employees Union. FCC professionals, in election last week, voted to be represented in their own unit, 241-10-164, and by NTEU, 217-10-188. Nonprofessionals voted 512-10-250 to be represented by union. NTEU will begin representing employees as soon as election results are certified by Department of Labor, possibly as early as this week.

Corporation for Public Broadcasting and National Public Radio submitted lead application for FCC approval of radio network's $165-million satellite distribution system. Three-volume filing seeks authority to construct 145 receive-only earth stations and 15 with up- and down-link capability. Thirty-five public radio stations will share satellite facilities with public television stations.

Intelsat announced that satellite transmission time for coverage of last month's World Cup soccer tournament in Argentina was, at 2,728 hours, most ever used since record-breaking time for 1976 Montreal Olympics. Off-field coverage brought total time for World Cup transmissions to more than 3,400 hours. In U.S., however, only 11 affiliates of Spanish International Network carried games; SIN also did closed-circuit telecasts.

FCC is considering changing policy to bar spouse and minor children of commission employee from owning securities that employee cannot hold under present policy. Securities involved must get "reasonable" amount of their income from properties regulated by FCC. Staff would look at "special cases" but recommends no broadscale grandfathering. Some commissioners concerned about wording requested comments from staff and rewording to make more firm, among other things, which securities are prohibited. Vote to be taken after rewording, although approval is expected.

Viacom International and Tandem Productions last week announced availability of more than 200 episodes of All in the Family for syndication, with airplay beginning fall 1979.

Leaders of coalition of Hispanic organizations have criticized Corporation for Public Broadcasting for alleged discrimination in hiring, programming decisions, and awards of grants to minority groups for producing programs. Criticism was contained in letter to Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee, that was approved at meeting in Washington of Forum of National Hispanic Organizations, coalition of 63 Hispanic groups. Letter was also critical of FCC, Public Broadcasting Service, and National Public Radio for "total and reckless disregard" of Hispanics' needs.

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FCC is considering changing policy to bar spouse and minor children of commission employee from owning securities that employee cannot hold under present policy. Securities involved must get "reasonable" amount of their income from properties regulated by FCC. Staff would look at "special cases" but recommends no broadscale grandfathering. Some commissioners concerned about wording requested comments from staff and rewording to make more firm, among other things, which securities are prohibited. Vote to be taken after rewording, although approval is expected.

Viacom International and Tandem Productions last week announced availability of more than 200 episodes of All in the Family for syndication, with airplay beginning fall 1979.

Leaders of coalition of Hispanic organizations have criticized Corporation for Public Broadcasting for alleged discrimination in hiring, programming decisions, and awards of grants to minority groups for producing programs. Criticism was contained in letter to Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee, that was approved at meeting in Washington of Forum of National Hispanic Organizations, coalition of 63 Hispanic groups. Letter was also critical of FCC, Public Broadcasting Service, and National Public Radio for "total and reckless disregard" of Hispanics' needs.
The odds are out for next season

Jacobs predicts the prime-time race will find ABC winning, CBS placing and NBC showing in the fall, but that may change later with Silverman in the saddle

Herb Jacobs, whose handicapping of the TV networks' new fall schedules has become virtually an annual fixture, sees the fall quarter of the 1978-79 prime-time season—probably to the surprise of no one—as a rerun of the current season to date: ABC-TV first, CBS-TV second, NBC-TV third.

For the longer haul, extending into the 1979-80 season, he thinks the race will tighten up, with ABC probably still a nose ahead but with NBC replacing CBS in the number-two position.

In terms of regularly scheduled programming—in which this year for the first time he is including miniseries, specials and NBC's Big Event on the ground that they have become parts of network scheduling, though he is still excluding "super prime time sporting events"—Mr. Jacobs estimates that by the end of 1978-80 all networks will have a 20.9 rating and a 34.3 share, CBS an 18.4 and 30.2, NBC a 17.5 and 28.8.

Mr. Jacobs correctly predicted last summer that NBC would edge out CBS for second place in the fourth quarter but then would run out of steam and drop to third place. The latter prediction came true in the last week of 1977, when CBS moved into second place in the season-to-date ratings with an 18.0 to NBC's 17.9. ABC at that time had a 20.5.

For this year's fourth quarter he sees ABC sweeping Tuesday, Wednesday, Thursday, Friday and Saturday nights, coming in "a close second" on Sunday and dropping to third on Monday. He has CBS winning Sunday and placing second all other nights except Saturday, "where their former fortress is now in ashes." He gives NBC Monday night "even with four third places because Little House runs away with the first hour." He has NBC as runner-up on Saturday and in third place the fifth other nights.

Among potential new-show hits he lists Battle Star: Galactica, Vegas$ and Taxi on ABC; Kas, Mary Tyler Moore, WKRP in Cincinnati and Just the Beginning on CBS and none on NBC.

He describes as potential new-show flops Mork and Mindy and Apple Pie on ABC; People, Paper Chase and American Girls on CBS and LifeLine and Who's Watching the Kids on NBC.

Mr. Jacobs regards Fred Silverman's arrival at NBC as its new president as offering that network "hope" for now and, in the longer term, "much-needed program, promotion and scheduling gifts which eventually must pay off."

But, he said, "don't look for any real excitement until the 1979-80 season. Then we'll see who the men and boys are. If I were a betting man I'd wager that in 1980 ABC will still lead the pack, but barely. NBC will be a strong runner-up and CBS in third slot."

The accompanying chart shows Mr. Jacobs' share predictions half-hour by half-hour. Asterisks mark new programs.

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<td>8:00</td>
<td>ABC</td>
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<td>People</td>
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<td>WKRP D. Cincinnati</td>
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<td>Operation Petticoat</td>
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<td>M<em>A</em>S*H</td>
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<td>NFL Football</td>
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<td>Lou Grant</td>
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<td>8:00</td>
<td>Happy Days</td>
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<td>Paper Chase</td>
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<td>Laverne and Shirley</td>
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<td>Three's Company</td>
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<td>9:30</td>
<td>Taxi*</td>
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<td>Starsky and Hutch</td>
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<td>Welcome Back, Kotter</td>
<td>32</td>
<td>The Waltons</td>
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<td>What's Happening</td>
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<td>Barney Miller</td>
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<td>Hawaii Five-O</td>
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<td>Soap</td>
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<td>Family</td>
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<td>Barnaby Jones</td>
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<td>Donny and Marie</td>
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<td>Wonder Woman</td>
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<td>Incredible Hulk</td>
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<td>Rockford Files</td>
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<td>Flying High</td>
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SUNDAY

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<td>60 Minutes</td>
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<td>8:00</td>
<td>Battle Star Galactica</td>
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<td>Mary Tyler Moore*</td>
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WBAL, BALTIMORE'S BIGGEST STATION, PICKS BLAIR TO HELP THEM GET BIGGER.

WBAL, biggest of Baltimore's radio stations has appointed Blair Radio, a division of John Blair & Company, its national representative.

Far and away the dominant factor in the Baltimore radio market, WBAL reaches more different listeners than any other station!

So it's only fitting that the market's most-listened-to station should have the rep that's listened to most. Buyers know they can rely on Blair for fast, reliable market data. And WBAL knows it can rely on Blair to communicate its big audience story to advertisers across the nation.

Blair also represents WIYY (FM). Both WBAL and WIYY are stations of The Hearst Corporation.

SOURCE: Arbitron Radio, Baltimore Market Estimates, Apr./May 1978, Mon.-Sun., 6 AM-12 Mid
PBS will attack on two fronts over money bills in Congress

At meeting in Dallas, members back plan to try for changes in conference committee and to then enlist aid of CPB, NPR in drafting new legislation for funding public broadcasting

Representatives of the Public Broadcasting Service last week appeared determined to climb out of the trenches and go on the offensive in what many see as a battle for their freedom as broadcasters. If the gloom and despair did not seem as deep as in 1973, when PBS in its present form was created in an effort to resist what was seen as a campaign by the Nixon White House to usurp its programing authority, the uneasiness seemed real enough. This time, the cause of concern was the three-year public broadcasting financing bills pending in both houses of Congress.

PBS members, at their annual meeting in Dallas, in effect gave endorsement to leadership plans to work for changes in the legislation, which has been reported out by the House and Senate Commerce Committees in different versions but has yet to be voted on in either House. The hope is to persuade members of the joint conference committee that will be named to eliminate or modify offending sections.

Then, PBS will seek to galvanize the other major elements of the public broadcasting community—the Corporation for Public Broadcasting and National Public Radio—behind an effort to draft public broadcasting’s own charter in the way of legislation. The product would be offered as a substitute for a public broadcasting section in the proposed Communications Act of 1978 issued last month by the House Communications Subcommittee.

“We have to write our own bill,” said PBS’s incoming chairman, Newton N. Minow. “No one will write it for us. It won’t be easy. We’re a diverse group.”

But, he said, quoting Benjamin Franklin, “Either we all hang together, or we all hang separately.”

The PBS action represented a victory for Mr. Minow in a test of his leadership even before the chairmanship passed to him from Ralph Rogers on Wednesday.

Mr. Rogers had advocated a more advanced position, one he has urged in the past: seek to persuade House members to vote to recommit—and thus kill—the House bill. Since the present public broadcasting bill provides financing through 1980, he said public broadcasting would have two years in which to seek more palatable legislation.

To Mr. Rogers, the legislation is unqualifiedly bad. And he conjured up memories of 1973, when the Nixon administration, disturbed over some of the public affairs programing PBS was distributing, was felt to have used CPB in an effort to take over PBS’s programing authority. With Mr. Rogers as its first chairman, PBS was reorganized through a merger with the television division of the National Association of Educational Broadcasters, to not only strengthen the stations’ membership organization, as well as program distributor, and control of PBS became a licensee function. PBS and the licensees then negotiated an agreement with CPB which assured station control of the PBS schedule and cooperation in the funding of programs.

Last week, Mr. Rogers said of the dispute over the imposed restrictions, “This is a classic confrontation. It is a question of who shall make policies and direct operations of local stations—Congress and the executive and bureaucrats in Washington or the people at home in your local community.”

The identity of the legislators involved as authors of the bills—Senator Ernest F. Hollings (D-S.C.), chairman House Commerce Committee; Representative-elect John Heard (D-Mo.), ranking minority member—matters somewhat for the bill’s opponents. While former President Nixon is remembered clearly as an enemy, the two legislators were often referred to as friends.

Both bills contain provisions to which PBS objects. But it is the House bill that causes the most concern. One provision cited requires CPB to consider what PBS members would prescribe as CPB’s effective criteria, such as innovativeness of approach in reaching mass audiences and responsiveness to the public, in determining the size of the grants to be made to stations.

The criteria now used operate in a relatively fixed manner, and PBS says they have led to “a fair and reasonable method of calculating each station’s grant.”

Other provisions, which would also be implemented through CPB, involve the use of the General Accounting Office in auditing the stations fund (PBS members see this as a possible intrusion into public television’s status as an independent, journalistic enterprise), mandate open meetings (obligation PBS members say should not be imposed from Washington), and the certification of PBS stations as being in compliance with EEO rules. These provisions, PBS members say, put CPB in a position to control their activities.

Indeed about half of the 20-odd PBS members who participated in the sometimes impassioned debate on which course to follow agreed with Mr. Rogers. “We should declare what we’re for, and say it clearly and forcefully,” one member of the audience. (That was about as close as anyone got, however, to endorsing the idea of refusing government money as a means of preserving independence.)

Mr. Minow, in opposing the proposal to seek recommital, said he was convinced the move would not succeed. The issues involved, he said, are not the sort to get Congress “excited.”

In fact, some PBS members opposing the Rogers proposal noted that PBS would be hard pressed to defend its apparent opposition to EEO, sunshine and accountability provisions in seeking recommital. PBS officials say they do not object to the goals of those provisions, but see in them, and means to achieve them, an end to independence in making programing decisions.

The proposal to attempt to improve the legislation in the Senate-House conference had originated with the PBS board at a meeting last month. The suggestion to seek a long-term solution to public broadcasting’s problems in the form of legislation the public broadcasting community would write was added by Mr. Minow, presumably in parts at least, as a positive counter to the argument for recommital.

It wasn’t until he was asked after the session that Mr. Minow said the proposed legislation could be advanced as an amendment to the Communications Act rewrite.

PBS officials regard that measure as a complicating factor in a legislative situation already marked by uncertainty. They note that while the financing bills will impose changes on the structure of public broadcasting this year, the Communications Act rewrite, if enacted in its present form, will impose more sweeping changes in 1980.

The members’ vote on the issue came at a resolution offered by Robert Chisterer, of WQLN/TV Erie, Pa., the thrust of which left some room for interpretation. It called on the board of directors to express “substantial concerns with the erosion of local license independence which would result” from enactment of the legislation, and urged the board to seek “delay further action” on the legislation pending thorough discussion of the Communications Act rewrite—which the resolution says conflicts in some respects with the financing bill—and review of the report to be issued in January by the Carnegie Commission on the Future of Public Broadcasting.

Mr. Minow quickly embraced the resolution. “As I understand the resolution,” he said, “I welcome it. It says we don’t like it. It’s close enough, and leaves to the board the judgment of how to proceed.” If anyone disagreed with that interpretation, he did not speak up.

However, Mr. Minow and PBS may have
KVIL, voice of the booming Dallas/Ft. Worth market, has announced the appointment of Blair Radio, a division of John Blair & Company, as national representatives.

With the best known radio personalities in the area, KVIL ranks Number One among adult listeners 18-49.*

KVIL wanted a rep with a strong personality, too, and Blair Radio fits their need perfectly. Blair has earned a reputation for outstanding performance and provides its stations with both a highly knowledgeable sales staff and the best computer support services in the industry.

Minow to PTV: Let’s set our house in order

New chairman of PBS tells annual meeting that if medium is ever to achieve full independence, it must stop its intramural squabbling

The last time Newton Minow delivered a maiden address of national importance, he left behind a phrase that has proved durable. Addressing the National Association of Broadcasters convention in Washington Center in 1954, the then-new FCC Chairman Minow called television “a vast wasteland.”

Last week, in Dallas, as the chairman-elect of the Public Broadcasting Service, Mr. Minow, a Chicago attorney, made it clear he would not now seek the role of agitator but, rather, of conciliator of conflicting public broadcasting interests and defender of the medium’s First Amendment rights against intrusion by government.

Mr. Minow, who addressed a luncheon on Tuesday at the PBS annual membership meeting, spoke against a background of increasing concern on the part of PBS members—that pending public broadcasting financing legislation would compromise the independence of the integrity of their programming decisions (see page 35).

He said that concern does not mean that public broadcasting wishes to escape oversight. “We expect to be and should be held accountable to the highest standards of performance,” he said. “What we are asking for is a reaffirmation that an independent and autonomous public broadcasting system is the best way—indeed, under the First Amendment, the only way—to achieve that quality of service which the people deserve.”

Mr. Minow said the burden of achieving a balance between PBS’s accountability and independence belongs to PBS, which he said must earn “a reaffirmation of faith.” The trouble is, he said, PBS has not always been able to achieve that necessary balance.

“Insofar as we fracture our credibility in intramural hassles and conflict, to that extent our critics are right,” he said. “If we do not inspire trust and confidence, we deserve neither. He acknowledged that some problems over which elements have squabbled are real—the question of the Corporation for Public Broadcasting’s proper role in the program-funding process, for instance. “But,” he said, “I simply cannot believe we’re incapable of acting like grown-ups and resolving these differences, whether we are a local station, a regional system, PBS, CPB or any part of our service to the public. If we don’t act in harmony, we not only invite but also deserve outside interference.”

His commitment, he said, is to see to it that the “many diverse elements” of the public broadcasting system will be treated fairly.

But a major concern he reflected involved PBS’s relationship with the government. He noted that the system has been criticized for being “too sensitive” to suggestions as to how it should operate. But, he said, “I do not believe we can be too sensitive to any threat to our independence. I believe we have to be sensitive to preserve and defend independence—in order to carry our unique mission of providing the American people with the vital public television program service...”

Besides attempting to ease conflicts among public broadcasting’s services and making clear PBS’s refusal to compromise on matters affecting its independence, Mr. Minow expressed some thoughts on the kind of programming he would like PBS to provide.

He talked of an hour a night of news, analysis and commentary ("We should be the first" to provide such service, he said), of more original investigative reports and documentaries, of expanded live coverage of important congressional hearings. What’s more, he would not limit the use of public broadcasting’s "unique capabilities" to what "is narrowly defined as public affairs or education."

Scheduling flexibility and public broadcasting’s new satellite system, he said, would open the entire universe of culture and creativity to public broadcasting’s cameras. He was thinking, he said, of "everything musical, from rock to Rachmaninoff, as well as dance and opera and folk festivals, craft shows and exhibitions of masterpieces of fine arts, Fourth of July parades and Little League baseball games." And he is interested in "live" coverage of such material. "We must be much more than a recording service." Nor is that the limit of his ideas on programming. Mr. Minow said he has long harbored the dream of an American Masterpiece Collection for which each of the public television stations would provide dramatizations of American novels, American plays, episodes from American history and stories of the lives of American political leaders that would cause people to think about the United States. Nor would the programs simply ex- tol the good in American life. "Occasionally," they would "cry out for righting American injustice."

One passage of the speech seemed unusual, coming from one connected with broadcasting. Public television, he said, should tell its viewers that there is more to life than just television, even public television; say, taking a walk or reading a book, or even calling your mother-in-law.

Money still the key, says departing Rogers

Outgoing PBS chairman notes that although funding levels have risen in five years he has been on job, they’re still not sufficient

Ralph Rogers last week left the chairmanship of Public Broadcasting Service in circumstances somewhat similar to those that prevailed when he assumed the top job five years ago.

As in 1973, he is concerned about what he perceives to be government efforts to compromise the integrity of public broadcasting’s programming. He is concerned, too, about funding: It continues to be
public television’s most serious problem. But he appears sanguine about the future and remains a defender of PBS’s service.

And there was no shortage of honors heaped on Mr. Rogers at PBS’s annual membership meeting in his home town of Dallas, as he transferred the chairmanship to Newton Minow.

Among other bits of recognition, MacGeorge Bundy, president of the Ford Foundation, said in a note read by David Davis of the foundation that Mr. Rogers had been the “man who saved public broadcasting.” This was a reference to Mr. Rogers’s role in reshaping PBS into a form that enabled it to withstand Nixon administration efforts to usurp its programming scheduling responsibility.

Mr. Rogers was, Mr. Bundy said, “the right man, in the right place, at the right time for public broadcasting.”

Last week, Mr. Rogers made clear his uneasiness over the public broadcasting financing bills pending in Congress—measures he said he feels are designed to weaken public broadcasting’s independence.

As one who had a hand in molding the present PBS, Mr. Rogers was not hesitant to deny credit to the government for PBS’s creation. It’s true, he said, in addressing one of the sessions of the membership meeting, that since 1963, federal assistance for facilities has totaled $141 million and, since 1969, federal help for programming and operating expenses has reached $220 million.

But, he said, “this has been a local community-by-community accomplishment. The major design, policy-making, managerial and funding responsibilities have rested squarely on the shoulders of each individual television licensee.”

As for nonfederal money, that total continues to rise—from $127 million for all public television licensees in 1972 to more than $300 million last year. But the total federal and nonfederal funding of more than $400 million “is less than 7% of the funds available to commercial television”—a comparison heard several times at the meeting in Dallas last week.

“So it can be seen that the most serious problem for public television continues to be funding.” Those who work in and support public television, he said, do so in the face of funding problems, because of a realization of public television’s potential for service.

Mr. Rogers also acknowledged criticisms of the service, but knocked them down.

To those who say public television is taking on a commercial cast because of the time and energy spent in that fashion, he said, “The sentiment running fiercely through the membership of the Public Broadcasting Service at its annual membership meeting in Dallas last week was to resist what the members regard as congressional efforts to whittle away their independence. But Ralph McGill, president of Columbia University, who heads the Carnegie Commission on the Future of Public Broadcasting, in effect advised discrimination in picking fights with the government.

Don’t be too concerned about requirements for open meetings or about how the government will audit books, he said. But, he added, “The government must accept your freedom to make programing choices. You must resist efforts to influence programing.”

And Dr. McGill drew on his experience as a university administrator in advising public television station representatives to look to their own traditions of courage and integrity to protect them from government interference with First Amendment rights.

He recalled that 10 years ago, as chancellor of the University of California at San Diego, he successfully resisted pressure from the board of regents and secured the reappointment to the faculty of noted Marxist Herbert Marcuse. He also noted that last year he fought, and lost, a fight with Columbia students when Henry Kissinger, bowing to their opposition, declined an invitation to join the university faculty.

“When we were tested, we did what we had to do,” he said.

And public television, he said, did what it had to do, in 1973, in resisting what were regarded as Nixon administration efforts to compromise PBS’s program authority. “That was the start of your tradition,” he said.

Efforts again will be made to control programing, he said. But “when it is shown that public broadcasting is resistant to those efforts,” he added, public broadcasting will find it has “a coterie of supporters in the legislature.”

Dr. McGill’s message was received with some skepticism. Frederick Brestenfeld Jr., executive director of the Maryland Public Television Commission, said he agreed with former California Governor Ronald Reagan when he said, “When you go to bed with the federal government, you get more than a good night’s sleep.”

David M. Davis, program officer in charge of the Ford Foundation’s office of communications, said public television stations should improve their performance in hiring of minorities and women—“you’ll have reached your goal when 20% of employees and management are minorities and 50% are women”—and in opening board meetings to the public.

“It’s not only the price you pay for federal money,” he said, “It’s the right thing to do.”

(Ending of session last week, the PBS members were told minority employment was on the rise. William Reed, PBS vice president for station relations, said that while total public television employment increased 5% last year, minority employment rose 12.8%. He also said that total minority employment—13.9% of the work force—exceeds the minority percentage of the nation’s population.

For instance, he said at one point that commission estimates indicate that public broadcasting requires $1.5 billion annually to provide “a truly national and excellent” service. Public broadcasting now receives less than one third of that amount. Furthermore, Mr. McGill said that the “best mechanism” would be one in which stations develop sources of funds that “trigger federal matching grants—one not much different from the present one.”

“It’s not realistic to suppose you can operate the system with the level of excellence you aspire to without massive doses of federal aid,” he said.

However, he also said the commission members “are giving a hard look” at a proposal that the “creative work” in public broadcasting be funded with nonfederal money.

Carnegie’s McGill tells PBS to pick targets with care

He urges stations not to be too concerned with government Intrusions unless they are into programing decisions

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He urges stations not to be too concerned with government Intrusions unless they are into programing decisions

The sentiment running fiercely through the membership of the Public Broadcasting Service at its annual membership meeting in Dallas last week was to resist what the members regard as congressional efforts to whittle away their independence. But Ralph McGill, president of Columbia University, who heads the Carnegie Commission on the Future of Public Broadcasting, in effect advised discrimination in picking fights with the government.

Don’t be too concerned about requirements for open meetings or about how the government will audit books, he said. But, he added, “The government must accept your freedom to make programing choices. You must resist efforts to influence programing.” And Dr. McGill drew on his experience as a university administrator in advising public television station representatives to look to their own traditions of courage and integrity to protect them from government interference with First Amendment rights.

He recalled that 10 years ago, as chancellor of the University of California at San Diego, he successfully resisted pressure from the board of regents and secured the reappointment to the faculty of noted Marxist Herbert Marcuse. He also noted that last year he fought, and lost, a fight with Columbia students when Henry Kissinger, bowing to their opposition, declined an invitation to join the university faculty.

“When we were tested, we did what we had to do,” he said.

And public television, he said, did what it had to do, in 1973, in resisting what were regarded as Nixon administration efforts to compromise PBS’s program authority. “That was the start of your tradition,” he said.

Efforts again will be made to control programing, he said. But “when it is shown that public broadcasting is resistant to those efforts,” he added, public broadcasting will find it has “a coterie of supporters in the legislature.”

Dr. McGill’s message was received with some skepticism. Frederick Brestenfeld Jr., executive director of the Maryland Public Television Commission, said he agreed with former California Governor Ronald Reagan when he said, “When you go to bed with the federal government, you get more than a good night’s sleep.”

David M. Davis, program officer in charge of the Ford Foundation’s office of communications, said public television stations should improve their performance in hiring of minorities and women—“you’ll have reached your goal when 20% of employees and management are minorities and 50% are women”—and in opening board meetings to the public.

“It’s not only the price you pay for federal money,” he said, “It’s the right thing to do.”

(Ending of session last week, the PBS members were told minority employment was on the rise. William Reed, PBS vice president for station relations, said that while total public television employment increased 5% last year, minority employment rose 12.8%. He also said that total minority employment—13.9% of the work force—exceeds the minority percentage of the nation’s population.

For instance, he said at one point that commission estimates indicate that public broadcasting requires $1.5 billion annually to provide “a truly national and excellent” service. Public broadcasting now receives less than one third of that amount. Furthermore, Mr. McGill said that the “best mechanism” would be one in which stations develop sources of funds that “trigger federal matching grants—one not much different from the present one.”

“It’s not realistic to suppose you can operate the system with the level of excellence you aspire to without massive doses of federal aid,” he said.

However, he also said the commission members “are giving a hard look” at a proposal that the “creative work” in public broadcasting be funded with nonfederal money.
Gunn offers glimpse of his glimpse into the future of PTV

PBS vice chairman previews report on the medium in the 1980's: among his ideas: PTV 1 and PTV 2

Hartford Gunn, vice chairman of the Public Broadcasting Service, has been peering into the future the past several months in an effort to provide the framework for long-range planning for public television. And among the suggestions he has developed is one calling for public television to go “in two different directions at the same time”—to develop national and regional services, each operated differently and designed to serve different needs.

Mr. Gunn, whose report on public television in the 1980's runs to several hundred pages and will be issued later this month, provided a 24-page overview last week at PBS's annual membership meeting in Dallas.

Mr. Gunn foresees technology continuing to spawn new means of transmitting programs, a good performance by the economy (though with inflation continuing, particularly in energy), and increased activity by government in communications generally. Indeed, Mr. Gunn warns that unless public television attends to government's concerns, government will.

Mr. Gunn said his report includes “20 or so” strategies for public television, “as well as close to 100” specific ideas. The proposals he discussed include an “appropriate system response” to the growing numbers of new channels for program distribution and the confusion and smaller audience that may result.

Public television, he said, could take advantage of increased channel capacity to respond to the increased needs and pressures for new services. Mr. Gunn talked specifically of two operations—one providing a “lead,” high-visibility service; the other designed to meet special needs as in the case of children.

The “lead” service—which Mr. Gunn referred to as PTV 1—would operate in limited hours in daytime and prime time; and would provide “the highest quality” programming, organized and scheduled as an integrated unit. It would be governed by stations that invest in the total lead service on a lump-sum, annual basis. At present, the programs shown on the PBS network are selected by a vote of the 277 stations participating in a program cooperative, and are funded individually.

The presence of “lead” service, he said, requires “at least” one other national program service, governed differently, “to provide balance and assure diversity of opinion, content and style.” PTV 2, he said, could be produced by a consortium of the regional networks, and could be funded through a station program cooperative mechanism.

The two services, Mr. Gunn said, "would provide a complementary service for stations with limited local program capacity." And for others, he said, they would make possible services on second broadcast channels and on the new cable channels he sees becoming available.

Mr. Gunn offered several other suggestions. One involved long-range government funding that envisages the establishment of two federal funds for financing public television. One would match each station's nonfederal income directly on a one-for-one or one-for-two basis, and the other would be used by the Corporation for Public Broadcasting to undertake activities it and Congress wish to advance.

Media Briefs

Another bastion crumbles. American Women in Radio and Television has voted to open membership to men. Sidney Guber, vice president, SESAC, and Robert Mahler, vice president and general manager, ABC Radio, became first male members, AWRT announced last week. Both men are trustees-at-large of Educational Foundation of AWRT.

One more time. Forum Communications Inc. last week filed notice of appeal from FCC decision renewing license of WPIX-TV New York and denying Forum's competing application for channel 11. Forum, in notice filed in U.S. Court of Appeals in Washington, borrowed phrase from joint dissent of three commissioners, stating decision violated Communications Act because it "stacked the deck in favor of WPIX, and gave Forum the form and not the substance of a fair hearing."

Just a chicken in the fox coop. Chris-Craft Industries has told FCC that it is not attempting to take over 20th Century-Fox Film Corp. and that its Fox holdings are for investment only. Fox petitioned FCC to require broadcast group owner Chris-Craft, which has been purchasing Fox stock, to make its intentions known (Broadcasting, June 12). Since June 7 Fox petition, Chris-Craft has increased its holdings in Fox from 8.7% to 9.3% and is now largest Fox shareholder.

Question of service. FCC has set July 26 as date for oral presentation before commission on ban of application for renewal of Educational Broadcasting Corp.'s WNET-TV, which is assigned to Newark, N.J., but operates in New York. Commission last month ordered oral presentation on basis of petitions to deny by citizen groups claiming station is not serving needs of Newark, as it has promised (Broadcasting, May 15).

Capital cities buy-back. Capital Cities Communications Inc. announced last week it plans to buy approximately 720,000 shares of its own stock on open market from time to time after two-for-one stock split that becomes effective today (July 3). At cur-
rent market prices 720,000 shares would be worth about $25 million. Stock will be held as treasury shares and will be avail-
able. Capities said, for issuance under employee incentive plans and for acquisitions. Company has 7,058,444 shares out-
standing, which will become 14,116,888 after split.

Deal is done. Taft Broadcasting has ex-
ecuted definitive agreement to buy WDA-
CTV Washington from Superior Tube Co. for $13.5 million, as previously outlined in letter of intent last April (BROADCASTING, May 1). Transaction still is subject to FCC approval.

Changing Hands

Announced
The following station sales were an-
nounced last week, subject to FCC ap-
proval:

- **WDBC(AM)-WFNN(FM) Escanaba, Mich.:** Sold by KVZ Inc. to Delta Broadcasting Co. for $600,000 plus assumption of $235,000 in notes. This sale and sale of **KHA-
KAM-FM Cedar Rapids, Iowa (see below),** are contingent upon transfer of control of Communications Properties Inc. from estate of Hart N. Cardozo Jr. (83.3%) to KVZ Inc., which is owned by former of-
icers of Communications Properties: Philip T. Kelly, president (85.5% before transfer and 49.9% after); Richard C. Voight, vice president (4.22% before, 25.8% after), and James L. Zimmerman, vice president (3.97% before, 24.3% after).KVZ will retain **WDBQ(AM)- KKI(FM) Dubuque, Iowa; KATE(AM)-KCPH-
FM Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and applications for new FM's in Fargo and Green Bay, Wis. Buyer, Delta Broadcasting, is joint venture of Midwest Wireless and Blackacre Ltd. Midwest is owned by Jack E. Kaufman (80%) and Robert L. Hanlow (20%), partners in **WWKS(AM) Celina, Ohio.** Mr. Kaufman is part owner of **WMB(AM)-WM(FM) West Branch, Mich.** Blackacre is principally owned by James R. Cooke and his wife, Betsy. Mr. Cooke is communications lawyer in Washington and partner in Arlington, Va., investment firm where his wife is employed. Neither has other broad-
cast interests. WDBC is on 680 khz with 10 kw daytime and 1 kw night. WFNN is on 104.7 mh with 100 kw and antenna 350 feet above average terrain.

- **KHA-KAM-FM Cedar Rapids, Iowa (see above):** To Stoner Broadcasting System for $757,000 plus $100,000 in noncompetition and consulting agree-
ments. Stoner, principally owned by trusts for Thomas H. and Ruth H. Stoner, owns **KQO(Am)-KGGG(FM) Des Moines, Iowa; WGBI(AM) Huntington, W. Va.; WNHF(FM)-WQYBB(FM) Binghamton, N.Y., and has sold, subject to FCC approval, WVDT(FM) Louisville, Ky. Khak is 1 kw daytimer on 1360 khz. Khak-FM is on 98.1

More ways than one, FCC Commissioner James Quello hopes that comments received in the commission inquiry to consider modifying its procedures for dealing with ex parte contacts in rulemaking proceedings will suggest alternatives to the proposal the commis-
sion issued for comment two weeks ago (BROADCASTING, June 12). Commissioner Quello said since the proposal was adopted as an interim policy, the commission has "unduly restricted the parameters of comment." He expressed the view that the commission prop-
osal, which requires public disclosure of all such contacts, goes too far, that the rules should apply only to rulemakings involving "competing claims to valuable privilege." The
commissioner, noting "the well-recognized fact" that commissioners cannot and do not digest every word of every filing before the various commission bureaus, said, "it obviously
is helpful to receive oral presentations of salient points" from contending parties.

Commissioner Abbott Washburn, in a separate statement, also expressed misgivings. The new procedures may not be burdensome to the well-financed organization, including networks and large multiple cable television systems, he said. But they will make things difficult for ordinary citizens, public interest groups and small-market cable systems and broadcasters. The new procedures, he said, "will cause valuable sources of information and contact to dry up. The commission will be the poorer for this.

Viacom International Inc. has acquired the assets of television station

**WVIT**

New Britain-Hartford, Conn.

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- KFMY(AM) Eugene, Ore.: Sold by Music Inc. to Obie Communications for $325,000. Seller is principally owned by Duke Young, president and general manager, who has no other broadcast interests. Buyer is principally owned by Brian B. Obie and his brother, Gary, who own KUNN(AM) Eugene. KFMY is on 97.9 mhz with 3.5 kw and antenna 780 feet above average terrain.

Approved

- KYAK(AM)-KGT(AM) Anchorage and KIAR(AM) Fairbanks, Alaska: Sold by Big Country Radio Inc. to Prime Time of Alaska Inc. for $2,850,000 plus assumption of approximately $650,000 in liabilities. Seller is owned by Richard C. Cruver, Glenn S. Miller and Robert W. Fleming, who have no other broadcast interests. Buyer is principally owned by Martin Hamstra and Robert Brown, owners of KWSY(AM) Everett, Wash. Others with interests in buyer are Dr. and Mrs. William Lucas, Washington state restaurateurs, and George Akers, Seattle attorney. KYAK is on 650 kHz with 50 kw day and 25 kw night. KGT is on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. KIAR is on 970 with 5 kw full time.

- KROD(AM)-KUDE(AM) El Paso: WCJ Media Inc., licensee, sold by Melvin Wheeler and others to Rex Broadcasting Corp. for $330,000, plus $600,000 in liabilities. Sellers are Mr. Wheeler, A. Boyd Kelly, E. Eric White and Ray Clymer Jr. (25% each). Mr. Wheeler owns KITT(AM)-FKT(AM) San Diego: WSIC(AM)-WSIQ(AM) Roanoke, Va.; KDRA(AM)-KDRA(AM) Denton, Tex.; and KFOD-TV Clavis, N.M. Mr. Kelly is principal owner of KDWT(AM) Stamford, Tex. Mr. White is majority owner of KORC(AM) Mineral Wells, Tex., and owns 20% of Wichita Falls Television, 80% owner of KAUV-TV Wichita Falls, Tex. Mr. Clymer owns 10% of Wichita Falls Television. Rex Broadcasting, buyer, is principally owned by Jim Sloan, with principal owner of KCUK(AM) Tucson, Ariz., where Philip D. Richardson (12.5% of Rex) is sales manager. Remaining stock in buyer is owned by two Tucson businessmen, neither with other broadcast interests. KROD is on 600 kHz with 5 kw full time. KUDE is on 95.5 mhz with 100 kw and antenna 1,200 feet above average terrain.


Precedent may be spinning off revolving door for FCC lawyers

Attorney for license applicant says his signature on papers is enough to affirm no involvement when he was with FCC; judge seeks ruling; citizen group petitions for far-reaching rulemaking

A former aide to then-FCC Chairman Richard E. Wiley is in the middle of a possible conflict-of-interest controversy before a commission administrative law judge, and the dispute could lead to new procedures for guarding against such conflicts in the future.

At least the judge, Reuben Lozner, has asked the commission to rule on whether it is appropriate for him to exclude from a hearing a private attorney who refuses to respond directly to a question as to whether he, while an FCC employee, dealt with matters related to the hearing.

The former aide involved is Roderick K. Porter, who was employed by the commission from November 1972 until October 1977, the last year as a special assistant to Chairman Wiley. He is now with the law firm of Fletcher, Heald, Kenehan & Hildreth, and is acting as co-counsel for WYOR(AM) Coral Gables, Fla., in a hearing before Judge Lozner that involves an application for a license to cover a construction permit.

Judge Lozner, after noting Mr. Porter's appearance in the case and realizing he had been on the chairman's staff when matters relating to the case were being considered by the commission, expressed concern. He noted that commission rules prohibit former employees from representing private parties before the commission in matters in which they had been substantially involved while with the agency—and he asked Mr. Porter to make a statement for the record regarding his participation, if any, in the case while he was with the commission.

Judge Lozner made the same request of Lisa J. Stevenson, an attorney for WGLO(AM) Fort Lauderdale and WWOG(AM) Boca Raton, both Florida, which are involved in the WYOR case. She had joined the firm of Koteen & Burt a year ago, after two years with the commission's Broadcast Bureau. She said she had not had any connection with the case while with the FCC.

But Mr. Porter declined to make the statement. After conferring with his office, Mr. Porter said the firm believes that the signing of pleadings in a case and the filing of a notice of appearance in a commission proceeding by an attorney "constitutes a representation that there are no conflicts of interest matters which would bar the firm or the firm attorney from acting as counsel in the case."

That did not satisfy Judge Lozner. He
contends that in refusing to make the requested statement, Mr. Porter had failed to "avoid even the appearance of professional impropriety as required by Canon 9 of the [American Bar Association's] Code of Professional Responsibility."

Accordingly, he suspended the hearing and asked the commission to answer two questions: Under the facts in the case, is it proper for the presiding judge to ask the question he did of Mr. Porter? And if it is, does the judge have the authority to bar the attorney from the hearing if the attorney declines to answer?

Mr. Porter's firm and the Federal Communications Bar Association have submitted pleadings endorsing Mr. Porter's stated position. The firm said that the law and commission rules require no affirmative statement from a former commission employee that he or she is "untainted." To require such a statement at the outset of a case, the firm said, "places ex-government employees in a distinctly different and, we submit, undesirable position as compared with attorneys not previously employed by the government."

Edgar H. Holtz, president of the FCBA, added that when "a judge questions a lawyer's ethics, there is a fall-effect on the client. The lawyer is one who has to guide himself and his clients and, unless there is hard proof to the contrary, and the judge [in the Porter matter] has none."

However, the Citizens Communications Center has seized on the controversy as a means for urging the commission to adopt new policy governing such situations. It filed a pleading not only urging the commission to uphold Judge Lozner but also to adopt an "objective" means of determining when a former high-level employee and his law firm should be disqualified from participating in commission proceedings.

Citizens said that since commissioners' assistants normally deal with all agenda items, they should be required to keep a contemporary record of items in which they do not participate. Otherwise, Citizens said, there is no way of maintaining "the appearance of fairness" if they appear as a private lawyer before the commission.

Citizens also asked the commission to adopt a rule to require the "immediate cessation of employment" of commission employees who accept positions with law firms or businesses dealing with the commission.

Furthermore, Citizens said, the commission's concern about appearances should not stop with the attorney involved. Unless the former employee can demonstrate that he separated himself from the commission action in the case, Citizens said, "the appearance of integrity demands that his law firm also be disqualified."

**Antitrust brain trust**

A 21-member blue-ribbon panel whose purpose is to review federal antitrust laws and procedures and recommend reform came into existence late last month in a ceremony presided over by President Carter in the White House rose garden.

President Carter said the national commission, whose members he formally appointed, will conduct a study intended "to go to the heart of the free enterprise system." And he said the commission would have two major goals: finding ways to speed the resolution of complex antitrust cases that frequently drag on for years, and making recommendations on the desirability of retaining existing antitrust-law exemptions.

Attorney General Griffin Bell reminded the group—which is scheduled to complete its work in six months—of the fate that attends many government studies. "We study and study and study, but we rarely implement" the recommendations that emerge, he said. "The Carter administration is trying to break that pattern."

The chairman of the group will be John Shenefield, assistant attorney general in charge of the Justice Department's antitrust division. He said a major goal would be to "lighten the hand of government" on business and consumers.

Congressional members of the commission include Senators Edward Kennedy (D-Mass.), Jacob Javits (R-N.Y.), Howard Metzenbaum (D-Ohio), Robert Morgan (D-N.C.), and G. C. Haney (D-Ala.), and Representatives Peter W. Rodino (D-N.J.), Barbara Jordan (D-Texas), John Seiberling (R-Ohio), and Charles Wiggins (R-Calif.).

Others on the commission are Michael Perschuk, Federal Trade Commission chairman; Alfred Kahn, Civil Aeronautics Board chairman; U.S. District Judge C.
Clyde Atkins, of the southern district of Florida; Chauncey Browning, West Virginia attorney general; Maxwell Blecher, of Los Angeles, an attorney; Eleanor Fox, of New York University law school; John Izard, former chairman of the antitrust law section of the American Bar Association, now practicing law in Atlanta; James Nicholas, former FTC member now practicing law in Washington; Craig Spanenberg, a Cleveland lawyer; Gordon Spivack, a former antitrust department official now practicing law in New York, and Lawrence Sullivan, professor of law at the University of California at Berkeley.

Geller finally OK'd as NTIA head

Hostage released after settlement of dispute over Jagoda role, but there are worries over WARC, and Hollings promises hearings

Henry Geller, one-time FCC general counsel, was confirmed by the Senate last week to head the new National Telecommunications and Information Administration. The vote, making official Mr. Geller’s title as assistant secretary of Commerce, followed a Tuesday deliberation and affirmative vote of the Commerce Committee at which Mr. Geller’s name was barely mentioned.

Although it had never been controversial, Mr. Geller’s nomination had been held up since the Communications Subcommittee’s hearing on his nomination on April 14 because of concern that President Carter’s media adviser, Barry Jagoda, had been involved in telecommunications policy decisions. The senator chiefly raising those concerns, Barry Goldwater (R-Ariz.), and Subcommittee Chairman Ernest Hollings (D-S.C.), said at the Commerce Committee session last Tuesday that they felt reassured there will be no more crossing of lines between White House image-makers and policy-makers.

The two senators met the week prior with Mr. Jagoda’s new superior, Gerald Rafshoon, who has been named assistant to the President for communications, and Robert J. Lipshutz, counsel to the President. From that meeting, Mr. Hollings said, “there is no question in my mind that Rafshoon understands the dangers of presidential media advisers trying to influence substantive issues. Mr. Jagoda had been involved in shaping the White House’s public broadcasting bill, in choosing nominees to the Corporation for Public Broadcasting board and in public broadcasting programming (Vladimir Horowitz’s concert at the White House). Mr. Hollings said it does not matter if such influence was for good. He said Mr. Jagoda “couldn’t understand that there should be no influence, period.” The senators had sought, unsuccessfully, to have both Mr. Jagoda and Mr. Rafshoon testify before the panel.

Mr. Goldwater said that from the meet-

ing with Messrs. Rafshoon and Lipshutz and another he had with Mr. Jagoda that he is “not 100% satisfied. But I’m not unhappy.” He said in the future “we will be watching very closely to make sure there will be no White House involvement in public broadcasting.”

Several Communications Subcommittee members also expressed concern that U.S. preparations for the World Administrative Radio Conference-1979 have been moving too slowly. Senator Goldwater said he doesn’t think the United States has ever had a strong team of delegates to WARC conferences, but should make certain to put one together for the upcoming meeting. “All these other countries want to bite off big chunks of frequency that they can’t use,” he said. “We just don’t want to see the United States come out of this with nothing for our own communications.”

Senator Harrison Schmitt (R-N.M.), who had blasted the administration two weeks ago for being “oblivious” to the potential future economic hardships and threats to national security that are at stake in the WARC negotiations (BROADCASTING, June 26), complained again that “at this time we’re essentially in a no-win situation.”

Senator Hollings, in response, suggested that the subcommittee hold a WARC oversight hearing. That has not been scheduled yet.

Mr. Geller, who was only briefly mentioned before the vote on his confirmation, has a telecommunications background that included 14 years at the FCC. He was general counsel from 1964 to 1970, special assistant for planning from 1971 to 1973. From 1957 to 1961 he had been an appellate antitrust lawyer at the Department of Justice. Since leaving the commission in 1973, he has been a communications specialist at the Rand Corp. and a communications fellow at Aspen Institute in Washington.

FCC prospect list questioned by NAB

Agency’s offer to be middleman between station sellers and minority buyers is criticized

The National Association of Broadcasters has petitioned the FCC for partial reconsideration of its order aimed at improving chances of minority group members to acquire broadcast ownership. The NAB’s concern focuses on the commission announcement that its Consumer Assistance Office and Industry Equal Employment Opportunity Unit will maintain a list of names, addresses and telephone numbers of prospective purchasers for anyone—sellers or brokers—who want to consult it.

NAB said the benefits of such a list “are at best illusory” and that the commission should abandon the idea. NAB said brokers and lawyers at a meeting it sponsored agreed that the proposed list would not contain the information that would be needed—principally, the financial qualifications of the prospective buyers. But to include that information, the NAB said, would raise questions about privacy, as well as about the propriety of the government serving as a clearinghouse for such information.

However, if the commission decides not to drop its offer to maintain the list, the NAB said it should include additional information, including the kind of station sought, the acceptable price range and financial qualifications.

The NAB, which has published a booklet, “Purchasing a Broadcast Station: A Buyer’s Guide,” offered to make it available to the commission for distribution to prospective minority purchasers.

The booklet is designed to provide minorities with a basic knowledge of how to find a station, evaluate its worth, obtain financing and secure FCC approval for the sale. Its booklet, the NAB said, “would provide more meaningful assistance to a prospective minority purchaser” than the list the commission has proposed.

FCC reimbursement inquiry started on whether to pay for public participation; also voted: OK for FTC to see conglomerate-study files

In what was described as an effort to get more participation in FCC matters from citizen groups, the commission last week voted 5-1 to issue a notice of inquiry on reimbursement of expenses for those taking part in its proceedings.

The dissent came from Commissioner Robert E. Lee, who said he thought it was “premature” and that it might ultimately promote delay and lengthen processes. He said Congress should make the first move. “This is only a notice” is the story of my life around here,” he said. “It is a bit of a commitment.”

At the same meeting the commission decided it would not outright grant a Federal Trade Commission request to hand over documents collected during a 1972 study on conglomerate ownership of broadcasting stations, but would allow interested FTC employees to come over to the FCC and read it.

With the reimbursement notice of inquiry, the commission seeks comments as to whether it should establish reimbursements, and if so whether it has or must get authority from Congress. And after that, what form should the process take? The intent of the reimbursements would be to allow citizen groups, which otherwise would not be able, to present informed views on issues before the commission.

“I don’t consider this a lawyer’s relief bill,” Chairman Charles Ferris said. “Laws are quick for opinions and judgments,” he said, but often less so with facts. This is an opportunity, Chairman Ferris said, to get facts from citizen groups.

In presenting the issue, staff members...
said the notice would ask questions, but they already had some strong preferences. They felt reimbursements should be limited to notice and comment proceedings and rulemakings. Also that reimbursements would go to persons who "contribute to a full and fair understanding" of the issue and who without financial help could not participate.

Commissioner Margita White said it was the responsibility of the commission to find out what impact the program might have and to think about who would be eligible, who makes the choices, how much money would be distributed and for how long. She also said the need is to get the widest range of participants, not the most vocal.

The commissioners decided not to give the FTC the conglomerate ownership study outright because at least two of them felt it amounted to a betrayal of confidence of the 36 firms which made up the study. Commissioner Tyrone Brown said the companies gave information in good faith at a time when the FCC could not legally give the report to any other agency. The law since that time has been changed, but Mr. Brown said he felt the old law should apply in this case.

The FTC is looking at media concentration and requested the report thinking it might be of help. After discussing various ways the commission could release the report with conditions, the FCC commissioners decided to pass on it with the understanding that the staff would make arrangements to have FTC personnel come over and read it.

Maybe they won't want it and the whole thing will go away, Chairman Ferris said. In other actions, the commission dropped the ban on the manufacture and marketing of external radio frequency power amplifiers used illegally by citizen band operators to boost the power of CB radios. The commissioners dropped the ban when they learned it had brought to the marketplace equipment easily converted to amplifiers that caused more interference than the ones originally banned.

The commission also approved a notice of rulemaking looking to the elimination or modification of the cable TV certificate of compliance process since it has authority under the forfeiture law to issue such amounts to a fine. It is seeking comments on a "wide range of issues." One concern, voiced by Commissioner Abbott Washburn, was that forfeiture might not give the commission the information-gathering possibilities allowed by the certificate of compliance process.

And, broadcast equal employment opportunity rules were broadened by the commission to include the handicapped.

NAB's regional helpers on minority ownership

The National Association of Broadcasters has put together three teams in New York, Chicago and Los Angeles to provide information to minorities interested in buying broadcast stations or obtaining construction permits. Those and a similar group being put together in Atlanta are to work with the NAB task force on minority ownership to provide financial, programming, engineering and general information.

The members are:

New York □ Alan R. Griffith, vice president, The Bank of New York (for financial information); Joe Somerset, radio programming consultant and former Capital Cities radio program director (for programming information); David Bedow, vice president in charge of engineering, Westinghouse Broadcasting (for engineering information), and Thomas S. Murphy, chairman of the board, Capital Cities Communications (for general information).

Chicago □ William S. Lear, vice president, The First National Bank of Chicago (finance); Phil Nolan, area vice president, Westinghouse Broadcasting (programming), and Irving Harris, president, Standard Shares Inc. (general).

Los Angeles □ Zeblie Trogden, vice president, Security Pacific National Bank (finance); Bill Ward, vice president and general manager, KLAC(AM) Los Angeles (programming), and Pete Newell, vice president and general manager, KPOL-AM-FM Los Angeles (general).

Names of engineers in Chicago and Los Angeles are to be announced later.

Faith Center and FCC head on collision course

Religious licensee refuses request from commission to turn over records of donors, other financial information and program tapes

Faith Center Inc., a group religious broadcaster and programer headquartered in California, will not meet a July 20 FCC deadline for turning over station tapes and financial information, its attorney said.

The commission has asked Faith Center, owner of KHOF-TV San Bernardino, Calif., KVOF-TV San Francisco, WHCT-TV Hartford, Conn., and KHOPFM Los Angeles, refused to cooperate in a September 1977 investigation of the group's financial dealings. The commission then set the July 20 deadline, asked for "certain financial and other materials" and said failure to meet the deadline would result in KHOF-TV being set for hearing.

Faith Center attorney Peter Van Name Esser said commission investigators had initially asked for lists of donors and projects and personnel and other church records, many of which Faith Center considered privileged information. Now, he said, the commission is asking for lists of donors and contributors, and other materials including 200 hours of video tapes.

He said the station might file suit in federal court to stop the hearing, or attempt to negotiate further with the FCC on what materials have to be submitted. "We are accusing them of a fishing expedition."

TOP TEN GROWTH AREAS

"WHERE THE OPPORTUNITIES ARE FOR THE 1980's"

Money Magazine May 1978

1 BEAUMONT TEXAS
2 FORT LAUDERDALE FLA
3 TAMPA/ST. PETERSBURG FLA
4 HOUSTON TEXAS
5 ALBUQUERQUE N.M.
6 EL PASO TEXAS
7 AUSTIN TEXAS
8 COLUMBUS S.C.
9 TUSCON ARIZONA
10 GREENVILLE/SPARTANBURG S.C.

BEAUMONT

"the excitement of a boom town"

KBMT TV

"the excitement of overall leadership"

Magazine May 1978
Mr. Esser said, "They say we may be a church, but we are also a licensee."

Faith Center already has filed suit against the California attorney general, seeking $70 million damages after another attempted investigation into church records.

"We believe," Mr. Esser said, "the stations—not just KHOP-TV, but all Faith Center stations—will be taken off the air. We believe the hearing will be designated and the licenses will make an example of Dr. Scott [W. Eugene Scott, the church's pastor and president of the stations] and deny the license. And if they do deny the license, they will deny all four."

Mr. Esser said Faith Center "feels confident" of its constitutional grounds, "but it is a question of how long the church and its supporters can remain solid" in the face of investigations by the California attorney general and the FCC. "We may prevail somewhere down the line," he said, "but the damage may already be done. People do not want to associate with a church under investigation."

The FCC, he said, has not acknowledged receipt of information already sent by the church. "Now they want more. They want something to come in and see if we are on the level. I'm not looking at all fund-raising tapes, lists of all donors and reasons they gave, then see if we followed through on what they wanted. It is not burdensome, but also unconstitutional," he said.

Proposition 13 may knock props from under some public stations

Six noncommercial radio stations in California are facing serious financial crises as a result of that state's recent Proposition 13 tax vote. The stations, all of which are associated with state colleges or local school districts, are girding themselves for severe budget cuts that could jeopardize their membership in National Public Radio and their eligibility for Corporation for Public Broadcasting funds.

The stations involved are KCRW(FM) Santa Monica, KPCPS(FM) Pasadena, KLON(FM) Long Beach, KVR(FM) San Bernardino, KCS(FM) San Mateo and KALW(FM) San Francisco. The stations receive 30%-50% of their operating funds from educational budgets that have been cut as a result of the tax vote.

The qualifications for NPR membership and CPB funds include stipulations that stations must maintain full-time staffs of five employees and broadcast at least 18 hours a day. Under the impending budget cuts, however, the stations fear that they may be forced to cut staffs and broadcast time below those minimums.

According to Clyde Robinson, NPR vice president for member services, the public network intends "without question" to carry the stations at least into the fall when the NPR membership committee is scheduled to meet and consider the situation.

Radio raves

Participants at ANA/RAB workshop tell one success story after another about the medium's power

Testimonials poured out in a steady stream as sellers of products ranging from cheese to chewing gum praised the power of radio advertising last week at the 11th annual radio workshop cosponsored by the Association of National Advertisers and the Radio Advertising Bureau.

Some 900 advertiser, agency and media people were on hand for the all-day session, held Tuesday at the Waldorf-Astoria Hotel in New York.

Keith Reinhard, executive vice president of Needham, Harper & Steers, set the tone for the meeting in his keynote speech:

"If radio had been invented after TV," he said, "it would, no doubt, be considered a medium for minor items. We'd be talking about radio's advantages—about the intimacy of radio and the fact that radio allows you to involve the viewer when he's doing something else. Unlike TV, he can actually receive your radio 'picture' without sitting down next to the set. And agencies would put their best creative people on radio, and those people would create radio pictures far more vivid and compelling than TV ever could."

Other speakers got down to cases, among them the cases of Kraft, Wrigley, American Express, Blue Nuni wine, the new OXY-5 acne medication, Hirsch Photo Supply Co. and a number of big retailers.

NH&K's Mr. Reinhard also got down to cases, playing commercials his company had created for the McDonald's food chain as examples of the kind of care that radio commercials deserve. Too many agencies give radio short shrift, he said.

"Agencies that hire expensive directors to create their TV pictures," he said, "leave their radio pictures to an assistant producer. Agencies that fly three people to the Coast for preproduction meetings to discuss their TV pictures will schedule only one hour of studio time for preproduction, production and postproduction of their radio picture...."

Most advertisers don't spend enough money on radio production. I think it may have to do with the way we at advertising agencies have approached the task of selling radio to our clients. We tell them 'radio is cheap.' We don't tell them about radio's tremendous targeting advantages."

A.G. Atwater Jr., for one, didn't need to be told. Mr. Atwater, vice president and assistant to the president of Wm. Wrigley Jr. Co., said Wrigley has been using radio since 1927 and is currently using it all over the country.

"Day after day," he said, "we're on radio. On spot radio. On all the radio networks. We're on the air in every radio market in the country. On more than 3,000 stations. In the last two hours, radio delivered more than 7 million listener impressions for Wrigley's.

"Consumers themselves may not be aware of what a powerful job radio does. But we have to be. When advertising is the livelihood of your business, radio is a fact of life."

Mr. Atwater said radio performs six marketing roles for his company:

To strengthen and extend advertising, use radio. To maintain the momentum of a campaign when TV viewing dips, we use radio. To reach consumers out of home, we use radio. To segment the market—to reach young consumers and ethnic groups efficiently—we use radio. To give a campaign tremendous frequency against a spectrum of demographic groups, we use radio. To drive home a musical message, we use radio.

Mr. Atwater also stressed radio's visual impact:

"We know that a strong visual in our TV commercials carries right over to our radio commercials for the same campaign... Used properly, in combination with TV, the result is more than TV plus radio, it's synergistic."

In addition, he told the workshop audience, "radio isn't TV without pictures. Think of it as TV without the overdubs. If you want to escape the clutter of TV commercial breaks, buy radio."

James Blocki, general advertising manager of Kraft, said the success of Kraft's use of radio could be judged by the fact that "we doubled our expenditures in radio between 1976 and 1977."

He said Kraft's association with radio goes back almost 50 years, and that "radio will continue to be an important part of our advertising plans in the years ahead—because radio works. Because we have nearly 7,000 Kraft products to sell," Mr. Blocki said, "we view it as a powerful weapon. Because radio is flexible, we can be flexible in our marketing plans...

"In 1975, Kraft moved heavily into network radio with cheese product commercials. Our objective was to saturate the radio waves with the Kraft name, then to combine that impact with the visual appeal of our product demonstration commercials on TV. We worked—it this is the third year of this activity and public awareness of the Kraft name is at its highest."

Lawrence White, brand manager of OXY-5, an acne medication marketed by the Norciff Thayer division of Revlon, credited radio with helping to make OXY-5 "an incredible success story."

Starting in 1975, he said, "we concentrated all our limited media funds on radio alone." By 1977, he reported, retail sales were up 40%.

"To achieve the reach and frequency goals in TV we would have [had] to concentrate all of our year-one budget in a few flights, shoot the works and pray that it would pan out," Mr. White said. "In radio, we were able to hit more precisely at our teen-age target audience, eliminate expensive coverage of people who were not in our target and who would have no need for
Never leave 'em laughing. Various techniques and objectives of radio protesting firms were discussed last week during a panel session at the Association of National Advertisers/Radio Advertising Bureau radio workshop. Richard Montesano, RAB senior vice president of marketing and moderator of the session, released an RAB report on "Radio Pretesting Companies," which described 11 research firms with specialized techniques: ASI, Burke, Communicus, ERISCO East, McCollum/Spielman, Radio Recall Research, Schrader Research, Spencer Bryne Associates, Telcom Research, Telereach and the Walt Wesley Co.

Tom Mindt, vice president of Tele Research, New York, which relies on purchases from supermarkets and drug stores as a barometer of ad effectiveness, said that, on average, a 60-second radio commercial is 75% as effective as a 30-second TV spot.

Equally bullish remarks about radio were made by Peter Klein, senior vice president of McCollum/Spielman, Great Neck, N.Y., who said that, on average, radio commercials are 83% as effective as TV in creating brand awareness.

Jerry Jontry, vice president and Eastern manager of the Walt Wesley Co., New York, which uses a psychogalvanometer to record emotional responses, pointed out the effectiveness of radio in relation to other media. He said that "from the arousal scores we have seen from the many radio commercials we have tested, good ones can be just as powerful as any TV commercial or print ad.

What makes an effective radio commercial? Jeri Radder, vice president, Communicus, Los Angeles, insisted that the attraction for a commercial hinges on the interest and/or entertainment value of its opening portion. Lee Weinblatt, president of Telcom Research, Teaneck, N.J., said that "humor, when properly presented, is the surest way to obtain long-term recall of a radio commercial message." Maurice Webster, president of ERISCO East, offered three guidelines—involve listeners more than ever. They got local advertising support from American Express, they were on the air, they were heard by their customers, and 60% of the owners said the promotion had a favorable effect on their business." Ms. Black and Mr. White pointed out that the radio effort, which involved a national advertiser's local "customers," is an idea that could prove effective for any large firm with a need to involve, motivate or otherwise publicize its local retailers or distributors.

Bernard S. Owett, senior vice president and creative director for the J. Walter Thompson Co., New York, described radio as a medium that "takes over your mind but doesn't take over your life." One of the pluses of radio, he said, is that it "is the only medium where you can draw a picture, knit a scarf, cook a quiche or lie on the beach and still be entertained, informed and involved."

In reviewing radio creativity, Mr. Owett noted that one of the medium's strong points is that it demands that "you bring something of yourself to it." He said radio "takes you on a trip through your own imagination or individual perception of reality."

Mr. Owett underscored the effectiveness of radio advertising, pointing out that out of 21 Effie winners this year, nine used radio and out of 21 honorable mentions, 10 were for radio. (The Effies are advertising

"The costs were right, The coverage was on target. So we decided not to dilute any of our efforts away from this preliminary radio target."

The budget, he said, was split about equally between network radio and spot radio in the top 30 markets.

"We increased our spending," he continued, "and share responded with steady growth. What we were doing was working. Our success tended to draw our competitors into radio and into other media as well."

M. Lawrence Light, executive vice president of BBDO, characterized the contemporary life style as "the age of me," a time of egocentricity in which people are intensely concerned about appearance, status and well-being.

"Radio," he said, "is the perfect medium for the age of me. Radio is personal... convenient... instant... fun... varied... selective... portable. What better medium for efficiently reaching prime prospects with a special tailored message?"

"... All media planners must be very sensitive to changes in the world around them. Every media vehicle delivers not only an audience—it delivers them in a particular state of mind."

"As everyone knows, C-P-M stands for cost per thousand. It should stand for cost per mind. Radio is one way of reaching target homes in the right frame of mind with the right message at the right time."

"In this age of high prices, increased competition for the consumer's dollar, increased competition for the consumer's attention, increased marketing fractionalization, increased advertising clutter, reduced home viewing of TV, more sex, greater personalization, more mobility, less time spent at home, more working women, more selectivity—how do you sell relief? I spell it R-A-D-I-O."
ing awards given annually for documented marketing effectiveness.)

"Nothing else, including television, has brought so much pleasure to so many people," Mr. Owett said of radio. "What else can wake you up in the morning, lull you to sleep at night and, in between, fire your imagination, stimulate your emotion, thrill, chill and fill you with anticipation?"

Lee Carter, president of Local Marketing Corp., Cincinnati, said his firm has been using spot radio increasingly in recent years to help bolster sales of national brands in cities throughout the U.S.

Radio campaigns have been the core of these successes," Mr. Carter reported. "During the past seven years, Local Marketing Corp. has worked with such national advertisers as Bristol-Myers, Lever Bros., Quaker Oats and Armour-Dial to develop effective marketing plans in more than 45 markets. Products have ranged from pizza to pet foods, from diet soda to deodorants.

His firm stresses what it calls the "local market approach," designed to identify unique local opportunities and use them for the benefit of clients. Mr. Carter said his company develops local campaigns with national advertisers and uses radio as the major medium.

Jerry Della Femina, chairman of Della Femina, Travisano & Partners, traced the Blue Nun wine success story in the principal luncheon speech and presented the stars of the Blue Nun commercials, Jerry Stiller and Anne Meara.

Congressional wives support FTC's inquiry into children's ads

They want government to put up money for nutrition information

The Congressional Wives Task Force endorsed the Federal Trade Commission's children's advertising inquiry last week as the group released a 13-page report scolding the advertising industry for producing "high-powered" campaigns that encourage consumers "to eat and drink food items that have little or no dietary value."

The task force called the FTC's inquiry "an important step toward assuring that children receive adequate protection in the television age—a responsibility that must be shared by the advertiser, broadcaster and parent."

In the report, which deals primarily with nutrition, the congressional wives said that the federal government, as a big purchaser of radio and television advertising, should budget funds for "nutrition information." Furthermore, the report said, "some changes should be forthcoming in the airing of public service announcements." It urged the FCC to "develop standards to govern public service announcements and to provide better time allocation."

The report of last week was the second produced by the 50 wives of senators and representatives who make up the task force. Last year, they issued a study of television programming that called televised violence an "outrage against the young people of America."

In an addendum to last year's report that was also released last week, the task force said that it could not endorse "specific rules" on children's advertising "until all the evidence is in," but it did say that the wives were "distressed" over legislative attempts to limit the FTC's inquiry.

The group also said that it was "gratified" to note that the incidence of violence on television seemed to be on the decline. That reduction was balanced, however, by an "overemphasis" on "particularly exploitative" sex.

Mrs. Albert A. (Tipper) Gore Jr., whose husband, a Tennessee Democrat, is on the House Communications Subcommittee, is chairman of the task force.

The Force be with TV

Twentieth Century-Fox Film Corp., Los Angeles, is concentrating a barrage of TV commercials on all network prime-time programs on July 19, 20 and 21 and on all network children's shows on July 22 to herald the opening of its blockbuster film, "Star Wars," in more than 1,500 theaters and drive-ins in the U.S. and Canada.

The hit film has been running for more than a year in 51 first-run houses only, and the massive television campaign is being mounted to attract new and repeat customers. The film is expected to be released in the fall to await its sequel, "Star Wars II," in 1980.

Ashley Boone, Fox's vice president for domestic marketing and distribution, refused to give the cost of the TV campaign except to say it is in the "multimillion-dollar" area. He said at least one commercial will be shown on each network program and calculates that more than $55 million homes will see one or more of the spots. Doyle Dane Bernbach, New York, is the agency.

Supporting network TV will be a modest spot effort, according to Mr. Boone. Spots will be used on Spanish-language stations in Los Angeles, Miami and Chicago; on French-language stations in Montreal and on Italian-language programs in Toronto, where, Mr. Boone said, there are 400,000 persons of Italian background.

INTV spreads the word

The Association of Independent Television Stations is allotting $350,000 in each of two years, starting this fall, to extol the strengths of independent outlets through advertisements in trade and consumer publications. The campaign theme, created by Ted Barash & Co., New York, is, "Keep Your Options Open" and is designed to persuade media buyers that independent TV stations represent a significant spot market. Herman Land, president of INTV, said that in 1977, independents accounted for more than $500 million of the spot TV total of about $3 billion, and he projected that the 1978 figure would be $600 million.

Latest from JWT

J. Walter Thompson Co., New York, has formed The Entertainment Group to handle leisure-oriented advertising for the legitimate theater, motion pictures, theme parks, professional sports, books and record companies.

Eugene Secunda, a Thompson senior vice president with a background in theatrical and motion picture advertising

Broadcasting July 3 1978
and publicity, will head the new group. Richard Pell, a vice president at JWT, will be director of client services, and Ruth Downing Karp will serve as creative director.

In announcing the formation of the group last week, Ron Sherman, president of JWT’s Eastern division and head of the New York office, said “we believe there is a tremendous opportunity for us in the entertainment and leisure category that no other ad agency has yet fully realized.” Thompson is now creating and placing advertising for two Broadway shows, “Chapter Two” and “On the Twentieth Century,” and for the Brooklyn Academy of Music, the Big Apple Circus and the “California Suite” national company.

Pitofsky nomination clears Senate

New FTC commissioner says in written testimony that he has open mind on children’s ads

The nomination of Robert Pitofsky to the Federal Trade Commission was confirmed by the Senate last Wednesday following a quick deliberation and vote the day before by the Senate Commerce Committee.

Pitofsky, who becomes the one-time head of the FTC’s bureau of consumer protection, submitted answers to written questions from the committee about the commission’s proposed trade rule on children’s advertising. He defended the FTC’s authority to perform an inquiry and to pass a ban on children’s advertising if the evidence warrants it. Whether the First Amendment as interpreted by the Supreme Court poses an obstacle to the imposition of such a ban, he said, “would depend upon how seriously children were being exploited and whether a ban was an appropriate and reasonable response to the problem.”

Mr. Pitofsky said he believes children are entitled to special protection in the marketplace. If it is determined that advertising aimed at children—especially at preschoolers—is inherently unfair and deceptive because they lack the capacity to evaluate commercials, then the First Amendment may offer no protection against an advertising ban, he said.

He added, “there is a limit on what the federal government can and should do, and there is always a danger that one type of intervention will lead to another. I don’t think that’s especially a problem with respect to children’s television, since special protection for children has been a traditional area of FTC and legal concern.”

That is his opinion of the FTC’s legal authority in the area. But “I have myself an open mind as to how serious abuses are in this area and what remedies would be appropriate if there are any abuses,” he said.

Mr. Pitofsky, 48, is a law professor at Georgetown University and associate of the Washington law firm Arnold & Porter.

Advertising Briefs

Northwest-bound. Media Investment Service, New York, regional spot broadcasting arm of McCann-Erickson, has opened offices in Portland, Ore., and Seattle to service Pacific Northwest. MIS, which placed about $120 million in local radio and television time for M-E last year, also has offices in New York, Atlanta, Chicago, Los Angeles, San Francisco, Houston, Detroit, Cleveland, New Orleans, Boston and Dallas.

Tracking goals. Audits & Surveys Inc., New York, is offering syndicated computer-based advertising research service to provide information on national impact of advertising in given product categories. Called Advertising Goal Tracking System, it measures brand awareness, advertising awareness, copy recall, current brand usage and trends in brand preferences. Findings are based on national sample of 12,000 primary household shoppers annually. Telephone interviews are conducted daily at rate of 1,000 households each month.

Hong Kong expansion. Foote, Cone & Belding Communications Inc., Chicago, reports its FCB International subsidiary has agreed to acquire 40% interest in John Roddy Advertising, Hong Kong, which has billings equivalent to more than $3 million. Agency will be renamed John Roddy/FCB Advertising Ltd. following close of transaction in early July.

Going north. BBDO International, New York, has made tender offer to buy up to 35% of stock of Comcore Communications Ltd., Canadian holding company that owns two advertising agencies, Baker Lovick Ltd., with offices in Montreal, Toronto, Calgary, Edmonton and Vancouver, and Grant/Tandy Ltd., Toronto and Montreal. Two agencies bill in excess of $55 million (Canadian).

DFS adds. Olympia Brewing Co., Tumwater, Wash., is shifting its Olympia beer account from Ayer/Baker, Seattle, to Dancer Fitzgerald Sample, New York. Account bills more than $7 million, much of it in television and radio.

Settled. Twelve challenges to national advertising, including two on television and two on radio, were resolved during May by National Advertising Division Council of Better Business Bureaus. Modified were radio commercial for Quaker Oats (K-1 Ration dog food) and TV commercial for Warner-Lambert (Extra Strength Sinutab). Reviewed and found acceptable were radio spot for Norcliff Thayer (OXY-5 acne medication) and TV commercial for Richardson-Merrell (Fasteeth Denture Adhesive Powder).

Leaving Lois out. Creamer Lois FSR Inc., New York, has changed its name to Creamer Inc., which agency said will “provide us with clear identification under which we can continue our rapid growth.”

No mention in announcement was made of recent resignation of George Lois as president and creative director because of “personality clashes” with other top officers (Broadcasting, June 26).

Knot is tied. Merger of Compton Advertising and Rumrill-Hoyt was completed last week. Agencies have combined domestic billings of approximately $170 million. Although wholly owned by Compton, Rumrill-Hoyt will continue to function as separate agency with own management and retain present name and offices in New York City and Rochester, N.Y.

Warner-Lambert gears up for $10-million corrective ad campaign

Warner-Lambert Co. has spent millions of dollars since 1921 telling people Listerine is a cold remedy. Now it is getting ready to spend millions more saying it’s not.

In late August or September the company will begin a $10.2-million campaign under orders from the Federal Trade Commission to tell the public “Listerine will not help prevent colds or sore throats or lessen their severity” (Broadcasting, Aug. 8, 1977). The FTC first questioned the mouthwash claims in 1941.

A spokesman for Warner-Lambert said the final FTC order is not expected for about two weeks and the company will not approve a commercial until it has the exact wording. He said existing TV commercials

16 Outstanding Features All in Color

From the company that continues to deliver the very best.

PRIME III

Broadcasting July 3 1976

45
The St. Louis Chapter of the National Academy of Television Arts & Sciences has 16 major categories.

On April 1st, KMOX-TV won 10 of them!

"Best Newscast"..... 5 PM NEWSROOM
"Best Anchor Person"..... Julius Hunter
"Best Reporter"..... Al Wiman
"Best Weather Person"..... Ollie Raymand
"Best Sports Announcer"..... Kevin Slaten
"Best Educational Series"..... "The Everyday Gourmet"
"Best Children's Educational Series"..... "When I Grow Up"
"Best Public Affairs Series"..... "St. Louis Illustrated"
"Best Promotion Campaign"..... "NEWSROOM"
"Outstanding Director/News"..... "Carl Petre"

*Tie*
And this year's winners are . . .

They're honored—radio and TV, that is—each year with awards from numerous organizations, and the past 12 months' worth shows the competition increasing, both in number and in quality.

Awards—tangible evidence of a job well done. And in broadcasting, the job is being done better and better every year, as attested by the increasing number presented to broadcasters every year, as well as the growing number of entrants.

Prizes are awarded by groups of various sizes and interests—from the Arthritis Foundation to Sigma Delta Chi to the National Association of Broadcasters.

This second annual Broadcasting roundup of honors covers awards for journalism, programming, advertising and promotion, among others. New to the list this year are the complete Emmy and Grammy award winners. Gone from the list this year are the American Cancer Society Media awards; it was decided they had accomplished their purpose of encouraging "excellence in communications about cancer" and the money could be diverted to research.

Commercials in both radio and TV are honored with a number of awards, including the Clio's.

Journalism excellence makes up the largest category of awards, from specific presentations like best coverage of finance (Janus awards) to general presentations for distinguished service (Missouri Honor awards).

Programming, including news, is represented (in addition to the Emmy's) by a number of honors including the Peabody, Freedoms Foundation and Ohio State awards.

The following list of national awards were conferred between July 1977 and June 1978. The list includes the broadcast and broadcast-related winners but exclude nonbroadcast awards by the same donors.

Armstrong Awards

14th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards recognize "excellence and originality in FM broadcasting."

First place
Earpplay, Madison, Wis.  □ The Temptation Game (creative use of the medium).
KNX(AM) Los Angeles □ An Evening With Jackson Broune (music).
WGBH(FM) Boston □ Choices (education).
WJDO-FM Frankfort, Ind. □ Snow storm disaster coverage (community service).
WXRT(FM) Chicago □ Cuba Now (documentary) and general news coverage (news).

Merit certificates
American FM Radio Network □ Listen Closely (news).
Gamut Media, Barington, Ill. □ Roahike-Mit Mandala (creative use of the medium).
KJNN(FM) St. Paul □ The Prairie Was Quiet (creative use of the medium).
WDLC-FM Port Jervis, N.Y. □ Take Five for Health (community service).
WQXW-FM New York □ A Tribute to Maria Callas (music).

Howard W. Blakeslee Award

Presented by the American Heart Association in memory of the late AP science editor, for "outstanding reporting on heart and blood vessel diseases."

Broadcast winners
CBS News □ 60 Minutes piece titled "Heart Attack"
Presented by the BPA and Michigan State to "recognize outstanding broadcast promotion airtools in three main categories—audience promotion, sales promotion and community involvement."

CFCH(AM) Calgary, Alta. □ Audience promotion, medium market, on radio and on TV.

KEX(AM) Portland, Ore. □ Sales promotion, medium market radio.

KMKL(AM) San Francisco □ Audience promotion, large market, radio, on TV and total campaign.

KNBC(TV) Los Angeles □ Audience promotion, large market, TV on radio and TV on TV.

KNX(AM) Los Angeles □ Audience promotion, large market, radio.

KSL(TV) Salt Lake City □ Audience promotion, large market, total campaign.

KUT(TV) Salt Lake City □ Sales promotion, medium market, on TV.

KYW-TV Philadelphia □ Audience promotion, large market, total campaign.

WABC-TV New York □ Sales promotion, large market TV.

WBMM-TV Chicago □ Community involvement, TV.

WBT(AM) Charlotte, N.C. □ Audience promotion, small market, radio on radio.

WBZ(AM) Boston □ Community involvement, radio.

WFLY-TV Evansville, Ind. □ Audience promotion, small market, total campaign.

WHAS-TV Louisville, Ky. □ Audience promotion, medium market, TV on TV.

WTTR(AM) Washington D.C. □ Audience promotion, medium market, total campaign.

WLS-TV Chicago □ Audience promotion, large market, on broadcast.

WMAL(AM) Washington, D.C. □ Audience promotion, large market, radio on radio.

WOR(FM) Boston □ Sales promotion, large market radio.

WRAN(AM) Dover, N.J. □ Audience promotion, small market, radio on radio.

WSJAM(AM) Detroit, Mich. □ Audience promotion, medium market, on broadcast.

WTMJ-TV Milwaukee □ Audience promotion, medium market, on radio.

WTIV(TV) Charlotte, N.C. □ Audience promotion, small market, TV on TV.

WTV(TV) Milwaukee □ Audience promotion, medium market, nonbroadcast.

22d annual. Presented by the Arthritis Foundation for "stimulating greater public knowledge of, interest in and action on the problem of arthritis."

Broadcast winners


Alan Kauf, KNBC-TV Los Angeles □ Feeling Fine.

Presented by The Christophers, ecumenical mass media organization to producers, writers, and directors for "works which embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

Televisiion


The Body Human: The Miracle Month □ Thomas W. Moore, Alfred R. Kelman, Robert F. Fitz (CBS).

CBS Reports: The Fire Next Door □ Howard Stringer, Tom Spain, Bill Moyer.


Georgia O'Keefe □ Perry Miller Adalo (PBS/WEUT(TV) New York).

The Hobbit □ Arthur Rankin Jr., Jules Bass, Romeo Muller (NBC).


Just a Little Inconvenience □ Lee Majors, Allan Bater, Theodore F. flicker (NBC).

Mary White □ Robert R. Alldredge, Jud Taylor, Caryl Linker (ABC).


Something for Joey □ Jerry McNeeley, Louis Antonio (CBS).

Tut: The Boy King □ George A. Heinemann, Sid Smith, W.K. Lewis (NBC).

6th annual. Presented by Women In Communications Inc. for "excellence in newspaper and magazine articles, television and radio presentations and public relations and advertising campaigns."

Radio

Bill Cusack, WBZ(AM) Boston □ BZ Living.


Television

ABC-AM □ Roots.

Perry Miller Adalo, WNBT(TV) New York □ Georgia O'Keefe.


Susan Silk and Barry Armstrong, WNAC-TVS Boston (WMA).

Beverly Williams and Cliff Abromats, KYW-TV Philadelphia □ Police Brutality: Fact or Fiction.
IN OUR EMMY-WINNING TRADITION, WE WIN AGAIN!

Outstanding Achievement

WITHIN A REGULARLY SCHEDULED NEWS PROGRAM
Feature Story or Mini-Series
Kenya Massacre: Bill Kurtis, reporter; Donna LaPietra, producer.

NEWS SPECIAL
Agent Orange—Vietnam's Deadly Fog: Bill Kurtis, reporter; Rose Economou, Brian Boyer, producers.

DOCUMENTARY PROGRAM OF CURRENT SIGNIFICANCE
A Matter of Policy: Scott Craig and Jim Hatfield, producers.

DOCUMENTARY OF CULTURAL SIGNIFICANCE
A Palette of Glass: Chuck Olin, producer.

INFORMATIONAL PROGRAMMING
Public Affairs Series
Channel 2: The People: Gail Sikevitz, producer; Harry Porterfield, host.
Conversation Program Series
Common Ground: Warner Saunders, host; Frank Jackson, producer.

CHILDREN'S PROGRAMMING
Single Program
A New Salem Christmas: David Finney, producer; Bob Wallace, host.

ENTERTAINMENT PROGRAMS
Single Program

SPORTS PROGRAMS
Single Program Covering Sports Events or Based on a Sports Theme
Going Up Easy, Coming Down Hard: Scott Craig, producer.

COMMENTARY ACHIEVEMENT
Walter Jacobson Perspective

INDIVIDUAL EXCELLENCE
Individual Achievement On-Camera
Mort Crim
William J. Norris
Dick Orkin and Bert Bordin
Individual Achievement Off-Camera
Renee Ferguson—writer

Second to none!

CHANNEL 2 © WBBM-TV CHICAGO
California Strawberries: Did you Forget?
Carrousel Porsche-Audi-Renault: Stop Pretending
Chevron USA: Staff of Life (Kurtz & Friends)
Coca-Cola: Street Song (Mason/Steirna)
Dannon yogurt: Son of Russia (Marstein)
Dr Pepper: Pied Pepper-Cross Country (Young & Rubicam)
The Empire Strikes Back: Telephone Booth and Shortcut for best humor, local low budget and entertainment promotion (Smith/Greenland)
Federal Express: Pass It On and Hello Rederal for best transportation spot and corporate ID (Ally & Garagno)
Fisher office furniture: Low Overhead (Sedelmier Films)
Ford: Four Generations (J. Walter Thompson)
General Electric: Edison/Outdoor Lighting (BBDO)
Hangman game: Bank (MB Communications)
Illinois Bell: Broken Phone and History of Dialing for best utilities and set design (NW Ayes ABH International and Myers & Griner/Cuesta)
Kretchmar wheat germ: Ballet (Debina Femina, Travisano)
Levi's: Brand Name (Robert Abel & Associates)
Manufacturers Hanover Trust and Tim Conway: Auto Loan for best banks spot and male performance (Young & Rubicam)
Meow Mix cat food: Quiz Show (Debina Femina, Travisano)
Michaelob beer: Michelob Weekend Pops (Steve Kream Productions)
Miller Lite beer: Alumni and Babba Smith for best copywriting and beer-wine spot (Bob Giraldi and McC-Carlson-Erickson)
Mobil: Long Lisey (Doyles Dane Bernbach)
N.Y. Racing Association: Like Rather, Like Daughter (Dick Lasky's Music House)
New York State tourism: I Love New York for best music with lyrics and original music (Steve Kream Productions)
Ovaltine: Big News (TBWA/Baron, Costello & Fine)
Pan Am: People, Places (Ally & Garagno)
Peter Paul Mounds: Singers No. 2 (Bob Giraldi Productions)
Pioneer Electronics: Tushill, Drummer and Ralliza for best over-all campaign and appliance spot (Bob Giraldi)
Pro-Keds: Moments for best apparel spot and editing (Rick Levine Productions and Dennis Hayes Film Editing)
Revol Jontue: Boot (Grey)
Right Guard: Jury (BBDO)
Rubbermaid: Ruthless (Ketchum, MacLeod & Graf)
Samoset lifestyle: Samoset vs. Stealers (J. Walter Thompson and Myers & Griner/Cuesta)
Scripto: Easy Roller (D'Arcy-MacManus & Masius)
Superguard lock: Lightfinger Harry (Richard's & Edwards)
Trouble after shave and Cologne: Max (Mason/Steirna Productions)
United Airlines: Big Day (MZB)
U.S. Army: 12 Months To Say Goodbye (NW Ayes ABH International)
Wootspoke Boston: The Music is the Force (WCCO/FM) Boston
Wells Fargo bank: Cassie Hill (Harvest Films)
Wendy's Hamburgers: Wipes (Dick Rich)
WLS-TV Chicago: Block Party (NW Ayes and Bob Giraldi Productions)

Corporation for Public Broadcasting Awards

Presented by CPB to noncommercial radio and TV stations for outstanding local programs. Nominees TV awards not yet announced for this year.
Radio
KCUR-FM Kansas City, Mo. : Entre Nous (special in-text)


WBZ(FM) Chicago: Lollipops and Stuff (children's)
WBUR(FM) Boston: Arson is a Business (news and public affairs)

WGBH(FM) Boston: Close Your Eyes (magazine/monograph)

WOSU-FM Columbus, Ohio: Interview with Ann Gellene (general cultural)

WRPK-FM Richmond, Va.: Nightlife (overall and cultural drama)

WSSU(FM) Charleston, S.C.: Hucksters of Charleston (cultural documentary)

WPPR(FM) South Burlington, Vt.: Ski Report (innovative concept and execution)

WXI-FM Rochester, N.Y.: The Great Debates: Topless Dancing (news and public affairs-general informational)

Daytime Emmy Awards

Presented by the National Academy of Television Arts & Sciences recognizing outstanding achievements in all phases of television.

ABC Afternoon Specials: Hewitt's Just Different and Very Good Friends
After Hours: Blingin', Swingin' and All That Jazz (CBS) technical direction: Steve Cunningham.

Animals Animals Animals (ABC)
Tom Arledge: Henry Winkler Meets William Shakespeare (CBS)

April Fool (ABC)
Cariel Campbell: This is My Son (NBC)

David M. Clark: The Mike Douglas Show, New York, New York (syndicated)

Richard Dawson: Family Feud (ABC)

Days of Our Lives (NBC)
Tony DiGiroiomo: Henry Winkler Meets William Shakespeare (CBS)

Donahue (syndicated)

Phil Donahue: Donahue (syndicated)

Richard Dunlap: The Young and the Restless (CBS)

Mike Garguilo: The $20,000 Pyramid (ABC)

The Great English Garden Party-Peter Ustinov: Looks at 100 years of Wimbledon (NBC)
Joyce Tamara Grossman: Family Feud, Valentines Day Special (CBS)

Jan Hartman: Hewitt's Just Different (ABC After School Specials)

Laurie Heineman: Another World (NBC)

Hollywood Squares (NBC)

Vince Humphrey: Very Good Friends (ABC After School Specials)

Brenie Murphy: Five Finger Discount (special Treat) (NBC)

James Pritchett: The Doctors (NBC)

Ryane Hope: Outstanding writing: Claire LeBlanc, Paul Avila Mayer, Mary Munisteri, Allan Leicht, Judith Pinker (ABC)

Schoolhouse Rock (ABC)

Joseph Vadala: Continuing Creations (NBC)

Connie Wexler: Search for Tomorrow (CBS)

David Wolf: The Magic Hat, Unicorn Tales (syndicated)

of America to honor the "most outstanding directional achievements" in television and motion picture.

Perry Miller Adato: The Georgia O'Keefe Special (documentary)
Paul Bogart: All in the Family (comedy series)

John Erman : Roots episode (drama)

Art Fisher: Neil Diamond: You're Here With Me Tonight (musical variety)

Ray Lockhart: A Day with President Carter (variety)

Daniel Petrie: Eleanor and Franklin: The White House Years (specials)

Distinguished Health Journalism Awards

Presented by the American Chiropractic Association to "recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible reporting."


Leslie Anne Lilleten, WTOP-TV Washington: Every Woman—Breast Cancer.

WNAC-TV Boston: Chiropractic.

duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards. Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."


KCTV(LV) Los Angeles: 38 Tonight.

KGW-TV Portland, Ore.: The Timber Farmers.


WBBM-TV Chicago: Once a Priest.

Westinghouse Broadcasting Co.: Six American Families.

WFBA-TV Dallas: For "distinguished coverage of the energy crisis and local racial issues, in addition to an impressive series of extended investigative reports."


WNED-TV New York: The Police Tales.

Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Acting

Beatrice Arthur: For lead actress in comedy series (Maud)

Edward Asner: For single performance by supporting actor in a comedy or drama series (Flood)

Patty Duke Aslin: For lead actress in limited series (Captain and the Kings, NBC'S Best Seller)

Suzie O'Donnell: For lead actress for a single ap-
KTVI
THE MOST HONORED NEWS STATION IN ST. LOUIS

Investigative Reporter Pat Clawson wins four more prestigious awards for uncovering the most explosive story of the year.

RTNDA
Best Investigative Reporting in the entire Midwest

A National EMMY Nomination

THE JANUS AWARD
America's top Award for Financial Reporting
1ST PLACE

THE NATIONAL MEDIA AWARD
For Advancement of Economic Understanding
1ST PLACE

Represented by MMT Sales, Inc.
The image contains a page from a document that appears to be a list of Emmy Awards winners. The page seems to contain information about various categories and awards related to television, such as drama, comedy, and music. The text is dense and lists the names of individuals and organizations that have won awards in these categories. The document also includes references to radio, television, and print media, indicating a broad scope of media awards. The text is structured in a way that categorizes the awards by type and lists the winners for each category.
WCCO-TV
GETS WHAT IT DESERVES.

Moore, Moore & more awards.


This year, the Northwest Broadcast News Association made WCCO the most honored television station in the Twin Cities. Year after year, WCCO Television wins national and regional awards for their news coverage and outstanding documentary work. It reflects their long tradition of quality broadcasting, and it's their reward for being the best news in town.

So if you're looking to get the best, you should look at WCCO-TV to get what you deserve.

Dave Moore
WCCO-TV Co-Anchorman.

Doug Moore
WCCO-TV Co-Anchorman.

4 WCCO-TV. MINNEAPOLIS & ST. PAUL.
WCMS
MARINE PATROL
Could Save Your Life!

The Marine Patrol covers approximately 400 square miles of the Atlantic Ocean, Chesapeake Bay and its tributaries. In addition to broadcasting nationally oriented news reports, the Marine Patrol offers the world's first floating emergency medical service. This water borne ambulance is equipped as a mobile Intensive Care Unit, complete with EKG equipment. It is staffed by state certified, nationally registered paramedics. All medical service is free of charge and offered by WCMS radio as a public service.

Gabriel Awards

12th annual. Presented by UNDA-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

Radio
- Bonneville Productions, Salt Lake City • Hello Reality (youth oriented, national)
- KFWB(AM) Los Angeles • Lunar Legacy: Inside the Men of Apollo (local)
- KNEW(AM) Oakland, Calif • For Heaven’s Sake (local)
- KSFO(AM) San Francisco, Archdiocese of San Francisco • To Whom It May Concern (PSA, local)
- KYA(AM) San Francisco, Archdiocese of San Francisco • Love on the Rock (youth oriented, local)
- NBC Radio, Jewish Theological Seminary of America • Mr. Theodore Mundstock (national religious)
- WILD(AM) Boston • The Nine Voices of Christmas (local)

Gavel Awards

20th annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

Radio
- WCBS(AM) New York • Network-owned station, group-produced program
- KFWB(AM) Los Angeles • Program produced by other station in top-10 areas
- WWVA(AM) Wheeling, W. Va. • Program produced by station in metro areas, 51 and over

Television
- ABC News • Network-produced programs, documentary
determination
- WKYC-TV Cleveland • Network-owned station, group-produced program
- WFBA-TV Dallas • Program produced by other station in top-10 markets
- KPBC-TV Houston • Program produced by station in markets 11-50
- Maryland Center for Public Broadcasting • Educational programming, nationally produced
- Hampton Roads (Va.) Educational Telecommunications Association • Educational/public broadcasting produced, locally produced

Grammy Awards

20th annual. Presented by the National Academy of Recording Arts and Sciences for
outstanding performance in the field of recording.

Don't

Jim Timmens Best

Annie

classical

ing.

outstanding performance

porary

Edwin Hawkins and

Best

Crystal

mance by

Bing

James Cleveland,

Yehudi

Matislav Rostropovich, Dietrich Fischer- Diesku,

Concert

Brothers Johnson,

world recording.

The

Bee
cal

Ravel:

Let's

Strouse,

Wondeful!

Gees,

country vocal performance,

Belle of Amherst,

How

Wilkinson, engineer).

SCHEDULED

REPRESENTED

Cinn./

13,1978

PROGRAM

won

CBS News

Broadcast winners

ABC-TV □ Special award for Roots

Bill Moyers, CBS News □ The Fire Next Door.

Sidney Hillman Foundation

Awards

28th annual. Presented by the Amalgamated
Clothing and Textile Workers union for out-
standing achievements in mass communica-
tions.

Hargus "Pig" Robbins □ Best country instrument-
lar performance, country instrumentalist of the year.

Kenny Rogers, Lucille □ Best country vocal per-
formance, male.

Rumours, Fleetwood Mac □ Album of the year
(Richard Deshut & Gene Caillet, producers).

Simple Dreams, Linda Ronstadt □ Best album
package (Kosh, art director).

Star Wars, John Williams conducting London
Symphony Orchestra □ Best pop instrumental record-
ing.

Barbara Streisand, "A Star Is Born" Theme from
□ Best pop vocal performance, female.

James Taylor, □ Best pop vocal performance, male.

B.J. Thomas, "I Belong" □ Best inspirational
performance.

Verdi: Requiem □ Best choral performance, classical
other than opera (Sir George Solti, conducting
Chicago Symphony Orchestra, Margaret Hills, Choral
Director of Chicago Symphony Chorus).

The Phil Woods Sext-Live From the Showboat
□ Best jazz performance by a group.

You Light Up My Life □ Song of the year (Joe
Brooks, writer).

You Make Me Feel Like Dancing □ Best R&B song
(Leo Sayer and Vini Poncia, writers).

Only one regularly-scheduled program
In prime time
Won regional
Emmy Awards and
Won 4
Of them. WKEF's Magazine

Cinn./Dayton/Col. Chapter
May 13, 1978

Represented by H·R Television

Broadcasting July 3, 1978
Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "the best examples of public service journalism and broadcasting."

Broadcast winners

KOY(AM) Phoenix □ The I.R.E. Reports ($2,500 prize).
WBMM-TV Chicago □ Slum Landlords ($1,000 prize).
KNX-FM Los Angeles □ Rape Is a Four Letter Word ($1,000 prize).

Hugo Awards

13th annual. Presented by the Chicago International Film Festival for the best documentaries, television film documentaries, commercials and entertainment programming.

Television productions

ABC-TV □ Roots, Eleanor and Franklin: The White House Years and Very Good Friends.
BBC/OU Productions, London □ TV and Politics: Reflections in a Mirror?
Bonneville Productions, Salt Lake City □ The Family and Other Living Things.
Carleton Productions, Ottawa □ Changeover.
Faith For Today, Newbury Park, Calif □ Hear the Sun Rise.
International ITV Co-Op, Falls Church, Va □ L.A.
KLRN(TV) Austin, Tex □ Carrascoduras.
KPIX(TV) San Francisco □ The Battered Wife.
Krainin/Sage Productions, New York □ 7b America.
Martin Taher Producece, Los Angeles □ Francesca, Baby and the Pinball.
Edward R. Mutter, Cheyvi Chase, Md □ One Last Look.
NBC-TV □ The Land, Sybil, Violence in America, Jesus of Nazareth, Life Goes to the Movies, Beauty and the Beast, Big Henry and the Police Dog Kid, It Only Happens Next Door, Captains and the Kings, Columbo and Peter Pan.
New Jersey Public Television, Trenton, N.J. □ Equality.
Ontario Educational Communications Authority □ Requiem for Literacy, The Ugly Little Boy, Snow Blower and Nightmusic Concert.
University of Minnesota, Minneapolis □ PSA: The Forgotten Message.
WBMM-TV Chicago □ PBR.
WJLA-TV Washington □ Catch a Rising Star.
WNBC-TV New York □ Sight and Sound: City in Song.
WPBT(TV) Miami □ Eric Hoffer: The Observed Life.

Television commercials

Gardner Advertising, St. Louis □ Pool Hall, Basketball and Ping Pong.
Loving, Tardio, Melsky, New York □ Monk.
Says Patterson Ltd., Sydney, Australia □ Greece, Sigilovius, Germany.
Young & Rubicam, Detroit □ Styling Center.

International Broadcasting Awards


Radio

Allen & Dorwood Inc., San Francisco □ Unfinished Yogurt Song, Knutzen Dairy Products.
Cunningham & Walsh, San Francisco □ Milk Gourmet, California Milk Advisory Board.
In-House □ Right Moment Church of Jesus Christ of Latter-Day Saints.
Needham, Harper & Steers, Chicago □ McDonald's Systems Inc.
Patt Oark & Weatherhime, Houston □ Delicious, The New York Deli.

Television

Benton & Bowles Ltd., London □ Troy's No. 2, Fisons Ltd.
Chad Day Inc., Los Angeles □ Rabbit, Bay Area Rapid Transit.
ECOM Advertising, Paris □ Dessin Anime, Harpic Liquid, Reckitt & Colman.
Footo Cone & Bolding, Toronto □ Rolls Royce, Wedgewood, Josiah & Sons Ltd.
Wilson Hartness Advertising, Dublin □ Three Hands, Joyes Ltd.
In-house □ Bran's Sunday Times, London.
JIMA Dentu Advertising Ltd., Tokyo □ Cherub, Kienex Tissues and A Sick Room, AIU Insurance Co.
McDaniel & Charles Associates Ltd., N.Y. □ College Level Entrance Program, CLEP.

Thanks.

11Alive Newsroom has consistently been judged the best news operation in Georgia.

EMMYs-1978
10 Emmys including Best Newscast for the second consecutive year.

SIGMA DELTA CHI
Green Eyeshade Awards
Investigative Reporting & Commentary

ASSOCIATED PRESS BROADCASTERS
Georgia
Outstanding News Operation

UNITED PRESS INTERNATIONAL
Six of eight awards, including Best Newscast

11Alive wxia-tv atlanta
A Company of Combined Communications Corporation

Broadcasting July 3, 1978

56
Ed

J. Walter Thompson, N.Y. □ Four Generations, Ford Motor Company
Young & Rubicam, N.Y. □ Conway Savings, Manufactur-

er's Bank.

Man of the Year

Ed Asner □ Lou Grant, CBS-TV.

International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribu-
tion to, or achievement in" radio or television.

ABC Inc. □ Gold medal. In recognition of its "many innovations" and its "profound effect on the develop-
ment of broadcasting over the past quarter century"

Eric Sevareid □ Broadcaster of the year. "A voice of
reason during a distinguished career in broadcast
journalism."

Iris Awards

2d annual. Presented by the National Associ-
ation of Television Program Executives for out-
standing local TV programing.

Top-25 markets

KING-TV Seattle □ Uncommon Cold (public affairs).

KTTV Los Angeles □ Walter Alston—The Quite Man
(sports).

KYY-TV Philadelphia □ Evenning Magazine (variety).

WBBM-TV Chicago □ Once a Priest (other).

WCAU-TV Philadelphia □ The Great Metric Mystery
(children's).

WCBS-TV New York □ Channel Two Eye On: Media
and the Son of Sam (interview).

WJLA-TV Washington □ Catch a Rising Star (per-
forming arts).

Other markets

KETV Omaha □ To Ordain or Not to Ordain (other).

KUTV Salt Lake City □ Extra (variety).

WBTV Charlotte □ The Row String Quartet Plays on
Your Imagination (performing arts) and Diamonds
Aren't Forever (sports).

WHO- TV Dayton, Ohio □ Mr. Manime—Silly
Names—Silly Games (children's).

WXJY Jacksonville, Fla. □ Nobody Ever Asked Me
(public affairs).

WMT-TV Cedar Rapids, Iowa □ Paramount Back
Stage: The Sound of Music (interview).

Robert F. Kennedy Journalism Awards

10th Annual. Presented by the Robert F. Ken-
dey Journalism Awards committee to "recog-
nize and encourage media attention to the
problems facing disadvantaged Americans."

CBS Reports □ The Fire Next Door (Bill Moyers
[content], Tom Spain [direction], Howard Stringer
[production] and Dan Lerner [camera work]).

WPBT(TV) Miami □ God Gives You Years (Nancy
Thurber and Robert Thurber).

Abe Lincoln Awards

9th annual. Presented by the Radio and Televi-
sion Commission of the Southern Baptist Con-
vention to "honor broadcasters throughout the
nation for their achievements in advancing the
quality of life in America, and for helping the
broadcast industry enrich its service to the
public."

Distinguished communications medal

Dr. Billy Graham

Vincent T. Wasilewski award

G. Richard Shafto, retired president, Cosmos Broadcast-
ing Co., Columbia, S.C.

Abe Lincoln awards

Richard M. Schafbuch, KOA-AM-TV-KOAQ(FM)

Derives.

"THE BEST LOCAL NEWS SHOW.
OUTSTANDING ACHIEVEMENT— CHILDREN/YOUTH SERIES.
OUTSTANDING ACHIEVEMENT— PROMOTIONAL SPOT.
OUTSTANDING INDIVIDUAL ACHIEVEMENT— GRAPHIC ARTS."  
—National Academy of Television Arts & Sciences, San Francisco Chapter.

"THE BEST LOCAL NEWSCAST IN THE COUNTRY."

— Broadcast Industry Conference.

"THE BEST LOCAL NEWSCAST. THE BEST NEWS FEATURE.
The BEST NEWS FILM. THE BEST INVESTIGATIVE REPORT.
THE BEST NEWS DOCUMENTARY."


"NEWS FILM CAMERAMAN OF THE YEAR."

— Bay Area Press Photographer's Association.

"THE BEST DOCUMENTARY SERIES."

— Peninsula Press Club.

When the people in your industry
say you're the best, that's even better.

NewsCenter

KRON-TV
SAN FRANCISCO

Broadcasting July 3 1978

57
Mass Media Awards

Presented by the National Conference of Christians and Jews to individuals or organizations in the media for "making a positive contribution to the cause of brotherhood through using communication to help eradicate pre-judice; creativity in promoting better human relations, and exemplary efforts in the area of public service."

Pat Terry, WCBS-TV New York □ For consumer reporting.
WTMJ-TV Milwaukee □ The Human Relations Test.
WTWT(TV) Chicago □ As We See It.

Missouri Honor Awards

49th annual. Presented by the University of Missouri School of Journalism in recognition of "continued excellence rather than any singular achievement."

Ray Karpowicz, general manager, KSD-TV St. Louis.

National Association of Broadcasters Awards

Distinguished Service Award: presented to any broadcaster "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented...for engineering contributions "which measurably advance the technical state of the broadcasting art."

J. Leonard Reinsch, Cox Broadcasting, Atlanta □ Distinguished service.

National Broadcast Editorial Association Awards

2d annual. Presented by NBEA for excellence in broadcast editorializing.

Radio
KNX(AM) Los Angeles □ Regional.
WXBC(AM)-WBNG(AM) Bloomington, Ill. □ Regional.

Television
KNXT(TV) Los Angeles □ Regional.
WHAS-TV Louisville, Ky □ Regional.
WTAF-TV Philadelphia □ National.

National Headliner Awards

44th annual. Presented by the Press Club of Atlantic City to "those who have shown outstanding achievement in journalism."

Radio
KTBB(AM) Tyler, Tex. □ Reporting in cities with population under 250,000.
WFAA(AM) Dallas □ Reporting in cities with population over 250,000.
WIL(AM) Fort Worth, Tex. □ Public service.
Associated Press Radio □ The New Staff-Shift Behind the Sunbelt (network documentary).
National Public Radio □ Cape Cod, the Grand Tour (network public service).

Television
KUTV(TV) Salt Lake City □ Reporting in cities with population under 500,000.
WCBS-TV New York □ Reporting in cities with population over 500,000.
WCVB-TV Boston □ Dying to Grow Up (documentary).
WJLA-TV Washington □ Public service.
ABC-TV □ Minute Magazine (public service).
NBC-TV □ The Last Voyage of the Argo Merchant (network documentary).

For pioneers "the two-hour news concept at KSD-TV" and for introducing "St. Louis' first noon-time newscast."
Richard S. Salant, president, CBS News □ For "his leadership and efforts to maintain the highest journalism qualities in the CBS News Reports," and for helping expand the nightly news to 30 minutes and for introducing 60 Minutes, The CBS Morning News and In the News.

Ohio State Awards

41st annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

Director's award
Paul Harvey, ABC Radio □ For his "unique and significant contribution through broadcasting."

Radio
Bonneville Productions and Church of Jesus Christ of Latter-Day Saints, Salt Lake City □ If You Love 'Em, Tell 'Em.
CBC/"Ideas," Toronto □ Bob Harrington, the Chaplain of Bourbon Street.
CBS News New York □ Newsmark.
Community Connection/A Public Affair, Denver □ High Time.
Council of Ministers of Education, Toronto □ Mission to the Green Planet.
Johnson Foundation, Racine, Wis. □ Conversations from Wisconsin.
KSNJ(FM)/Minnesota Public Radio, St. Paul □ Ashes to Ashes and Dust to Dust.
ABC Radio □ The Fabulous Fifty.
Ontario Educational Communications Authority, Toronto □ The Naturalists' Notebook...with Arthur Black.
Provincial Educational Media Centre, Burnaby, B.C. □ Soundscope.
WBZ(AM) Boston □ BZ Living.
WCBS(AM) New York □ How We Gave Up on Our Schools.
WHA(AM) Madison, Wis. □ Remembering' Aldo Leopold.

Television
ABC News New York □ Madness and Medicine.
ABC-TV, New York □ Roots.
Agency for Instructional Television, Bloomington, Ind. □ The Heart of Teaching: the Parent Crunch.
Agency for Instructional Television and Kentucky Educational Television Network, Bloomington, Ind. □ The Universe and I: the Atlantis Connection.
CCFC-TV Montreal □ Special station citation.
Iowa Public Broadcasting Network, Des Moines □ See How They Run.
KERA-TV Dallas □ The Stages of Preston Jones.
Network for Continuing Medical Education, New York □ Hyperlipidemia and Heart Disease.
New Jersey Public Television, Trenton □ Equality.
New York Department of Aging, New York □ Gettings.
Ontario Educational Communications Authority, Toronto □ Symphony.
Martin Tahse Productions, Los Angeles □ ABC After School Special.
University of Mid-America, Lincoln, Neb. □ The Lakota: One Nation on the Plains and Japan: The Living Tradition.
WAVE-TV Louisville, Ky □ A New Day in the Mountains.
WBSN-TV Columbus, Ohio □ Winter School.
WGBH(TV) Cleveland □ Perlin's Five.
WGBH Educational Foundation, Boston □ Nova series and episode, "The Business of Extinction."
WKYC-TV Cleveland □ Home and Montage.
Brooklyn Center for journalistic achievements using “discernment, courage and resourcefulness in gathering material and perceptiveness, along with creative insight, in transmitting information and ideas.”

Network Radio and TV Reporting
Barry Lando, producer. 60 Minutes, CBS News.

Local Radio and TV Reporting
John Stossel □ WCBS-TV New York.

Radio Television News Directors Assn. Awards
Presented by the Radio Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Radio
KBIG(FM) Los Angeles □ Investigative reporting.
KLOL(FM) Houston □ Spot news.
KNX(AM) Los Angeles □ Editorial/Commentary.
KOFM(AM) Phoenix □ Documentary and spot news.
WASK(AM) Lafayette, Ind. □ Documentary.
WIND(AM) Chicago □ Spot news.
WWXY(AM) Oklahoma City □ Documentary.
WKIX(AM) Raleigh, N.C. □ Editorial/Commentary.
WSGN(AM) Birmingham, Ala. □ Investigative reporting.
WFLC(AM) Indianapolis □ Investigative reporting.

Television
KGO-TV San Francisco □ Documentary and spot news.
KOAA-TV Denver □ Investigative reporting.
KPRC-TV Houston □ Investigative reporting.
KRON-TV San Francisco □ Editorial/Commentary.
KTVI St. Louis □ Investigative reporting.
WBAL-TV Baltimore □ Documentary.
WBBS(AM) New York □ Investigative reporting.
WCCO-TV Minneapolis □ Documentary.
WCTK-TV Miami □ Investigative reporting and editorial/Commentary.
WLS-TV Chicago □ Spot news.
WMAQ-TV Chicago □ Editorial/Commentary.
WSM-TV Nashville □ Documentary.
WTAI-TV Pittsburgh □ Spot news.
WTOP-TV Washington □ Editorial/Commentary.
WWL-TV New Orleans □ Spot news.

Paul White Award
Bill Monroe, moderator and executive producer of NBC's Meet the Press and former president of RTNDA □ For his outstanding contributions to broadcasting.

David Sarnoff Gold Medal Award
Presented by the Society of Motion Picture and Television Engineers for “outstanding contributions in the development of new techniques or equipment.”

Renville H. McManus Jr., Thomson-CSF Laboratories □ In recognition of his "pioneering" work in television-signal digital noise reduction, image enhancement, color masking and encoded-signal color correction as well as for his leadership in development of the first high-quality portable color camera.

Sigma Delta Chi Distinguished Service Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Jay Lewis, Alabama Information Network □ Editorizing.
Paul McGonigle, KOY(AM) Phoenix □ Reporting.
WSGN(AM) Birmingham, Ala. □ Public Service.

Television
KOOL-TV Phoenix □ Public service.
KPIX(TV) San Francisco □ Reporting.

Silver Satellite Award

11th annual. Presented by American Women in Radio and Television Inc. for “outstanding contribution to the field of broadcast communications (artistic, scientific, sociological, cultural or humanitarian).”

Alan Aida □ For “his skills in acting, writing, directing and producing.”

Television News Photography Competition

Presented by the National Press Photographers Association and the Department of Mass Communications, Arizona State University.

John Baynard, WBTV(TV) Charlotte, N.C. □ third place, sports.
Hunter Bloch, WPGV(TV) Miami (now with KTTV[T]) Los Angeles □ first place, sports.
Paul Fine, WJLA-TV Washington □ first place document, second place, sports.
Scott Gibbs, KPIX(TV) San Francisco □ second place, feature.
Larry Hatteberg, KAKE-TV Wichita, Kan. □ third place, minidocumentary.

Henry Kokolaj, NBC-TV, Dallas □ third place, features.
Terry Morrison, NBC-TV, San Francisco □ first and second place, minidocumentary, first place, features.
Richard Norling, NBC-TV, New York □ second place feature, documentary.

Jack Parker, WTV(TV) Bloomington, Ind. (Indiana) □ third place, spot news.
Bob Phillips, WDTN-TV Dayton, Ohio □ second place, spot news.

Ken Resnick, WTTG(TV) Washington □ first place, spot news.
Jim Tolhurst, WWL-TV New Orleans □ second-place tie, documentary.

Station of the Year
KTV(VY) Oklahoma City

Photographer of the Year
Larry Hatteberg, KAKE-TV Wichita, Kan.

George Polk Memorial Awards

28th annual. Presented by the Journalism Department of Long Island University's Advertising Club in honor of the late George Polk, a investigative and foreign correspondent who was killed in action in Syria.

WMAO-TV Chicago □ Special station citation.
WNBC-TV New York □ Sight and Sound: I Am Old, I Am Old.
WRC-TV Washington □ A Woman Is ... Homeless.
WTTW(TV) Chicago □ Guess Who's Pregnant.

Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

Broadcast winners
Reed Collins, CBS News □ Radio spot reporting.
Clark Todd, NBC Radio □ Radio interpretation of foreign news.
Barbara Walters, ABC News □ TV interview or documentary on foreign affairs.

George Foster Peabody Awards

38th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television.”

Radio
Paul Hume and WGN(AM) Rockville, Md. □ A Variable Feast.
KSJN(AM) St. Paul □ The Prairie Was Quiet.
KPPA(AM) Berkeley Call. □ Science Story.
WHAM(AM) Madison, Wis. □ Earplay.
WHNL(AM) Harlan, Ky. □ For flood coverage.

Television
Steve Allen and KCET(TV) Los Angeles □ Meeting of Minds.
KABC-TV Los Angeles □ Police Accountability.
KCMO-TV Kansas City, Mo. □ Where Have All the Flood Cars Gone?
Norman Lear □ All in the Family.
London Weekend Television □ Upstairs, Downstairs.
Lorimar Productions □ Green Eyes.
Metropolitan Opera Association □ Live From the Met.

MTM Productions □ The Mary Tyler Moore Show.
Multimedia Program Productions □ Joshua's Confusion.

NBC-TV □ Twin the Day King.
Arthur Rankin and Jules Bass □ The Hobbit.
WBTV(TV) Charlotte, N.C. □ The Rowe String Quartet Plays on Your Imagination.

WNCB(TV) New York □ Camera Three.
WBSN-TV New York □ F.R.E.D. Investigative Reports and Byline: Betty furness.


David Wolper and ABC-TV □ Roots.

U.S. Television Commercials Festival

7th annual. Presented for "the best" TV com-
mercials by subject and production techniques.

Chairman's Special Award

D'Arcy-MacManus & Masius, St. Louis, Mo. "King Spectacular," for Anheuser-Busch by Creative Film Arts.

Subject:


BBD, San Francisco, Calif. "Dinosaur" "Dollar Bill," "Hide & Seek" series, for Chevron USA by Kurt & Friends (autotmatic service).


Coles & McVoy, Minneapolis, Minn. "Polaris Cobra," for Polaris division of Textron by Film Factory (recreation: equipment).•


Cunningham & Walsh, New York, N. Y. "Bridge," for St. Regis Paper Co., by Fred Levinson & Co. (photography).•

D'Arcy-MacManus & Masius, St. Louis, Mo. "Holiday," for Anheuser-Busch by EUBScreen Gams (food; beer).•

D'Arcy-MacManus & Masius, St. Louis, Mo. "King Spectacular," for Anheuser-Busch by Creative Film Arts (music).


Gardner Advertising, St. Louis, Mo. "Cesar" for Ralston Purina Co. by STP (pet products; food).•

Gardner Advertising, St. Louis, Mo. "Cyrano," for Busch Gardens division of Anheuser-Busch by Joel Productions (recreation: theme parks).•

Gardner Advertising, St. Louis, Mo. "Drams," for Busch Gardens division of Anheuser-Busch by Tied Levin Productions (recreation: theme parks).•


Grey Advertising, Minneapolis, Minn. "My Shirley," for Dayton's by Bandolier Films/Dick & Bert (sales event).•

Hesselite & Mitten, Akron, Ohio, Ohio, "Stop Motion," for Hesserlite & Mitten (recreation: equipment).•


Kircher Halton Collett, Dayton, Ohio, Ohio. "Follow the Bouncing Ball," for Dave Kaliloff Inc. (recreation: entertainment events).•

Lilfer, Neal, Battle & Lindsey, Atlanta, Ga. "Dominos," for Southern Forestry Cooperative by Jaylin Film Productions (public service announcements).•


McCann-Erickson, Portland, Ore. "Barn Raising," for Georgia-Pacific Corp. by Myers & Gierer/Cuesta (image building, customers relations).•


Marketing, Greenville, S.C. "Breakfast," Liberty Life insurance Co. by Marketing (services: health and safety).•

Nadel & Larrimer, New York, N. Y. "Restaurant," "Welder" for Faber by Gomes-Lowes (personal products: women's products).•

NBC Advertising and Promotion, New York, N. Y. "NBC Profile: Dave Brinkley," by NBC-TV by EUE Screen Gems (station promos, ID's news promos).•


J. W. Schoen Advertising, Chicago, Ill. "Smoking Slinkies" series, for American Cancer Society by Film Fare Studios (public service announcements).•

J. Walter Thompson, Chicago, Ill. "If One Doesn't Get Him Another Will," for Johnson (personal products: women's products).•


Tinker Campbell-Ewald, New York, N. Y. "Morley Taking Care," for British Airways by James Garrett & Partners (recreation: Travel).•

Young & Rubicam West, Los Angeles, Calif. "Pick of the Week," for Armour Food Co. by Wadafort Oroil (food: meal and dessert).•

Production technique


D'Arcy-MacManus & Masius, St. Louis, Mo. "King Spectacular," for Anheuser-Busch by Creative Film Arts (music).

Doyle Dane Bernbach, New York, N. Y. "Stop Wars," for 20th Century Fox Film Corp. by Hawk Productions (production).

Gardner Advertising, St. Louis, Mo. "Balloon," for Busch Gardens division of Anheuser-Busch by Joel Productions (music and direction).

Chester Gore Co., New York, N. Y. "Hard to Say," for Carrion Importers by Gierer/Cuesta (production).•


Rosebud Advertising, New York, N. Y. "Marathon Man," series, for Paramount Pictures Corp. (editorial).•

J. Walter Thompson, Chicago, Ill. "If One Doesn't Get Him Another Will," for Jovan (copywriting).•

Tinker Campbell-Ewald, New York, N. Y. "Morley Taking Care," for British Airways by James Garrett & Partners (talent).•

PTV programming: still penty of room for criticism

Aaron, Lehrer, Popham, Sagan tell PBS that improvements are needed everywhere on the schedule

Chloe Aaron, the Public Broadcasting Service's senior vice president for programming, did nothing to increase the smugness quotient among public television representatives last week, as far as the service's programming is concerned. There is, she said, plenty of room for improvement.

There are some positive aspects of PBS's programming at least in terms of viewer acceptance, she acknowledged, in addressing the PBS annual membership meeting in Dallas. The public television audience is up 12% in prime time, and viewer contributions rose 48% during the Festival '78 fund-raising efforts in March.

But she said that almost half of PBS's schedule consists of reruns, public affairs programs are bland, and the schedule is in need of children's programming. What's more, she said, public television should seek out and present regularly "the superb talent that exists outside of New York City."•

Mrs. Aaron's remarks received support from Jim Lehrer, co-anchor of PBS's nightly MacNeil/Lehrer Report, one of four PBS on-air personalities who discussed programming at the meeting. What public broadcasting is doing in public affairs, Mr. Lehrer said, "is just not good enough." And improvement will not come, he said, if those in responsible positions continue to assume such things as "longer means better." The emphasis, he said, should be on quality.

He conceded the problem of determining what is quality programming is not easy. But he advocated the "trust and hammer" approach: "Hire the best journalists, give them trust, leave them alone, and beat hell out of them if they don't do the job." He also offered this advice: "If a journalist doesn't have the right to be wrong, he'll never have the courage to be right."

The PBS members also heard criticism from W. James Popham, who is on the faculty of the University of California at Los Angeles's Graduate School of Education. He said the leaders of public television "have been behaving irresponsibly by not assessing the effects of your programming efforts on your viewers." Dr. Popham noted that some public television broadcasters may not even be doing a fair job of assessing their impact and "some assumed high ratings equal good programs," and "equate 'working' with being viewed."

But, he added, "no learning has taken place if there is no change in the viewer."

And he warned that parents who are beginning to hold teachers to account for the effectiveness of their work may subject
Silverman says it once more: He’s out for program quality

NBC’s president tells TV critics that four-month sabbatical before taking on new job led to changes in his philosophy; he also stresses that he’ll have more to do than to worry day-to-day over scheduling

Fred Silverman, in his first major press conference since assuming the presidency of NBC, moved deftly toward consummating the transformation of his image from ‘soldier in charge of the entertainment schedule’ to ‘chief executive’ of one of the largest communications forces in the world.

Taking questions from more than 100 TV critics and reporters at the Sheraton-Universal hotel in Los Angeles June 23, Mr. Silverman stuck by his vows to affiliates that NBC would lead the industry with innovative and responsible programming (BROADCASTING, June 26). He said that will be accomplished, in part, by broadening the network’s base of program suppliers and by becoming less devoted to ratings and audience research. But he also said that had been “the only small percentage” of his own time on the television schedule, and he plans to eventually take an active role representing NBC in Washington.

“I was hired to run NBC, not the program department,” he said, “[I was hired] because they need a cohesiveness, to make sure that the various elements at NBC—radio, television, stations, network, news—are all meshing and moving in a single direction. And I think one of the problems in the past has been that there have been very capable people going off in 58 different directions, which I guess is good if you’re making Heinz soup. But it’s not good if you’re trying to get something going. I would hope that that will be my contribution.”

A question uppermost in many reporters’ minds was whether they were hearing in Mr. Silverman’s promises what they should have expected to hear from a man who just inherited the third-rated network. He said that his “philosophy as chief executive reflects—more accurately reflects, I think.” He acknowledged, however, that he had reached some new conclusions while on his four-and-a-half-month vacation—a time spent, he said, reading and thinking over some “very spicy stories” in the press apparently about himself and the state of network television.

“I would have to admit that a lot of the criticism, the ‘spicy stories’ that I read, resulted in quite a bit of soul-searching and a kind of a philosophy as to where NBC should go as we move into the ’80’s” Mr. Silverman said. “I can only say that it would be very foolhardy for me to stand here now in front of the world and say that we are moving in a new direction, and then proceed to put shows on the air that are going to be ridiculed...if NBC moves in a direction that is counter to what I’ve described today, then you have every justification for saying, ‘He’s self-serving, he’s a fraud,’” everything else. The performance will speak for itself.”

Mr. Silverman did seem to leave one back door open by noting that the concept of value on television is “an all-encompassing term.” He made no apologies for such mass-audience shows as Laverne and Shirley and Three’s Company, which he said were well-crafted but over-imitated innovations.

But he rejected the value of two NBC shows: 79 Park Avenue (the miniseries about a high-class call girl) and Roller Girls. “I don’t think it’s very good,” he said). At the same time, he often referred to more esteemed programs he had been involved with at CBS and ABC—including All in the Family, M*A*S*H, ABC Theater, Family and Roots—and to the addition of the nonfiction drama, Lifeline, to NBC’s fall schedule (BROADCASTING, June 19).

“I believe that you can present quality television and also attract very large audiences,” he said. “I don’t want anybody to get the impression that NBC is going to be the second public television network. I believe that there is a way to do both.”

He said that some major advertisers such as Procter & Gamble have begun to consider the quality of the program they place their commercials in to be as important as bulk audience delivery, and that audience demographics “automatically” improve with innovative programming—“it comes with the territory,” he said. And a major part of the NBC strategy, according to Mr. Silverman, will be to go for innovation by reaching out to new television producers, particularly in New York.

“If you have 22 shows on the schedule, they should be produced by 22 different producers,” he said. “[That] I think is the healthiest situation in the world. What you have to be very careful of is when you have a 22-hour schedule and half of that schedule is coming from one studio or one producer. I don’t think that’s a healthy situation.”

Some responses are being tapped today (Universal Television has six hour’s worth of programming on NBC-TV’s prime-time schedule next fall; Lifeline is Tomorrow Entertainment’s first prime-time series entry.)

Mr. Silverman remained in Los Angeles last week, meeting with members of his program department and with producers. But he said he generally would leave relationships with producers, reading scripts and the like to his existing program team. He expects that NBC’s current prime-time line-up—which he called “a good transition schedule”—will probably remain intact until September. After the press con-
ference, he said NBC will have in the area of 30 pilots ordered for completion by November as possible mid-season replacements.

He also noted more than once that he would like to bring stars of the caliber of Joe Namath (who has the lead in the new NBC series, Waverly Wonders) to his network, bringing to mind ABC’s effective use of the exclusive contract to lure such stars as Harvey Korman and Redd Foxx away from the competition. “For the most part,” he said, “we will develop new people. There may be an instance, one or two instances...there are no great plans for major talent or executive raids on ABC.”

Klein and Mullholland: alive and well at NBC

Silverman expresses trust in his programing team, says he’ll ask for extensions of their contracts

“Reports of my death have been greatly exaggerated.” That quote from Mark Twain may well have been on the minds of Paul Klein, senior vice president of programing for NBC-TV, and to a lesser extent his boss, network president Robert Mullholland, as they met with the nation’s television critics at a press conference in Los Angeles June 24.

For four-and-a-half months, while the industry waited for Fred Silverman to come out of forced retirement, both men had endured endless speculation that their jobs, along with many of their programs, would be among the first of Mr. Silverman’s cancellations at NBC. Mr. Klein was asked in Los Angeles if he’s been worried about the arrival of his former adversary. Not particularly, he said, “aside from a period of impotence.”

Instead, the press had a day earlier heard Mr. Silverman specifically give his full support to both men. He later revealed privately that he would ask to negotiate extensions of their current contracts with the network as soon as he returned to New York, as well as for the contracts of Mike Weinblatt, NBC executive vice president and “about two dozen others.” Mr. Silverman also said that the changes in NBC’s prime-time program schedule made soon after his arrival there had already been planned by the existing program team, and that he had only approved them.

Mr. Silverman praised Mr. Mullholland’s news background and his “product”—as opposed to sales—orientation. Of Mr. Klein, he said, “We were competitors for awhile and he accused me of juggling, and I said he wouldn’t last the year. The fact of the matter is that he is the best program head in the business, that there is nobody that’s better. Strangely enough, we’ve had some of the same people and we see eye to eye on where NBC should be going. I think we’ve got a terrific program team in place, and those are the people that are going to be making the program judgments.”

Mr. Silverman’s program philosophies did sound surprisingly similar to Mr. Klein’s who had long argued that NBC would offer higher quality programs, drawing off the cream of the audience for its advertisers while leaving ABC with an audience of, as Mr. Klein put it prior to last January: “kids and dummies.” Asked in Los Angeles if he felt vindicated by Mr. Silverman’s statements, Mr. Klein answered, “Yes.”

ABC does its number on children’s TV for the critics

Following CBS lead, it presents its philosophy at L.A. meetings

In what became a two-network countereffensive against criticism of children’s television, ABC-TV, like CBS-TV, last week opened its fall program previews for the nation’s TV critics with a presentation on “the positive evolution of Saturday morning television.”

“Children’s television is dramatically different than it was 10 years ago,” according to ABC’s Squire Rushnell, vice president of children’s and early morning programing. “There is a new level of respect” at the networks for their audiences and for “pro-social” values, he said.

Mr. Rushnell also stressed that controlling what children see on television is a “shared responsibility between broadcaster and parents,” and showed a short film illustrating some examples of how ABC was doing its part. (In both cases repeating his counterparts at CBS [BROADCASTING, June 26].)

In the film, critics were told that today’s TV series no longer show characters being physically injured, that minority-group superheroes have been introduced and that ABC airs animated nutrition messages extolling the benefits of a balanced diet.

Kids Are People Too, the new Sunday morning program premiering Sept. 10, will carry on those pro-social themes, Mr. Rushnell said, while at the same time offering ABC affiliates “the first major partnership” with their network in children’s programing. Local stations will have the option of carrying either 60 minutes or 90 minutes of network feed, with two 12-minute or 13-minute “windows,” for insertion of locally produced programing (BROADCASTING, May 29).

Mr. Rushnell acknowledged that the network has received no confirmations on which affiliates will participate, but he said a closed circuit presentation of the first episodes with suggestions of how affiliates might use the windows will soon be going out. He projected a 65% clearance of the show’s 60-minute version and “something less than that” for the 90-minute.

Responding to questions on children’s advertising, Mr. Rushnell said that one problem is that most TV ads sell products with lower food value because makers of those products are the most concentrated economically. He’s thought about pursuing fruit and vegetable advertisers, he said, but believes the farmers may prove to be too fragmented a commercial force to make comparably large buys.

“I’m frustrated, frankly, by this sugar-coated problem,” he said. Later, he added, “I do think that it is very idealistic to think that if you are to eliminate the opportunity for funding, children’s programing would remain the same.” He also hinted that ABC’s programing, standards and practices and legal departments were working to devise new ABC “postures” on children’s advertising standards. “I believe there is a policy that is evolving,” he said, but he couldn’t specify what new elements it might contain.

Program Briefs

Begelman sentenced. Former Columbia Pictures President David Begelman, who pleaded no contest to charges of grand theft for forging endorsements of studio checks, last week was sentenced to three years probation and $5,000 fine. Maximum penalty was 10 years imprisonment.

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

Rolling on. Back in production after year of reruns is Big Blue Marble, ITT children’s half hour, carried by more than 150 U.S. TV stations (70% commercial) and in 60 areas abroad. Production now is handled in-house, with 100% original music, more on-location shooting around world and...
certain changes in magazine format including serializations. One aim is to widen age base of viewers. Public service show, provided free under condition of no commercial interruption, has 26 new episodes for 1978-79 (fifth) season.

What's out there? American Chemical Society is offering two 28-minute radio programs free to stations. Are We Alone in the Universe? is title of two-show series, which features interviews with scientists on origin of life, possibility of intelligent life elsewhere in universe and how we might communicate with it. For more information, contact Georgia Swangin, Triton Scientific Corporation, 2002 Colonial Garden Drive, Avenel, N.J. 07001.

Elvis remembered. Special three-hour stereo music radio program featuring the hits of Elvis Presley's career and interviews with his widow and friends will be carried on American Contemporary network Aug. 13 (3-6 p.m.). Titled Elvis: Memories, special will present his widow, Priscilla Presley; recording stars Tom Jones and Neil Diamond, and friends dating back to Mr. Presley's high school and Army days. Host for special is George Michael, WABC(AM) New York personality, who is serving also as producer.

Carroll's contract. Carroll O'Connor, Archie Bunker on All in the Family, has contract with CBS-TV to produce four pilots for network over next two or three years, plus fifth pilot for one-hour dramatic show in which he would star. Deal also calls for two made-for TV movies, all to be produced by his O'Connor Productions.

NBC thinking about new kind of deal for 1984 Olympics

Network meets with investors who are trying to deliver games to L.A.; talk, apparently, is of underwriting in exchange for TV rights

The two top executives of NBC Sports acknowledged last week that they met with a private group of investors trying to bring the 1984 Olympic games to Los Angeles, and the possibility apparently exists that NBC might itself underwrite the games.

Chester Simmons, president of the sports division, and Don Ohlmeyer, executive producer of all NBC Sports programs, said in a press conference with the nation's TV critics that the discussions had been informal goings-over of "concepts," "ideas," and "avenues of help, should they be needed." Mr. Simmons denied that a specific offer had been made, saying that NBC's first concern was to insure that the games remained in the United States.

Mr. Ohlmeyer noted that citizens of Denver had rejected the games in 1976, and he said that another rejection would be "disastrous" for other American cities hoping to be host for future games. "There's going to come a point," he said, "when they (the International Olympic Committee) are going to say, "Hey, we don't necessarily believe the Americans." But the executives said NBC would "obviously" be interested in obtaining broadcast rights to the event.

The group of seven private investors has been trying to arrange a way to promote the games without government support since it became apparent that, even though the IOC had given its preliminary approval to Los Angeles, the city's taxpayers were not receptive to any additional financial burdens. The IOC has reportedly been skittish about the lack of municipal backing, but a plan was recently announced by the private committee in which the U.S. Olympic Committee and one of the three commercial television networks might guarantee the necessary funds.

Mr. Simmons said the private group had devised a "spartan" plan (based in large part on projected broadcast revenues) that wouldn't cost the taxpayers "a nickle."

Price surfaces at Columbia

Frank Price, who resigned his posts last month as president of Universal Television and vice president and director of the parent MCA Inc., has been named president of Columbia Pictures Productions. His move to head the new division of Columbia Pictures had been expected (Broadcasting, June 12). Mr. Price broke into the business in 1951 in the store department of CBS-TV, where he worked on Studio One and Suspense. At Universal, he is credited with Rich Man, Poor Man, and series ranging from Kokak to the Rockford Files.

Donald Sipes, formerly executive vice president of Universal Television, replaced Mr. Price. And although Mr. Price indicated that his move was based on a desire to make theatrical pictures, there was talk in the industry that Mr. Sipes has a better connection with the new NBC President Fred Silverman.

Fox's sports team

Twentieth Century-Fox Television, which earlier this year announced a $5 million expansion and diversification effort, last week announced the leadership of its new sports division. Named president of Twentieth Century-Fox Television Sports was Ron Beckman. Sheldon (Shelly) Saltman will handle day-to-day activities as vice president and general manager. Mr. Beckman continues as an executive vice president of Fox TV. Mr. Saltman has been vice president and general counsel of Fox's telecommunications division.

According to Fox TV President Sy Salkowitz, the company "will take the initiative by providing the first studio base for the development of new events and new programing needed to fill network and individual stations' corresponding increase in sports presentations of all kinds."

Representative Tom Railsback (R-Ill.) said last week he will introduce legislation to bar the issuance of search warrants aimed at the news media. His bill is among a small flurry of such bills in the House and Senate to reverse the Supreme Court's decision in the Stanford Daily case holding that police need only warrants obtained in court to search newsrooms and private homes and offices (Broadcasting, June 5).

Mr. Railsback is a member of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which also includes Representative Robert Drinan (D-Mass.), who was the first to offer such a measure.

Meantime, another subcommittee in the House held a hearing into the matter last week, listening to among others, CBS News senior vice president, William J. Small. As he had testified in the Senate a week earlier (Broadcasting, June 26), Mr. Small told the House Government Operations Subcommittee on Government Information and Individual Rights that reporters "can hardly be either free or robust if the specter of a cop rummaging through the newsroom is always in the shadow of every story."

He endorsed legislation to protect the press and private individuals from search if they have committed no crime. Without such protection, he predicted news sources would dry up. "What news source," he asked, "would be comfortable with such easy police entry? . . . If sources feel their confidences will be compromised, those sources will disappear."

Mr. Small also said that it should be made clear that such legislation applies to local police authorities, in addition to federal. "The Justice Department may be the least of our problems," he said. "The local cop is more likely to grab that warrant and come through the newsroom door."

A representative of the Justice Department, John C. Keeney, deputy assistant attorney general for the criminal division, sought to assure the subcommittee and the press witnesses at the hearing that the Justice Department contemplates no change in its policy of "providious restraint" in use of press searches. In the wake of the Stanford Daily decision, he said, the department is working on new regulations "as an added safeguard" to attach to its present policy. "In our view," he said, "these regulations will go a long way toward insuring that the press remains fully protected against overzealous use of lawful process to search for evidence."

Under questioning, Mr. Keeney con-

Aftermath of 'Stanford Daily'

There's much sentiment in Congress to do something about Supreme Court decision allowing police searches of newsrooms

There's much sentiment in Congress to do something about Supreme Court decision allowing police searches of newsrooms

Broadcasting July 3 1978

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News media lose another in high court

Press access to prisons held just like public's; KQED's lower court wins overruled by 4-3 vote

The U.S. Supreme Court has ruled that news reporters have no more rights of access to jails and prisons than does the general public. In a 4-3 decision issued last week, the court reversed judgments by two California federal courts that journalists should be treated more favorably than the public.

Writing for the majority, Chief Justice Warren Burger declared that "the public importance of conditions in penal facilities and the media's role of providing information afford no basis for reading into the Constitution a right of the public or the media to enter these institutions, with camera equipment, and take moving pictures of inmates for broadcast purposes. This court has never intimated a First Amendment guarantee of a right to access to all sources of information within government control."

Last week's ruling overturned two lower court decisions requiring the Alameda county, Calif., sheriff to permit "responsible representatives" of the news media access to the Santa Rita prison at "reasonable times and hours"; noncommercial KQED-TV San Francisco was the successful petitioner in the lower courts, but implementation had been stayed pending the Supreme Court ruling.

The decision was in line with two 1974 Supreme Court cases that limited reporters' access to public facilities.

"Neither the First Amendment nor the 14th Amendment mandates a right of access to government information or sources of information within the government's control," the chief justice wrote. He was joined in his statement by Justices Byron White and William Rehnquist.

Joining the majority but issuing a separate statement, Justice Potter Stewart, who wrote the 1974 decisions, said that in some instances controls reasonably imposed on the public may be unreasonable if extended to the press.

"In short," the justice wrote, "terms of access that are reasonably imposed on individual members of the public may, if they impede effective reporting without sufficient justification, be unreasonable as applied to journalists who are there to convey to the general public what the visitors see." Although he agreed that in the particular case the lower courts had exceeded their role, Mr. Stewart said that he "would not foreclose the possibility of further relief for KQED."

Nor, in fact, did the majority preclude the possibility of a new legislative look at the access rights of the press. In his opinion, the chief justice said that "whether the government should open penal institutions in the manner" sought by KQED "is a question of policy which a legislative body might appropriately resolve one way or the other."

Elsewhere Chief Justice Burger wrote, "until the political branches decide otherwise, as they are free to do," public officials could bar reporters from jails if the same prohibition applies to the public.

Justice John Stevens, joined by Justices William Brennan and Lewis Powell, dissented from the majority opinion, arguing that the basic issue was not necessarily a media one because the unconstitutionality of the county sheriff's policy of exclusion did not "rest on the premise that the press has a greater right of access to information regarding prison conditions than do other members of the public." He maintained that the jail had a policy of "virtually total exclusion" of both press and public from areas where inmates were confined.

Justices Thurgood Marshall and Harry Blackmun did not participate.

Hostile critics meet ABC News

At L.A. screenings, they vent feelings about '20/20' and format of evening show, plus absence of Arledge and Shanks

A tense meeting in Los Angeles June 21 between the nation's TV critics and members of ABC News's new team seemed to confirm two basic points: Many critics still have their doubts about the journalistic propriety of some of the division's experiments, while the ABC newsman do not.

The occasion was a press conference at the Century Plaza Hotel, called to explain the revised format of the ABC Evening News to critics attending the network's fall program previews. The main sources of tension were the premiere edition of the news magazine show, 20/20, and the fact that neither of the men principally responsible for it, ABC News and Sports President Roone Arledge and 20/20's executive producer, Bob Shanks, attended the press conference.

"Will we have to wait until ABC [News] is number one before we get Mr. Arledge?" asked the Philadelphia Inquirer's Lee Winfrey, recently elected first president of the Television Critics Association (Broadcasting, June 26). William Henry III of the Boston Globe wondered whether bringing "some gore in from entertainment" was "reflective of a fundamental lack of faith in the resources of the news division."

Stepping into the breach as Mr. Arledge's spokesman was his number-two executive, David Burke, vice president, ABC News. It was Mr. Burke's first appearance before the press, and his crisp replies gave evidence of his previous experience as chief administrative officer for Governor Hugh Carey of New York. Both Mr. Arledge and Mr. Shanks were "heavily engaged" in preparing the episode of 20/20 that aired the night before, Mr. Burke said. Mr. Arledge was "furious" with 20/20's debut, but the consensus at ABC was that changes after the premiere had put the show "on track."

Fred Pierce, president of ABC-TV, also came to 20/20's defense. "We stubbed our toe badly," he acknowledged, but he suggested that the premiere should be thought of as "a pilot. "I think you'll see a lot more of 20/20 in our future," he said. Mr. Pierce reaffirmed his confidence in the evening news program as well, despite its lack of immediate ratings success. "We're not concerned about it," he said. Patience was also apparent in his reply to Mr. Winfrey as to when Mr. Arledge might again appear before the press: "I'm sure you'll see more of Roone long before we're number one."

Following those exchanges, the press conference proceeded point by point as planned, although some tension remained. Executive Producer Av Westin explained, and fiercely defended, his evening newscast, as did co-anchorman Frank Reynolds, who will be stationed in Washington), Max Robinson (in Chicago) and Peter Jennings (in London). Mr. Westin said that viewers will not see a "pre-punishment" change when the new format officially debuts July 10, except that Mr. Robinson will assume his post in Chicago and all three anchormen will begin originating from remodeled newsrooms. He also promised, in answer to repeated questions on how ABC's journalism would stand up to its technology, that "we are not locked into allowing the format to dictate content."

"I value my reputation too highly to ever engage in cheap sensationalism, either in gimmicky or in sleazy, purple coverage," he said.

Salant on responsibility

Richard Salant, president of CBS News, has urged broadcasters to fight for their rights—and live up to their responsibilities—under the First Amendment.

Speaking to a meeting of the Georgia Association of Broadcasters in Callaway Gardens, where he accepted the organization's Freedom of Speech Award, Mr. Salant said the press, print and broadcast, has the "right, short of libel and obscenity, to be wrong, unfair or irrespon-
The date for DATE

Early next year, PBS stations equipped with decoder will be able to receive signal encoded with up to four channels

Some 20 public television stations next January will have access to a newly developed system that will enable them to receive up to four channels of audio within a single television channel. It is a system that will permit them to provide viewers with stereo sound or with programs in English and, for better play, three different foreign languages.

The system, called DATE—an acronym for Digital Audio for Television—was described by Daniel Wells, the Public Broadcasting Service's senior vice president for engineering, at the PBS annual membership meeting in Dallas last week.

DATE was developed jointly by PBS and the manufacturer, Digital Communications Corp., and involves the use of a station decoder, which costs about $9,000. Mr. Wells said that 62 stations have already ordered the equipment and that decoders are expected to be delivered at the rate of 20 each month, beginning in January.

As explained by Mr. Wells, the multichannel sound can be distributed to the stations either by satellite or AT&T land lines. Then the sound is relayed to the home by the television station and in the case of stereo, an FM station operating in tandem. Although TV-FM stereo simulcasting is possible now, Mr. Wells said DATE offers stations a wider choice of channels of service.

The DATE system involves the conversion of sound from analog to digital for formation in each of the four channels. The four digitalized channels are then modulated into a subcarrier on the television signal that the station receives. At the station, the process is reversed. The DATE decoder demodulates the subcarrier, and the digital signal into analog.

In time, Mr. Wells sees four channels of sound being combined on a single television signal. "It's technically possible," he said. "Japan is already doing it."

Licensees selling company's VHS format machines will be offering new feature here in fall (RCA and Magnavox have already announced). Lower-priced color cameras for consumer VCR's are also emerging—for under $1,000.

Teletext start-up. KSL-TV Salt Lake City has begun test transmission of Teletext Information System, adaptation of BBC's Ceefax (Broadcasting, May 22). Station is trying out information such as wire-service news, stock market reports, sports scores, road conditions and program schedules. System uses vertical blanking interval, needs decoder—expected to cost about $50—at receiving end.

Fotomat moves into movies-to-tape

Film processor offers consumers service that turns home-made flicks into video cassettes for VTR's

"Imagine the convenience of storing all your home movies and slides on video tape. No more darkening the room. No more clumsy projectors or fumbling with movie screens. Just switch on your VTR unit...."

With that promotional pitch and more, Fotomat Corp. will be trying to draw consumers who own video-tape recorders to Fotomat's 3,400 shopping-center kiosks or its mail order service to have 8mm and super 8mm film as well as slides transferred to cassette.

Announced last week was Fotomat's entrance into the consumer film-to-tape transfer market. The company isn't the first. ST Corp., a joint venture between Sony and Teletronics, for example, already is there. Fotomat, however, claims it will be able to offer its transfer service at lower costs than the competition.

Fotomat said on one price level it will transfer 400 feet of Super 8 to video tape for $8.75, plus the regular cost of a one-hour blank cassette, $14.95. The transfer price starts at $3.50 for the first 30 feet, then is less for each additional 50 feet. In addition, Fotomat used last week's New York press conference to demonstrate its ability to improve picture quality after the transfer process.

The company also said that later this year it will have further announcements regarding its planned entry into the pre-recorded video-tape business.

Within the next five to 10 years, Fotomat said, it expects the new transfer business to level off; it believes hand-held color TV cameras will be readily available to consumers, thereby switching the emphasis from film to tape. However, in the meantime, it said there's money to be made, at the same time allowing the company to build a strong presence in the video-tape field.

After entrenched itself in the consumer field, Fotomat said it plans to move on to other markets such as business, medical and educational.

Technical Briefs

Costs. Federal Trade Commission approved new rule requiring television receiver manufacturers and makers of other consumer appliances to reveal basic energy costs on product labels. New labels, expected to begin appearing next year, will show energy cost based on national average, geographically weighted chart.

Four at once. Matsushita Electric of Japan has developed programmable video cassette recorder for consumers that can be set in advance to record from up to four different channels at different times automatically.

Equipment & Engineering

Try-out ends in Florida

The Florida Supreme Court, by a 4-3 vote, has decided to stick to its original plan and has ended the state's one-year experiment with broadcast coverage of courtroom proceedings.

The court last week rejected a petition for an extension of the experiment filed by Post-Newsweek Stations, and the one-year period ended Friday (June 30). The court will now begin a review of the state's court's experiences under the program with an eye toward developing a permanent broadcast coverage policy.

Pelton D'Alemberts, P-N's Miami attorney who was instrumental in persuading the court to allow the experiment in the first place, said that he was "encouraged" by the state court's vote because three members of the seven-man court were willing to extend the period without additional review. The court will be accepting comments on the experiment until July 31.

If 'Truth' be told

Questioning the veracity of television news in the Soviet Union is not what that country's government thinks is the proper role of American newsmen stationed there. Last week, two print journalists—Craig R. Whitney of The New York Times and Harold Piper of the Baltimore Sun—were indicted for "slander" by a Moscow court for writing articles questioning the authenticity of a Soviet dissident's televised confession.

It is believed to be the first time that American journalists have been taken to Soviet court over something they reported. After making appearances in court last week, the men were ordered to appear for a hearing this Wednesday (July 5).

They were charged with slandering the Soviet television program, Vremya (Truth), in reports they filed suggesting that the program's producers pieced together film clips and faked a confession to anti-Soviet activities by Zviad Gam- sakhurdia, a Georgian dissident. The confession was broadcast May 19, and press reports at the time noted that the confession, a color video tape, appeared to have been heavily spliced.

Broadcasting July 3 1976
These are the top songs in airplay popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions between this week and last.

<table>
<thead>
<tr>
<th>#</th>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Shadow Dancing</td>
<td>Andy Gibb</td>
<td>RSO</td>
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<td>2</td>
<td>2</td>
<td>Baker Street</td>
<td>Gerry Rafferty</td>
<td>United Artists</td>
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<td>3</td>
<td>3</td>
<td>It's a Heartache</td>
<td>Bonnie Tyler</td>
<td>RCA</td>
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<td>4</td>
<td>4</td>
<td>Use Th Be My Girl</td>
<td>O'Jays</td>
<td>Philadelphia Int.</td>
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<td>5</td>
<td>5</td>
<td>You're the One That I Want</td>
<td>Travolta/Newton-John</td>
<td>RSO</td>
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<td>6</td>
<td>6</td>
<td>Miss You Rolling Stones</td>
<td>Atlantic</td>
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<td>7</td>
<td>7</td>
<td>Two Out of Three Ain't Bad</td>
<td>Meatloaf</td>
<td>Epic</td>
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<td>8</td>
<td>8</td>
<td>Dance With Me</td>
<td>Peter Brown</td>
<td>Drive</td>
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<td>Last Danced</td>
<td>Donna Summer</td>
<td>Casablanca</td>
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<td>10</td>
<td>You Belong to Me</td>
<td>Carly Simon</td>
<td>Elektra</td>
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<td>11</td>
<td>The Groove Line</td>
<td>Heatwave</td>
<td>Epic</td>
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<td>12</td>
<td>12</td>
<td>Feels So Good</td>
<td>Chuck Mangione</td>
<td>A&amp;M</td>
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<td>Take a Chance Me</td>
<td>Abba</td>
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<td>14</td>
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<td>Copacabana</td>
<td>Barry Manilow</td>
<td>Arista</td>
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<td>15</td>
<td>15</td>
<td>Still the Same</td>
<td>Bob Segar</td>
<td>Capitol</td>
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<td>16</td>
<td>16</td>
<td>Too Much, Too Little...</td>
<td>Mathis &amp; Williams</td>
<td>Columbia</td>
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<td>17</td>
<td>17</td>
<td>Boogie Oogie A Taste of Honey</td>
<td>Capito</td>
<td>Columbia</td>
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<td>18</td>
<td>18</td>
<td>Shame Evelyn &quot;Champagne&quot;</td>
<td>&quot;King&quot;</td>
<td>RCA</td>
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<td>19</td>
<td>19</td>
<td>Bluer Than Blue</td>
<td>Michael Johnson</td>
<td>EMI America</td>
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<td>20</td>
<td>20</td>
<td>Grease</td>
<td>Frankie Valli</td>
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<td>21</td>
<td>King Tut And Steve Martin</td>
<td>Martin</td>
<td>Warner Bros.</td>
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<td>22</td>
<td>22</td>
<td>Love Is Like Oxygen</td>
<td>Cécil Taylor</td>
<td>Capitol</td>
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<td>23</td>
<td>Love Will Find A Way</td>
<td>Pablo Cruise</td>
<td>A&amp;M</td>
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<td>24</td>
<td>24</td>
<td>Runaway</td>
<td>Jefferson Starship</td>
<td>Grunt</td>
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<td>Three Times A Lady</td>
<td>Commodores</td>
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<td>Life's Been Good</td>
<td>Joe Walsh</td>
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<td>27</td>
<td>With a Little Luck</td>
<td>Wings</td>
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<td>28</td>
<td>28</td>
<td>Only the Good Die</td>
<td>Young Billy Joel</td>
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<td>Baby Hold On</td>
<td>Eddie Money</td>
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<td>30</td>
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<td>Because the Night</td>
<td>Patty Smith</td>
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<td>31</td>
<td>Macho Man</td>
<td>Village People</td>
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<td>I've Had Enough</td>
<td>Wings</td>
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<td>33</td>
<td>33</td>
<td>You're the Lovin' Seals And Crofts</td>
<td>Warner Bros.</td>
<td>Capitol</td>
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<td>34</td>
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<td>Can't Stand the Rain</td>
<td>Arista</td>
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<td>35</td>
<td>35</td>
<td>Even Now</td>
<td>Barry Manilow</td>
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<td>Hot Blooded</td>
<td>Foreigner</td>
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<td>Every Kinda People</td>
<td>Robert Palmer</td>
<td>Island</td>
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<td>38</td>
<td>Wonderful Tonight</td>
<td>Eric Clapton</td>
<td>RCA</td>
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<td>39</td>
<td>39</td>
<td>My Angel Baby</td>
<td>Toby Beau</td>
<td>RCA</td>
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<td>40</td>
<td>Magnet and Steel</td>
<td>Walter Egan</td>
<td>Columbia</td>
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<td>41</td>
<td>41</td>
<td>Stuff Like That</td>
<td>Quincy Jones</td>
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<td>42</td>
<td>42</td>
<td>I Was Only Joking</td>
<td>Rod Stewart</td>
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<td>Follow You</td>
<td>Midge Genesis</td>
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<td>44</td>
<td>44</td>
<td>This Time I'm In It For Love</td>
<td>Player</td>
<td>RSO</td>
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<td>On Broadway</td>
<td>George Benson</td>
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<td>46</td>
<td>Imaginary Lover</td>
<td>Atlanta Rhythm Section</td>
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<td>FMQ Steely Dan</td>
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<td>MCA</td>
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<td>48</td>
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<td>Stay</td>
<td>Jackson Browne</td>
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<td>49</td>
<td>I'm Not Gonna Let It Bother Me</td>
<td>A.R.S.</td>
<td>Polydor</td>
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<td>50</td>
<td>50</td>
<td>If Ever I See You Again</td>
<td>Roberta Flack</td>
<td>Atlantic</td>
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Bible with a beat. With the disco beat being put to Beethoven classics and old TV show theme songs, it should come as no surprise that it's now being put to the Bible by Boney M with its new single, Rivers of Babylon (Site). Bob Canada of wgnam Newport News, Va., says: "It's creating a heck of a stir. It has a good dance beat, yet at the same time, it has a great melody line, a great chorus line." Grease spil. The soundtrack of the movie, "Grease," is producing one hit after another. The John Travolta and Olivia Newton-John duet, You're the One That I Want (RSO), has been in "Playlist" top five for six weeks, and the theme song, Grease, sung by Frankie Valli, holds to 20 this week. The newest release is Hopelessly Devoted to You, a love ballad by Ms. Newton-John. "It's going to be a smash, mark my words," says Kris O'Kelley of wzocm Atlanta. Richard Irwin of power AM Bakersfield, Calif., concurs: "It's going to be a number-one, mass-appeal, across-the-board smash. It's a definite pop hit that may even go country. Still another cut, Sandy, John Travolta's love ballad, is being played at krcma San Francisco. Gibb action. If there's a familiar sound to Ain't Nothin' Gonna Keep Me From You (Casablanca) by Teri DeSario, there's good reason: Barry Gibb wrote and produced the song and the Bee Gees sing back-up. "It's typical Bee Gees, up-tempo with a disco flavor," says Ron Richards of wkrkr Racine, Wis. "It's pretty good, worth a listen." As for Andy Gibb, stations are adding An Everlasting Love (RSO), another cut from the Shadow Dancing LP, which is soon to be released as a single. "It's going to be a number-one record," says kfyty Mr. Irwin. "It's very much like Shadow Dancing: bright, up-tempo, bouncy."
Tighten up on cable, says MPAA’s Valenti

If Congress deregulates CATV in the rewrite, he predicts local TV stations will be hurt by flood of distant signals

Jack Valenti, president of the Motion Picture Association of America, predicted last week that both the quality and quantity of television programming will deteriorate if Congress follows through with the proposed total deregulation of cable television in the Communications Act rewrite.

Mr. Valenti, in a speech to the Hollywood Radio and Television Society in Beverly Hills, Calif., applauded the rewrite’s goal of deregulating telecommunications, but said the total deregulation of cable runs contrary to that mandate, because “the marketplace is not free. It is not open. And, most of all, it is not now competitive.”

His is one of the first strong statements against provisions of the rewrite from a group with a vested interest in the project. If local broadcasters’ audiences, hence revenue bases, are eroded—as he predicts they will be because of duplicative programming on cable systems—film producers stand to lose money on syndicated program sales.

Mr. Valenti’s speech was not a “disturb” against cable, he said, only against a situation where conventional cable is “is somehow exempt from the normal competitive rules of the marketplace.” He is all for pay cable, saying he is anxious for it to originate fresh programming.

As a result of the Copyright Act of 1976, cable systems pay a “minuscule” percentage of their revenues—1.1%—for programming, he said, while broadcasters are paying 10 to 20 times as much. To offset the marketplace imbalance, he said, the current federal limitations on cable importation of distance broadcast signals into local markets should be maintained, even strengthened.

“One does not have to exaggerate to predict that an avalanche of distant signals flooding local markets with no regard to exclusivity of programming will surely shrink local station audiences, and devalue the programs bought by stations.”

He suggested that the critical point at which cable’s erosion of the broadcast market takes place is when cable penetration of a market reaches 30% to 50%.

Without federal policy governing cable television, Mr. Valenti said, there will be no way to “clang an alarm” and no one to “stand between the public and the sonic boom of distant signals and programming that rolls into counties across the land.”

“As [FCC Chairman Charles] Ferris said, it’s not as if cable TV were originating bold new programs, creating imaginatively shaped from the worlds of drama, art, culture and public affairs. CATV simply rides the back of programming already created, and bought and paid for by the local television community,” Mr. Valenti said.

“Nothing new has been delivered by cable into the living rooms of American families.”

The Communications Regulatory Commission that under the rewrite would succeed the FCC must be given the authority “to protect broadcasters against loss in the exclusive use of the programs the broadcasters have already purchased and against limitless importation of distant signals,” Mr. Valenti continued. “With the erosion of local audiences—and advertising revenues—program investment by program suppliers will inevitably shrink, collapsing both the quality and quantity of new program productions.”

CCOS ’78: Mountain comes to Muhammad

Annual CATA meeting will be sent via satellite to cable systems and to the offices of the FCC

Although FCC Chairman Charles Ferris will not attend the annual seminar of the Community Antenna Television Association July 16-19, the meeting will be taken to him—by satellite. CATA has made arrangements to distribute the event via the RCA Satcom satellite to about 450 cable systems across the country and, through a special setup, to FCC offices at 1919 M Street in Washington.

The FCC will be wired into the satellite system by means of a portable Microdyne receive terminal that will be installed at the transmitter site of WDTA-TV Washington. There, the satellite’s video signal will be cabled to the Microband MDS transmitter that serves most of the Washington area. A special MDS receiver will be installed atop the FCC’s building and connected to the commission’s existing internal MATV system for distribution to television sets in the commission’s offices and elsewhere throughout the community.

According to CATA, the meeting will be the first such to be nationally distributed by satellite, and it is being billed by the association as a “convention-via-satellite” rather than a “neat trick” of public relations.

The meeting is to be held at the Fountainhead Lodge, a resort near Muskogee, Okla., and, according to Bob Cooper of the association, most of the hotel accommodations there and in the general vicinity have long since been taken up. The satellite distribution of the convention proceedings will be necessary, he said, to assure that interested parties will be able to “attend” the four-day event.

The convention activities will be cablecast along with commercials (primarily spots by exhibitors) five hours a day to the cable systems and to the various hotels in the area where delegates will be able to view the goings-on from their rooms. Receivers will also be set up on the exhibit-hall floor so that delegates there will be able to keep up with convention seminars and workshops while visiting the equipment displays.

Convention activities will officially get under way on Monday, July 17, with a taped presentation, “The CCOS ’78 [CATA Cable Operator’s Seminar] World—Welcome to It,” with other presentations following. Among them:

“Your System—How Much Is It Worth?” A session on system financing and pricing.

“Steve Efros on Stage—The Washington Legal Scene.” A look at the regulatory climate in the capital by CATA’s Washington office executive director.

“The Full Bird—When Is Enough Too Much?” a panel discussion with representatives of various satellite services, including Home Box Office and Viacom’s Showtime, on satellite usage.

Wednesday there will be a special presentation by Ted Turner, owner of WTCG-TV Atlanta, a pioneer in satellite distribution.

All of the seminars and presentations will be taped and rerun throughout the

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Broadcasting July 3 1978
four days. CATA is expecting 1,000-1,200 delegates at this year's meeting along with 63 exhibitors.

Cable Briefs

Stockholders' turn. Special meeting of stockholders of American Television Communications Corp., Denver, will be held Aug. 2 to vote on proposed merger of ATC into wholly owned subsidiary of Time Inc. (Broadcasting, Jan. 2).

Merger deal is valued at about $140 million.

And again. Frank S. Scarpa, president of Valley Video Cable Co., Hershey, Pa., has been elected again to board of National Cable Television Association. His first election earlier this year had been invalidated on a challenge from his opponent, John Walson of Service Electric Cable TV Inc., Mahanoy City, Pa., that Mr. Scarpa's system was not fully certified member of NCTA at time of election. Mr. Scarpa argued all papers had been filed, NCTA board settled dispute by calling for new election. He represents NCTA district eight, comprising Delaware, Maryland, New Jersey and Pennsylvania.

Big deal. Teleprompter Corp. has signed $2.5-million purchase agreement with Jerrold Electronics, division of General Instrument Corp., for cable system hardware including headends, distribution and pay-cable equipment, and subscriber terminals and taps. Equipment will be used to upgrade and expand existing cable systems.

Buys. Adams-Russell has agreed in principle to acquire Mt. Kisco Communications Inc., operator of cable systems at Mt. Kisco and Bedford, both New York, for price in excess of $1 million. Systems have approximately 2,000 basic subscribers and pass 4,400 homes. MAI Cablevision, New Jersey MOS, acquired Crown Communications Corp.'s cable systems in Union and Gaffney, both South Carolina. Firstmark Financial Corp., supplied $500,000 in senior secured debt. Communications Equity Associates represented seller of systems with 2,500 subscribers.

Loaned. Becker Communications Associates announced closing of $2.5-million secured loan to Monmouth Cablevision Associates for construction of cable systems to serve 12 communities in Monmouth county, N.J. BCA has now committed over $74 million to cable and broadcast industries since its inception in 1973, said Jim Ackerman, BCA partner.

Awarded. City of Miramar, Fla., granted Storer Cable TV 15-year franchise for new system there. Initial build will pass 15,000 homes.

Fates & Fortunes

Media

Staff changes, Golden West Broadcasters, Los Angeles: Anthony B. Cassara, VP-station manager of company's KTLA TV there, named VP-general manager. John E. Risher, general manager, WCARI AM Detroit, and Victor Ives, general manager of WCAR-FM there, elected VP's of parent, GWB. Robert W. Sponseller, controller for GWB, elected officer of company. Named assistant VP's of GWB: Patricia Watkowski, Marcia Ries and Mary Leilat, all administrative assistants. Nancy Duvall, also administrative assistant, elected assistant treasurer.

Richard C. Goldstein, director of sales, WCAL-TV Philadelphia, appointed station manager.

Anthony S. Tiano, executive director and general manager of noncommercial KETC TV St. Louis, named president and general manager of KQED Inc., San Francisco, owner of noncommercial stations KQED TV, KQED FM and Focus Magazine, all San Francisco.

Charles W. Bergeson, VP of Storer Broadcasting and general manager of company's WJKY TV Cleveland, named VP-general manager of WQAR TV Norfolk.

Harry Apel, general sales manager, KHTV TV Houston, named assistant general manager of co-owned WTVT TV Tampa, Fla.

James W. Clark, editorial director, WWJ AM-FM TV Detroit, named director of corporate communications for Evening News Association, owner of WWJ AM-FM and former owner of WTVT TV, transferred last week to Washington Post.

John T. Ross II, senior attorney and vice chairman of board of directors of NBC credit union, New York, named senior counsel. He will continue to serve as vice chairman of credit union.


James E. Curufel, finance director-treasurer for city of Shoreview, Minn., named director of finance and administration for noncommercial KTCA TV Minneapolis-St. Paul.

Harry A. Caraco, sales manager, KXXL AM-FM Portland, Ore., named general manager of co-owned KISW FM Seattle.

Sis Kaplan, general manager, WAVY AM-FM Newport News, Va., named general manager of Sid Radio there, owner of stations. Claire Russell Shaffner, general sales manager for both stations, succeeds Mrs. Kaplan.

Ralph B. Johnson, president of Rounsaville Radio, Atlanta, resigns to start own business.

Robert W. Rounsaville, chairman of board, resumes his position as president and chief executive officer of company. Jerry Peterson, general manager of company's WBIW-AM Orlando, Fla., named VP-general manager of co-owned WSNY (AM)-WAIV (FM) Jacksonville, Fla. M. F. Kershner, sales manager, WBIW-FM, named VP-general manager.


Barry E. Gaetos, VP and general manager, WLOA (FM) Cincinnati, named executive VP and general manager of KFHM (AM)-KBRA (FM) Wichita, Kan.

James J. Shields, sales manager, WYAH (AM) Omaha, appointed VP-general manager, KMNS (AM)-KSEE (FM) Sioux City, Iowa.

Don Elliot Head, VP-general manager, WSB TV Atlanta, elected vice chairman of National Academy of Television Arts and Sciences. He was founding president of NATAS Atlanta chapter and has been national trustee for Atlanta chapter since 1974.

Elected officers, Tucson, Ariz., Broadcasters Association: Jon Ruby, KVOA TV president; Bill Pelham, KMGO (AM)-KQOP (FM), VP; and Bob Fineman, KXEW (AM), secretary-treasurer.

Broadcast Advertising

Elected corporate officers, from legal department, J. Walter Thompson, New York: Stephen M. Salorio, VP and assistant secretary, elected to additional office of assistant general counsel; Howard Abraham, attorney specializing in communications law, elected VP; and Nancy Fitzpatrick and Joanne Folin, elected assistant secretaries. Sheryl Johnston, from public relations department of JWT, Chicago, named account supervisor.

Hector Robledo, VP and director of TV production, Foote, Cone & Belding, New York.
named senior VP, Maxine Paetro, creative manager, and Susan DiLallo and Stan Fields, both creative supervisors, named VP's.

John J. McBride, VP and account director, Needham, Harper & Steers, Chicago, named senior VP, Mary Beth Milliken, research supervisor, and Kay Satow, research associate there, named associate research directors.

Michael A. Propper, director of media research, Dancer Fitzgerald Sample, New York, named VP.

Jerald L. Dyson, account supervisor, Benton & Bowles, New York, elected VP.

Donald H. Kaminsky, VP, D'Ary-Chamomus & Masius, Chicago, named director of media services. Talmage E. Newton III, account supervisor, Gardner Advertising, St. Louis, joins DM&M there as account group supervisor.


Michael A. Graham, assistant account executive-sales promotion, named account executive-sales promotion-advertising.


Deborah Hope Doelker, VP and account supervisor, BBDO, New York, joins McDonald & Little, Atlanta, in same capacity. Martin Murphy, who ran his own marketing consulting business in Palm Beach, Fla., joins Atlanta agency as senior account executive. Cell Armistead, media buyer, Lilier, Neal & Lindsey, Atlanta, and Kathy Milano, assistant media buyer, Tucker, Wayne & Co., also in Atlanta, join McDonald & Little as media buyers.

Lillian Jones, media buyer, Meldrum & Fewsml, Cleveland, named associate media director.

Patsy Weaver, from McCann Erickson, Houston, joins Smith, Smith, Baldwin & Carberg there as media planner-buyer.

James M. Maier, media supervisor, Grey North Advertising, Chicago, appointed media buyer, CPM Inc. there.

Howard Seberhagen, from Tanner Co., Memphis, appointed Eastern regional manager, Kelly, Scott and Madison, media service based in Chicago. Mr. Seberhagen will be based in Philadelphia.

Joan Perry, executive from Perry-Hoye Advertising, Birmingham, Ala., has formed new company there, Perry Advertising Productions.

Robert Somerville, VP of sales for Association of Independent Television Stations (INTV), New York, named VP, Eastern sales manager, Metro TV Sales there. Lynn Anderson, sales manager of Metro Radio Sales, Los Angeles office, named VP.

Terry Sadel, general sales manager, KDKA-AM-FM Pittsburgh, joins Radio Advertising Representatives, Los Angeles, as Western sales manager.

Thomas K. Walton, account executive, Blair Radio, Chicago, named VP and office manager.

Carole Maliloux, director of advertising and promotion, WPVI-TV Philadelphia, appointed eastern divisional manager, Broadcast Marketing Co., San Francisco.

Cynthia Huffman, account executive, All-Canada Radio & TV Ltd., Chicago, appointed Midwest manager.

Robert F. Buselli, Metromedia TV Spot Sales, Chicago, appointed sales manager, WPCH-TV Pittsburgh.

Carole Maliloux, director of advertising and promotion, WPVI-TV Philadelphia, appointed eastern divisional manager, Broadcast Marketing Co., San Francisco.

Cynthia Huffman, account executive, All-Canada Radio & TV Ltd., Chicago, appointed Midwest manager.

Robert F. Buselli, Metromedia TV Spot Sales, Chicago, appointed sales manager, WPCH-TV Pittsburgh.

Lewis Robertson, account executive, WPITV Cleveland, named national sales manager.

Thomas T. Ryan, from Boston University, appointed account executive, WPITV New York.

Barbara Prochaska, VP, Rollins Investments, Madison, Wis., joins WKOW-TV there as account executive.

Fifth estaters, "It will never top an NAB convention, but this gathering," said one of the participants, "represents over 300 years of broadcasting." The occasion was a Washington luncheon of old friends, most of whom worked for the Mutual Broadcasting System in the 1940's - "the fun days of radio," according to one of them. They met to say goodbye to Hollis Sevey, retiring to Cape Cod after long Washington service as bureau chief of Mutual, a tour with the Clear Channel Broadcasting Service and, most recently, the National Association of Broadcasters, L. to r: Steve McCormick, head of McCormick Communications (another former MBS bureau chief); Les Higbie, semi-retired, formerly in the special events service of the Voice of America; Fred Fiske, National Public Radio; Ray Scherer, former NBC correspondent now Washington vice president for RCA; Mr. Sevey; Joseph McCaffrey, WWMAMI Washington; Mike Michaelson, superintendent of the House radio-TV gallery; Wallace Fanning, NBC News, Washington, and Larry Lesueur, VOA Capitol Hill correspond, formerly with CBS News.

Carole Maliloux, director of advertising and promotion, WPVI-TV Philadelphia, appointed eastern divisional manager, Broadcast Marketing Co., San Francisco.

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ARB advisers. Members of new Arbitron Television advisory council, elected by Arbitron's TV station subscribers to serve as liaison with Arbitron: For ABC-TV affiliates, Walter Windsor, WTVN Orlando, Fla. (Representing markets 1-50); Jim Landon, WPTV Fort Wayne, Ind. (markets 51-100) and William Patton, KATV, Lafayette, La. (101-Plus). For CBS-TV affiliates: William Bazzio, WTVN Miami (1-50); Tom Pierce, WHNT Huntsville, Ala. (51-100), and Robert Donovan, KMEX, Sioux City, Iowa (101-Plus). For NBC-TV affiliates: Don Heald, WSA-TV Atlanta (1-50); James Saunders, WLS-TV Columbus, S.C. (51-100), and WR. McKinsey, KCBX-TV Lubbock, Tex. (101-Plus). Independents: For UHF, Jack Moffitt, WABT, Cleveland, and for VHF, W.C. McReynolds, KRON-TV Phoenix.

Roger Ashley, from Katz Agency, Los Angeles, joins KHTV-TV Houston as general sales manager. Jim Klein, sales manager of co-owned KTVN-TV Fort Worth, named general sales manager. Ed Gepp, national sales manager for KTV, succeeds Mr. Klein.

H. Joseph Lewin, local sales manager, WLTN-FM Cincinnati, named general sales manager.

Jack Haely, national sales manager, WNKAM New York, joins KTRAAM Tijuana, Mexico, in same capacity.


Dick Harlow, account executive, WGLD-FM High Point, N.C., appointed sales manager of co-owned WYYDFM Raleigh, N.C.

Terry Banet, who owns marketing, media analysis and monitoring firm in Durham, N.C., joins WNNC there as sales manager. Joe Nuckols, program director of WNC and co-owned WOGD-FM there, given additional duties as sales manager of WOGD.


Scott A. Herman, sales manager, WTVNAM Franklin, N.H., joins WSPRAM Springfield, Mass., as account executive.

Newly elected officers, Association of Broadcast Executives of Texas: Frank O'Neil, KXAS-TV Fort Worth, president; Irene Runnels, KAFM-FM Dallas, VP; Mary Lou Davis, WALTER Thompson, secretary, and Walter Atkinson, Tracy-Locke Advertising, treasurer.

Programing

Ron Beckman, executive VP, 20th Century-Fox Television, Beverly Hills, Calif., named

Bob Berry, former financial director, T.A.T. Communications' Mary Hartman, Mary Hartman, named financial director, production and development, Tandum Productions, T.A.T. and TOY Productions, Los Angeles.

Alan Bennett, program director, WKBW-TV Buffalo, N.Y., named director of program development, Katz Television, New York. Phil Oldham, Katz associate director of programming, appointed director, program operations. They will share responsibilities for Katz programming services held by Bob Peyton, named VP and general manager for syndication, Time-Life Television, New York (see page 79).

Henry Maldonado, project director/executive producer, noncommercial WGBH-TV Boston, named executive producer, WNBC-TV New York.

Stuart Shulman, advertising and promotion manager, WPIX-TV New York, appointed production manager.

Tom Kenney, program manager, KOHL-TV Houston, named director of broadcast operations. Theodore F. Kohl, program manager, WKEX-TV Richmond, Va., succeeds Mr. Kenney.

Sherry A. Sala, from creative service department of WXTV-Syracuse, N.Y., appointed assistant creative service director.

Owen Uridge, from KCNO-TV Kansas City, Mo., joins KXTV-Sacramento, Calif., as producer-director-writer. Bill Bryan, from KNTV-Tv San Jose, Calif. joins KXTV as producer-director.

John Douglas, sports producer and interviewer, KSPT-TV Minneapolis-St. Paul, joins KATV-TV Portland, Ore., as sports director.

Pat Whitley, air personality, WITS-TV Boston, named program director. He succeeds Bill Shuphart, who becomes administrative manager to coordinate station sales, programming and sports. Glenn Ordway, sports host, named sports director.

Jim Birkett Jr., program director, WDKH-FM-WFIL-AM-Philadelphia, Pa., named additional duties as operations manager. David Pegram, announced, named assistant program director.

Donald B. West, music director, WDNC-AM-Durham, N.C., named additional duties as operations manager of WDNC.

Karen Cavaliero, secretary in programming department, WLSAM-Chicago, named assistant music director.

Wayne W. Bryant, air personality, WYXY-FM Highland Park, Ill., named program director.

Ken Betts, music director, WYKO-AM-FM Havelock-Cherry Point, N.C., named program director of stations which are now WQCI-WMSQ-FM. Don Harrison, program director, WBCAM New Bern, N.C., joins WCPO as music director.

Charlie Bowland, from KFVAM-MC McKinney, Tex., and Charlie Wright, from KLFAM-Dallas, join Mutual Southwest Radio Networks, Dallas, as sportscasters.

Harry Barr, from public relations department, WMEF-FM Newark, N.J., appointed production director.

Anthony H. Kiernan, local sales manager, WTOP-TV (now WJWTV) Washington, named VP-director of marketing, Sterling Educational Network there.

Denis J. LaComb, program circulation manager, Maryland Center for Public Broadcasting, Owings Mills, Md., joins Telstar Productions, St. Paul, as VP-marketing.

Nancy Pearl, assistant to program manager, WBTV-Atlanta, joins Public Affairs Broadcast Group, Los Angeles, as manager of operations and station relations.

News and Public Affairs

Jim Cummins, general news reporter, WMAQ-TV Chicago, named NBC News Correspondent there.

Susan Silk, special projects producer, WNBC-TV Boston, named news producer, WBTV-AM Chicago.

Arthur Jones, reporter, Boston Globe, named manager of investigative reporting unit, WBTV Boston.


Kim Peterson, news anchor and operations manager, WSGNAM New Orleans, joins WSDU-TV there as anchor.

Elda Brown, reporter, WMBR-TV Knoxville, named co-anchor.


Branching out. The Southern Educational Communications Association has formalized a new public radio division and elected its first board of directors at meeting in Nashville. Members (all stations listed are noncommercial) are (in order): Standing—Bill Hay, South Carolina Educational Radio Network, Columbia; Joel Seguine, WFMU Norfolk, Va.; Richard Caravel, WJSU Jonesboro, Ark.; Ray Shirley, WQPM Knoxville, Tenn. Seated—Al Bolt, WPLN Nashville (elected vice chairman); Florence Monroe, WSBAM Birmingham, Ala. (elected chairman), and Samuel Matthews, WRTH-FM Huntsville, Ala.

Jack Marshcall, weekend anchor-reporter, WTVY Youngstown, Ohio, named weekday anchor.

Jim Little, weekend weathercaster, KTVETV Salt Lake City, joins KTVETV Sacramento, Calif., as meteorologist.

Robin Smith, reporter-anchor, KTVETV St. Louis, joins KMOV-TV there as reporter.


Chuck Hussion, from WCLG-AM-FM Morgantown, W.Va., and Richard Warner, from WRECAM Athens, Ga., join news staff of WCLG-AM-FM Atlanta.

Denise Jimenez, news anchor and reporter, KNXVAM Las Vegas, joins WNDAM Chicago, as anchor.

John Clarke Fortner, who operated his own business in San Jose, Calif., named news director, KEENAM there.

Leroy Green, announcer-newsman, WQLF-FM Kalamazoo, Mich., named news director.

Kerry Gould, graduand, Otterbein College, Westerville, Ohio, joins WDLR-AM Delaware, Ohio, as news director.

Steve Thomas, news director, WVCAM Waterbury, Conn., joins WWJWAM Naugatuck, Conn., in same capacity.

Steven Biro, announcer, WDRBAM Point Pleasant, N.J., named news director.

Richard D. Prouse, graduand, University of Kansas, Lawrence, rejoins Kansas State Network, Wichita, as executive news producer. Mr. Prouse worked in news department there before attending university.


Kenneth Herrig, traffic coordinator, WMEF-FM Newark, N.J., appointed public affairs director.

Promotion and PR

Tina Dakin, administrative assistant, creative services, advertising and promotion, CBS Entertainment, New York, named to new position of manager, collateral material services, advertising and promotion, CBS Entertainment, New York.

Thomas F. Mocarsky, director of creative services and advertising, WICAM Pittsburgh, named manager of advertising and promotion, WCBS-TV New York.

Broadcasting July 3 1978 70
Think New Business!

"More than $3,000 in actual sales, plus gilt-edge inquiries." Leading book publisher

"Generated more bona fide leads than our entire trade campaign." First-50-market daily newspaper

"So swamped with orders we must skip this issue, but we'll be back." Prominent direct marketer

"Response percentage matched our own direct mail, but quality was higher." Top-10-market metro daily

"Quantity and quality of returns to our March card convinced us to renew for June and the fall as well." Multi-magazine business publisher

"Responses are coming in from the biggest names in the industry." Major business publication

The direct response service that puts you in touch with more than 42,500 media decisionmakers for less than 2¢ per contact.

Quantity counts, of course. But the quality of the returns you pull means far more in building up your bottom line.

And that's the kind of response you generate with MEDIA-SCOPE's Loose Deck Information Cards. The testimonials above tell that. Take advantage of MEDIA-SCOPE's unique reach and penetration. Our list of over 42,500 advertising executives is an SRDS exclusive and your key to a sound, profitable advertising investment. Think about it... and then get your order off today.

Another useful communication tool from Standard Rate & Data Service, Inc.

Sales Offices:
Skokie 60077 (312) 966-8500
New York 10022 (212) 935-7580
Los Angeles 90048 (213) 651-2311

For more information and a sample copy, or to schedule advertising, call Margaret Warren at (312) 966-8500 or your SRDS Representative.

Next Mailing:
September 1
Closes:
August 1

Margaret Warren/Standard Rate & Data Service/5201 Old Orchard Rd./Skokie, IL 60077
☐ Please send me a sample copy of MEDIA-SCOPE INFORMATION CARDS and more details at no obligation to me.

Reserve one post card(s) in each of the following mailings:
☐ Sept. 1, 1978 ☐ December 1, 1978 ☐ March 1, 1979 ☐ June 1, 1979
Deadline for camera-ready copy is 30 days before mailing date.
1-time black-and-white rate: $750.

Name __________________________ Title __________________________
Company __________________________ Type of business __________________________
Street Address __________________________
City/State/Zip __________________________ Phone __________________________
Signature __________________________ Date __________________________
We've said it before and we'll say it again:

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

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

With the inside word on:

□ **Programming.** What's going on all over the AM and FM dials. The many sounds of country. The multiple manifestations of rock. Hard news and soft features. Long forms and short. Album oriented this and jazz configured that. Foreground, background and what's left of underground. Beautiful and punk. Disco where you find it (almost everywhere).

□ **Sales.** An up-to-the-balance-sheet reading on the fate of radio's fiscal fortune. Spot, network and local. Big town and small.

□ **And engineering.** A special report on technical developments as they bear on radio's present and future, from satellite hookups to AM stereo to the newest in automation gear.

□ **Plus.** Third-annual tabulation of Radio's Top 500: the top 10 stations in each of the top 50 markets.

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

You **belong in Broadcasting** in Jul 24

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

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

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

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

Donna Hutchinson, on-air promotion coordinator, wnetv New York, appointed advertising and promotion supervisor.

Laura Epps Jesberg, producer-director-writer, kmktv Beumont, Tex., joins khou-TV Houston, as assistant promotion advertising manager.

Carol E. Cook, from promotion department of wxia-TV Atlanta, appointed promotion manager, Wdro-TO Vrla, Fla.

Phil Arrington, copywriter and producer, wmtv Cedar Rapids, Iowa, appointed promotion manager.

Cable

Charles V. Keating, president, Darimouth Cable TV Ltd., Dartmouth, Nova Scotia, elected chairman of board of Canadian Cable Television Association, succeeding J. S. McDonald, president of Western Cablevision Ltd., Surrey, B.C.

Matthew C. Blank, affiliate marketing manager, Home Box Office, New York, named assistant director of affiliate marketing services there.

Gordon T. (Peter) Mos, project coordinator, American Television & Communications Corp., Orlando, Fla., joins Communications Properties Inc., as project manager for River City Cable TV, which is to serve Louisville, Ky., when construction is completed.

Mike McLain, of Continental Cablevision of Miami Valley, Dayton, Ohio, named underground construction supervisor. Joannene Cozad, Greene County (Ohio) systems manager for Continental Cablevision in Findlay, Ohio, named southern regional manager.

Robert Holtzman, sales manager, Suffolk Cablevision, Central Islip, N.Y., named marketing director. John Figueroa, customer relations manager, succeeds Mr. Holtzman.

Equipment & Engineering

Arch C. Luther, chief engineer, Broadcast Systems, RCA, Camden, N.J., appointed chief engineer in RCA Commercial Communications Systems division.

Richard H. Bonnet, director of international marketing for consumer products, Fairchild Camera and Instrument Corp., Mountain View, Calif., named VP and general manager of video products division, Santa Clara, Calif.


Richard V. Snyder Jr., VP-microwave products, Frequency Engineering Labs, Farmingdale, N.J., appointed chief engineer, Premier Microwave Corp., Port Chester, N.Y.

Frank F. Heyer, manager of technical support engineering and product manager, Conrac Division of Conrac Corp., Covina, Calif., named engineering manager, television products.

Gene D. Orntead, field service engineer, succeeds Mr. Heyer.


Lee Hunter, director of engineering, Wila-TV Washington, named assistant to president-engineering for broadcast division of Allbritton Communications there, owner of station.


Horace M. Wyatt, with wrbl-FM-Columbus, Ga., appointed chief engineer.

Named recipients of Marconi Memorial Gold Medals by Veteran Wireless Operators Association at meeting held in New York: M. Harvey Strichartz, technical research and editorial director of American Radio Association; George W. Bertiett, VP for engineering, National Association of Broadcasters, Washington; Robert J. Doherty of Barnstable (Mass.) Amateur Radio Club, and Dr. Joseph V. Charyk, president and director, Communications Satellite Corp., Washington.

Sam Petok, staff VP-public relations, Rockwell International, Pittsburgh, named VP-communications, succeeding Crosby M. Kelly, who resigns to become consultant.

J. Robert Jones, from corporate information department, Eastman Kodak Co., Rochester, N.Y., joins company’s professional and finishing markets division. Chris Verenda, editor of company newspaper, succeeds Mr. Jones.

Irving Friedman, director of public affairs, Continental Forest Industries, Greenwich, Conn., joins General Instrument Corp., New York, as director of corporate communications.

James E. Adams, director of National Bicentennial Council, Washington, joins federal sales department of video systems division of Pierce Phelps, Bethesda, Md.

Sylvia Allen Costa, marketing supervisor-media, AT&T marketing division, Morristown, N.J., named director of marketing, Audio Visual Laboratories, Atlantic Highlands, N.J.


Allied Fields


Barbara J. Ratty, senior buyer, Lee King & Partners, Chicago, named account executive, Arbitron advertiser-agency sales, Midwestern division, Chicago.

R. Peter Straus, director of Voice of America, Washington, nominated by White House for associate director for broadcasting, International Communication Agency. Nomination, subject to Senate confirmation, is result of reorganization that placed VOA in new ICA.

Hugh Downs, host of ABC News program, "2020," elected chairman of board of U.S. Committee for UNICEF.

Clarence Thaddeus Bishop, legislative assistant to Representative Perren J. Mitchell (D-Md.), appointed special assistant to Under Secretary of Commerce Sidney Harman in Washington. His responsibilities will include National Telecommunications and Information Administration.

Thom Moon, client services director, Media Statistics, Silver Spring, Md., joins Custom Audience Consultants, Washington, as creative service director.


Ellie Abel, dean of Columbia University graduate school of journalism, New York, resigns to join faculty of Stanford University, Palo Alto, Calif. His resignation is effective in Feb. 1979 and he will begin teaching journalism that spring at Stanford.

Frederick Williams, dean of Annenberg School of Communications at University of Southern California, Los Angeles, named president of International Communication Association at annual meeting in Chicago.

James W. Bentley, associate professor, Los Angeles City College, named chairman of radio, television and cinema department.


Deaths

William S. Vernon, 50, VP and director of corporate development for John Blair & Co., New York, died on June 25 in hospital in San Francisco after suffering heart attack while on flight to West Coast. Mr. Vernon joined Blair initially in 1952 as account executive and rose to VP, special projects, before resigning in 1965 to form his own management consultant organization. He returned to Blair in February of this year after holding several other executive positions, including presidency of In Sight Marketing, a subsidiary of Katz Agency, New York. Mr. Vernon is survived by his wife, Sylvia, and four sons, Kenneth, media planner at Doyle Dane Bernbach, New York; Michael, account executive at WMCA(AM) New York; Russell and Robert.
As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period June 19 through June 23.

Abbreviations: ALJ—Administrative Law Judge; alt.—alternative; ann.—announced; ans.—answer; au.—aural; aux.—auxiliary; CH—critical hours; CP—construction permit; DAY—directional antenna; Doc.—DOcket; ERP—effective radiated power; Freq.—frequency; HAAT—height antenna above ground; kw—kilowatts; kw vis.—kilowatts radiated; MAC—maximum expected operating power; mod.—modulation; N.—night; PSA—pressurized service authority; SL—studio location; Spec.—specified; transmitter; TP—transmitter power output; U.—unlimited hours; vis.—visual; watts.—watts; *—non-commercial.

### New Stations

#### TV applications
- Boulder, Colo.—Family Television Inc. seeks ch. 14; ERP: 900 kw vis.; 90 kw aur., HAAT 484 ft.; ant. height above ground 242 ft. Address: 1790 Grant St., Denver, Colo. 80203. Estimated construction cost $651,258; first-year operating cost $3,484,480; revenue $1 million. Legal counsel: Fraser Fletcher, Washington. Principals: John H. Gayer (10%), Bob Jenson (15%) and J. Arthur Graft (5%). Mr. Gayer owns engineering firm in Colorado and has banking and real estate interests there as well as owning KAAT(AM), Denver, KBNM(AM), Vail, Colo. and KBNM(AM) Vail, an application for new AM there and KFNFM(AM) Shenandoah, Iowa. Mr. Jensen is vice president of KAAT. Mr. Graft owns real estate brokerage firm in Lakewood, Colo.
- Miami, Fla.—Contemporary Television Broadcasting Inc. seeks ch. 39; ERP: 2858 kw vis.; 56 kw aur., HAAT 649 ft.; Address: 1050 Spring Garden Rd., Miami, Fla. 33136. Estimated construction cost $1,069,495; first-year operating cost $552,000; revenue $504,000. Legal counsel: Pierson, Ball & Dowd, Washington; consulting engineer Lohens and Culver. Applicant is privately traded corporation with 10 stockholders, none holding controlling interest. Irving Pollack, president, lives in Miami Beach and has numerous real estate and industrial interests and is part owner of CATV systems in Virginia and Delaware. Richard D. Citron, vice president, owns Miami, Fla. TV production and program distributor. None of stockholders has other broadcast interests. Ann. May 25.

#### FM applications
- Durango, Colo.—Mountain States Broadcasting Corp. seeks 101.3 mhz, 100 kw, HAAT 439 ft. Address: 1108 Manitou Ave, Manitou Springs 80829. Estimated construction cost $144,104; first-year operating cost $86,000; revenue $100,000. Principal: Michael G. Muter of Butte, Colo. (and two others. Mr. Guter is principal of KDKZ(AM)-KZLO-FM, Pueblo, Colo. Ann. May 26.
- *Jersey Shore, Pa.—Jersey Shore Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT 300 ft. Address: P. O. Box 8, Jersey Shore, Pa. 15549. Estimated construction cost $76,190; first-year operating cost $80,000, revenue $150,000. Format: religious. Principals: Jeffrey O. Schlesinger (100%) who, until January, was announcer for WPGF-AM-FM Lockhaven Pa. Mr. Schlesinger has no other broadcast interests. Ann. June 16.

### FM actions
- Stockton, Calif.—Broadcast Bureau granted Carson Communications 100.1 mhz, 1.5 kw, HAAT 214 ft. Address: 1145 Willotta Rd., Stockton, Calif. 95207. Estimated construction cost $47,705; first-year operating cost $54,400; revenue $50,000. Format: contemporary rock. Principals: Robert D. Carson (52%) and Susan V. Carson (24%) are co-owners of theater in Stockton Calif., and are officers and stock owners in Carson (52%) and other broadcasting enterprises. Ann. June 20.

### Ownership Changes
- WMGP(FM) Fairhope, Ala. (92.1 mhz, 3 kw) — Broadcast Bureau granted assignment of license from W.G.O. Inc. to Christ for the World Foundation for $175,000. Seller: Jules T. Paglin, president and principal owner is 80 years old and retiring from broadcasting. Buyer is run by John B. Vautrin, co-founder and director of foundation and Methodist pastor and Crockett S. and Elsberry White, Daphne, Ala., businessman. None of parties involved has other broadcasting interest. Action June 15.
- WROS(FM) Scotia, S.C. (1330 khz, 1 kw) — Broadcast Bureau granted assignment of license from Stockton Broadcasting Co. to KEA Radio Inc. for $200,000. Seller: owned by Ms. Rose M. Kirby, who has no other broadcasting interests. Buyer: owned by Ronald H. Livengood (40%), his wife Julia (10%) and Olivi E. Sisk and his wife, Ivous (25% each). Mr. Livengood is employee and officer of WAXA(AM)-WQEN(FM) Godsm, Ala., respectively. The Sisks (together own 50% of WWSA(AM) Vernon, Ala.; 100% of WPTO(AM)-WPTA(FM) Pulaski, Mass.; 90% of WEPA(AM) and 100% of WEXA(AM) both Eupora, Miss. and WKNGI(AM) Tallapoosa, Ga. and 70% of applicant for AM in Dora, Ala. Action June 15.
- KRIZ(AM) Phoenix, Ariz. (1220 khz, 1 kw - W-250) — Doubleday Broadcasting Co. granted assign-
Facilities Changes

FM applications

- WCHK-FM-Canton, Ga. - Seeks CP to change TL, type, and antenna changes in ani. system; ERP: 1,780 w (H & V); HAAT: 382 feet (H & V). June 26.

- KFMY Eugene, Ore. - Seeks CP to change ERP: 100 kw (H) 67 kw (V) HAAT: 784 feet (H & V); trans., and, make changes in ani. system (increase height). Ann. June 20.

- WQCH-FM Camuy, P.R. - Seeks CP to change type trans., type ani.: make changes in ani. system; ERP: 50 kw (H & V) & HAAT: 58 feet (H & V). June 26.


AM actions

- KTNQ Los Angeles - Granted license covering per- mit for changes. Action June 12.

- KWIB Englewood, Colo. - Granted mod. of permit to add remote control. Action June 12.

- WXLL Decatur, Ga. - Granted CP to make changes in ani. system. Action June 8.

- WNDU South Bend, Ind. - Granted CP to install new aux. trans. Action June 12.


- WTNP Kingsport, Tenn. - Granted mod. of CP to change TL. Action June 6.

- KQCT Wellington, Wash. - Returned as unacceptable for filing application for CP to increase daytime power, add nighttime hours of operation and change SL. Action June 6.

FM actions


- W2ZC Atlanta, Ga. - Granted CP to install new aux. ani. to be operated on 92.9 mhz. ERP: 100 kw (H & V) (main); 18 kw (H & V) (aux.); ant. height: 900 ft. (H & V) (main); 870 ft. (H & V) (aux.), remote control permitted. Action May 31.

- WWCT Peoria, Ill. - Granted CP to change TL, inte- rtainment, new tower and location line; change TPO; ERP: 36 kw (H & V) ant. height: 570 ft. (H & V); remote control permitted. Action June 13.


In Contest

FCC actions

- FCC renewed license of General Electric Broadcast- ing Company, Inc., for KOFGR(FM), San Francisco denying objections by Community Coalition for Media Change which contended that KFGR had discrimi- nated against blacks and failed to provide adequate pro- grams for problems of black community. Action June 15.

- FCC renewed licenses of KNEW (FM) Oakland, Calif., and KSAN (FM), San Francisco, both licensed to Metromedia, Inc., denying opposition by Com- munity Coalition for Media Change which contended that while Metromedia’s profiles on minority employ- ment might be adequate, stations had failed to hire or promote blacks into top management positions. Action June 15.


- FCC denied the request of WUHQ TV, Balie Creek, Mich., for a complete waiver of the prime time access rule to permit it to carry more than three hours of network programming between 7 and 11 PM. Action June 7.

- FCC denied petition by Worldvision Enterprises, Inc., that it prohibit domestic syndication of TV pro- grams by firms owning one or more TV’s, or CATV systems (owner syndicators). Action June 15.

Procedural rulings


Petition to Deny


Allocations

Petitions


- Metropolis, Ill. - Broadcast Bureau has proposed assigning 106.3 mhz as its first FM in response to peti- tion by Owseesboro On The Air Inc. Action June 14.

- New Roads, La. - Broadcast Bureau has proposed assigning 106.3 mhz as community’s first FM assign- ment in response to petition by the Progressive Broad- casting Corp. licensee of KWRQ(FM) there. Action June 13.

- Greenville, N.C. - Broadcast Bureau has proposed substituting 101.6 mhz (Channel 300) for 107.7 mhz in response to petition by Roy H. Park Broadcasting, Inc., licensee of WNCT-TV and WNCT-FM there. Action June 20.

- Caldwell, Ohio - Broadcast Bureau has proposed assigning 104.9 mhz for its first FM in response to peti- tion by Tri-County Radio, Inc., which said it would ap- ply for channel if assigned. Action June 13.

Actions

- Haines, Alaska - Broadcast Bureau has proposed assigning 102.3 mhz as its first FM station. Action resulted from petition by Alaska Public Broadcasting Commission, which said it intended to apply for channel through school district or educational corporation functioning under it. Action June 14.

- Anchorage, Ill. - Broadcast Bureau assigned channel 27 as its first TV station in response to petition by Dennis F. Doelitzsch action June 13.

- Belpre, Ohio - Broadcast Bureau has assigned 107.1 mhz as its first FM in response to petition by Max Pait of WSNR broadcasting, Inc. Action June 14.

- Lexington, Va. - Broadcast Bureau has assigned
### FCC tabulations as of May 31, 1978

| Commercial AM | 4,485 | 4 | 3,852 | 4,588 |
| Educational FM | 2,976 | 1 | 3,048 | 1,20 |
| Total Radio | 8,38 | 6 | 3,852 | 6,784 |
| Commercial TV | 5 | 1 | 726 | 667 |
| VHF | 513 | 1 | 516 | 71 |
| UHF | 210 | 3 | 10 | 259 |
| Educational TV | 244 | 13 | 260 | 267 |
| Total TV | 967 | 4 | 966 | 63 |
| FM Transistors | 216 | 0 | 216 | 295 |
| TV Transistors | 3,521 | 0 | 3,521 | 0 |
| UHF | 1,113 | 0 | 1,113 | 243 |
| VHF | 2,488 | 0 | 2,488 | 86 |

*Includes off-air licenses

96.7 MHz as its first FM in response to petition by Energy Exchange Inc.

- West Salem, Wis.—Broadcast Bureau has assigned 100.1 MHz as its first FM in response to petition by Everybody’s Mood Inc. Action June 14.

### Cable

#### Applications
- WAMB(AM) Nashville, Tenn.—Great Southern Broadcasting Company, Inc. notified of apparent liability for $2,000 for repeated violation of rules including the requirement that amendments to articles of incorporation be filed within thirty days of execution and that pledges of stock be reported within thirty days of the date pledged. Action June 9.
- KCCT(AM) Corpus Christi, Tex.—FCC granted short term (to August 1, 1979) renewal of license and notified station of apparent liability for forfeiture of $10,000 for logging violations of various promotional activities. Action June 15.

### Cable

#### Transmission

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<tr>
<th>Station</th>
<th>Commercial AM</th>
<th>Educational FM</th>
<th>Total Radio</th>
<th>Commercial TV</th>
<th>VHF</th>
<th>UHF</th>
<th>Educational TV</th>
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### Certification actions
- The following operators of CATV systems were granted certificates of compliance by FCC:
  - Cablecom General, for Isabel, Okla (CAC-12582):
  - Coxial Development Associates, for Mauldin and Greenville, N.C. (CAC-12449-50):
  - International Cable, for Decatur, Ill. (CAC-12101):
  - Dixon Cable TV, for Dixon, Ill (12104):
  - Dynamic Cablevision, for West Homestead, Pa. (12063):
  - Cambria TV District, for Barr, Pa. (12140):
  - Sweetwater Television, for Winnemucca, Nevada (12117):
  - Range VHF, for Hibling, Minn. (12048):
  - Six Star Cablevision, for Howell, Mich. (12111):
  - City Community TV, for Clarkdale, Ariz. (12303):
  - Community TC of Ohio, for Moundsville, W. Va. (12093):
  - Comtronics Cable Vision, for Perryville, Mo. (12101):
  - Dixon Cable TV, for Niles and Howland, Mich. (12101):
  - Complete Channel TV, for Maple Bluff, Wis. (12211):
  - General Electric Cablevision, for Kennewick, Mich. (12220):
  - Kansas State Network, for Yukon, Okla. (12232):
  - City Communications, for Crest Hill, Ill. (12240):
  - Glen Edmond, Pa. (12257):
  - Grand View Cablevision, for Little Rock, Ark. (12259):
  - Liberty TV, for Gleneden, Pa. (12295):
  - Greater Humboldt-Dakota City Cable TV, for Humboldt, Idaho (12257):
  - Liberty TV Cable, for Gleniden, Pa. (12295):
  - Greater Humboldt-Dakota City Cable TV, for Humboldt, Idaho (12257):
  - Liberty TV Cable, for Liberty, Tex. (12258):
  - Bayshore CATV, for Onancock, Bloxom, Accomac, Onley, Melfa, Pacific and Accomack, Va. (12215):
  - Fairfax Cablevision Associates, for Fairfax, Virginia (12179):
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey</td>
<td>5390 Charles Ave</td>
<td>703-534-3400</td>
</tr>
<tr>
<td>CARL T. JONES ASSOC.</td>
<td>Consulting Engineers</td>
<td>2990 Telesaar Ct Suite 405</td>
<td>703-560-6800</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>2029 K Street, N.W. Washington, D.C. 20006</td>
<td>(301) 827-8725</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Engineers</td>
<td>8200 Swoopeville Road, Cleveland, Ohio 44141</td>
<td>(301) 384-5374</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, Inc.</td>
<td>9616 Pinkeye Court Potomac, Maryland 20854</td>
<td>301-299-3900</td>
</tr>
<tr>
<td>D. L. MARKLEY &amp; Associates, Inc.</td>
<td>Consulting Engineers</td>
<td>P.O. Box 766 Channelview, Tex. 77530</td>
<td>(713) 452-1616</td>
</tr>
<tr>
<td>E.M.R. ENGINEERING, INC.</td>
<td>Consulting Engineers</td>
<td>P.O. Box 766 Channelview, Tex. 77530</td>
<td>(713) 452-1616</td>
</tr>
<tr>
<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>1334 G St., N.W., Suite 500</td>
<td>(202) 296-2765</td>
</tr>
<tr>
<td>LOHNES &amp; CULVER</td>
<td>Consulting Engineers</td>
<td>1156 15th St., N.W., Suite 606</td>
<td>(202) 296-2765</td>
</tr>
<tr>
<td>JOHN B. HEFFLEFINGER</td>
<td>Consulting Engineers</td>
<td>9206 Wyoming Pl., Hilliard 4-7010</td>
<td>(212) 246-3967</td>
</tr>
<tr>
<td>HATFIELD &amp; DAWSON</td>
<td>Consulting Engineers</td>
<td>Broadcast and Communications 35250 N. Stone Way Seattle, Washington 98103</td>
<td>(206) 633-2885</td>
</tr>
<tr>
<td>VIR JAMES</td>
<td>Consulting Radio Engineers</td>
<td>Applications and Field Engineering 345 Colorado Blvd., Denver 80206</td>
<td>(303) 222-4862</td>
</tr>
<tr>
<td>MIDWEST ENGINEERING ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>6934 A. N. University Peoria, Illinois 61614</td>
<td>(309) 692-6209</td>
</tr>
<tr>
<td>C. P. CROSSNO &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>P.O. Box 19312 Dallas, Texas 75218</td>
<td>(214) 321-9140</td>
</tr>
<tr>
<td>VENTURE TECHNOLOGIES</td>
<td>Consulting Engineers</td>
<td>1000 N. University Peoria, Illinois 61614</td>
<td>(309) 692-6209</td>
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<tr>
<td>RADIO ENGINEERING CO.</td>
<td>Consulting Engineers</td>
<td>P.O. Box 2752 Santa Monica, Calif. 90401</td>
<td>(213) 451-7379</td>
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<tr>
<td>E.A. HUH &amp; ASSOCIATES, INC.</td>
<td>Consulting Engineers</td>
<td>1000 N. University Peoria, Illinois 61614</td>
<td>(309) 692-6209</td>
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<tr>
<td>JOHN B. HEFFLEFINGER</td>
<td>Consulting Engineers</td>
<td>9206 Wyoming Pl., Hilliard 4-7010</td>
<td>(212) 246-3967</td>
</tr>
<tr>
<td>JOHN BARNETT, JR., P.E.</td>
<td>Consulting Engineers</td>
<td>Allocation Studies &amp; Field Engineering 9004 Vineyard Dallas, Texas 75228</td>
<td>(214) 327-2692</td>
</tr>
<tr>
<td>J. BOYD INGRAM</td>
<td>Specialists in FM Radio</td>
<td>Box 73 Batesville, Miss. 38606</td>
<td>(601) 561-2266</td>
</tr>
<tr>
<td>JOHN F.X. BROWNE &amp; ASSOCIATES, INC.</td>
<td>Consulting Engineers</td>
<td>1901 Pennsylvania Ave. NW Washington, D.C. 20006</td>
<td>(202) 293-2020</td>
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<tr>
<td>RALPH E. EVANS ASSOC.</td>
<td>Consulting Engineers</td>
<td>P.O. Box 73</td>
<td>216 N. Green Bay Rd. Thiensville, Wisconsin 53092</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>Consulting Engineers</td>
<td>527 Mason Blvd.</td>
<td>(202) 783-0111</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOYALSKI</td>
<td>Consulting Engineers</td>
<td>8701 Ga. Ave., Silver Spring, MD 20910</td>
<td>(301) 996-9991</td>
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<tr>
<td>JAMES ASSOCIATES, INC.</td>
<td>Consulting Engineers</td>
<td>1205 N. Lynn St., Arlington, VA 22209</td>
<td>(202) 246-3967</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>Consulting Engineers</td>
<td>250 West 57th Street New York, New York 10019</td>
<td>(212) 246-3967</td>
</tr>
<tr>
<td>DAWKINS ESPY</td>
<td>Consulting Engineers</td>
<td>Radio Engineering 3017 Olympic Station 90212</td>
<td>(213) 272-3344</td>
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<tr>
<td>KESSLER ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>1511 W. Sixth Street Galvesville, Florida 32601</td>
<td>(904) 376-3197</td>
</tr>
<tr>
<td>WILLIAM B. CARR &amp; ASSOCIATES, INC.</td>
<td>Consulting Engineers</td>
<td>15175 Terrace Lawn Circle Dallas, Texas 75240</td>
<td>(214) 233-6034</td>
</tr>
<tr>
<td>WILLIAM B. CARR, P.E.</td>
<td>Consulting Engineers</td>
<td>1805 Highgrove Lane, Arlington, Texas 76008</td>
<td>(817) 295-1181</td>
</tr>
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</tbody>
</table>
Rochester, needed pbp. Send tape, resume and sales experience to David Elliott, Dick Elliott. P.O. Box 18, 12-208. Las Vegas, NV 89104. Application must be received by July 14.

Broadcasting: Radio Station General Manager teaches two courses in broadcast fundamentals and audio production and coordinate broadcast curriculum. Ph.D. preferred. Radio management experience required. Salary $14,000-$15,500 (9 month contract) depending on qualifications and experience. Position available immediately. Send resume to: Bill Heys, Chairman, Dept. of Journalism, Broadcasting and Film, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Closing date is July 24, 1978. An equal opportunity/affirmative action employer.

Group owner is looking for future managers. Train now as a salesperson or sales manager. Sunbelt Top pay Profit sharing. EOE. Box E-151.

General Manager for AM/FM combo in Kennewick, Tri-Cities, WA. Must be experienced and capable in all areas. EOE. Complete resume and sales history to Don Heinen, KUTI, P.O. Box 261 Yakima, WA.

HELP WANTED SALES

California Daytimer seeks Sales Manager who can and will sell, build, train, and motivate a sales staff. A proven sales leader with a successful history of promoting and merchandising and long-term contracts, one who is presently employed and delivering but seeks change and challenge, for a community oriented, community participating station. Compensation: negotiable. Box G-22.

We are splitting—twice as many ayats to sell in 30th largest market. We need help! If you're dedicated, aggressive and experienced, we're interested. Salary + commission. EOE. Send resume to: Chuck Fritz, KHNY AM/FM, 7351 Lincoln, Riverside, CA 92504.

Beautiful Monterey, California—a great place to live, work and play. Outstanding 24-hour AM, adult contemporary ABC Network programming—excellent sales potential. Call or write for more details. For dynamic, creative, RAB salesperson to join outstanding radio group that believes in promotion from within. Minimum two year successful local radio sales experience. Resume to Mike Schultz, KMKY, Monterey, CA 93945 EOE/IMF.

If you can sell, you can live the good life in the heart of Minnesota's Lakes. A Detroit Lakes radio station is looking for a sincere, motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Immediate opening—Call Sales Manager Bob Spillman 218-847-5624 or send resume to KOLM, PO Box 746, Detroit Lakes, MN 56501, An Equal Opportunity Employer.

Rapidly Expanding. Southwestern broadcast group needs experienced radio sales and management personnel. EOE. Al Cohen 915-532-4979.

AM Rocker under new ownership needs sales help. Major market South. The sky is the limit if you're good. Reply Box G-208.

Salesperson/Sportscaster in Southern California coast top 100 market. Excellent sales potential, plus p/b. Send tape, resume to Larry Deutch, KBBQ/KKBV, Box 5151, Ventura, CA 93003, EOE.

 Experienced, agressive, on-street salesperson needed for WROC/WXPY Radio. Send resume in complete confidence to: Dick Perry, 201 Humboldt Street, Rochester, NY 14610.

Are you looking for a career growth opportunity? WMCL needs a sales manager or account executive who is a real pro. We are one of the highest billing daytime small market stations in the country. We are part of a Group with stations in the South and East, so we work closely together. Send resume to the right person. If you are bright and hard working, write Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please do not call. EOE/IMF.

Jock who wants to sell in FM Contemporary Stable organization. Stary plus commission. E.O.E. Tapes & resumes to: Marc Phillips, WDNL, Danville, IL 61832.

Unique Sales Future WOTB-FM Stereo 107... Rhode Island's newest Quality music Station is building a Sales Management team. Resumes Only to Box 450, Middletown...in Newport County New England's vacation Capitol.

Local Sales Manager for expanding AM-FM combo. Rock, MOR, and top ratings. Excellent pay and opportunity to advance. Bob Rooney, GM, WOSC, Box 177, Oswego, NY 13127.

Top rated 24-hour contemporary AM needs a highly self-motivated person who loves to sell. Sales Management possibilities. E.O.E. Contact Ken Riggle, WCMO, PO Box 1685, Cumberland, MD 21502-301—742-5404.

Excellent career opportunity for bright problem solver who is a self-starter to join our imaginative campaigns. Thirty three station Mid-West Family group seeks eager sales person on the way up to fill openings in two of our markets. We'd like to interview outstanding recent grads and sales people with 1, 2 years' experience, excellent records. All management and stockholders draw from within our group. Phn Bob Grier, 731 Wamocki, Madison Wl 53701 EOE.

Western North Carolina—AM—Extremely energetic person with potential for moving into management/ownership. Established account list. salary and contract negotiable. 404—253-3084 evenings.

Sales Manager and sales persons for new FM station in Metro market. Advancement to G.M. possible. Initial salary guarantee. Resume to WOGE, Box 38, Carlisle, PA 17013. Equal Opportunity Employer.

Religious formatted radio station needs full-time commercial sales person. Send resume and salary requirements to Wibur Golour, WMOD, Box 1967, Mobile, AL 36601.

Outstanding Opportunity for self starter with proven track record to take over established account list. Must be professional—must have at least 3rd Class License with Broadcast Endorsement and ability to handle shift. Send complete resume, account list history, current earnings to: General Manager, WRHL, PO Box 177, Rochelle IL Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor/Announcer for Iowa Contemporary. Box D-1.


Immediate Opening, Northern California afternoon drive and a great day time personality. We'd like to interview. Good pay. Contact Lee, 1600 East 8th, Yuba City, CA 916-573-1600.


Immediate opening for adult/contemporary communicator 2 years experience and management required. Send tape and resume to: Randy, PO Box 250, WZOE Radio Broadcast Center, Princeton, IL 62556. No calls, please.

Colorado—Program Director—24-hour AM adult contemporary Must be strong on air; production and sales. Must be detail person. Send resume, reference, WESC, Box 1230, Grand Junction, CO 81501 EOE/IMF.

Position open for an experienced AOR communicator. Minimum of 3 years experience with AOR format and a natural delivery. Strong production is a must. Tapes and resume to: Ken Rent, WMXN, PC, Box 4909, Clearwater, FL 33751, EOE.

92/PRO-FM, Capital Cities Communications in Providence has a choice opening for an on air personality. If you have experience in Top 40, do great production, hold a Third Class License, and carry impeccable references, maybe you're qualified to join our team of "PRO's." Send tapes and resumes to: Gary Berkowitz, Program Manager, PRO-FM. 1502 Wam-panog Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

Familiar with Bonneville? Schulte? Then you know what we're looking for in a full-time announcer. Plus run your own board on AM, operate FM automation, tend transmitter, and do production and news. Yes, we keep you busy, but working with a team of real pros makes it worthwhile. Third class ticket needed. Union shop. Resumes and tapes to: Program Director, WCCW, 314 Northern Boulevard, Albany, NY 12204. No phone calls. Equal Opportunity Employer.

Immediate openings. Sports, sales, production, news, board. Send resume, tape, salary requirements to: KUTA, Blanding, UT 84511.

WFNC 50KW AM modern country seeks personality. Must be good on production. Tape and resume to Randy Jenkins, WFNC, Box 35297, Fayetteville, NC 28303. Females and minorities are strongly encouraged to apply.

Country Personality for Central Florida evening shift. Strong production copy desired. Send resume to Box G-216.

Midwest Modern Country, looking for a communication good producer, good board, to work with a great staff for a great company in a great atmosphere. We are open to all ideas. Box G-217.


Immediate opening, 3rd class endorsed. Adult contemporary Western New York. Send tape and resume to PD: WCJW, Merchandise Rd., Warsaw, NY 14569. EOE.

Top rock and MOR combo. Syracuse market, needs top announcer for key air and production slot able to do some on-air. WOR No. 3 of 24 stations and offer good pay. Bob Rooney, GM, WFKM, Fulton, NY 13069, 315—434-5643.

Strong Air Personality/Music Director for area's Number One Contemporary Station. If you have it, rush resume, air check to WENK, Box 208, Elmira, NY 14902.

Exciting new 'rocker' in West Palm Beach, Florida looking for air personalities, production manager, news director and sales people. Send tapes, resume and salary requirements to WDQX Corporation, PO Box 669, West Palm Beach, FL 33402.

WKX, Leonardtown, Maryland, needs mature mid day and production announcers. Send details, tape with return postage to Ted Tate. P.O. Box 346.

Morning drive contemporary M.O. Beautiful, competitive Western Michigan community. Good voice—production and some continuity experience required. Immediate opening. Send tape and resume to PG Box 238, Muskegon, MI 49443. EOE.

Immediate opening for dedicated, contemporary, air personality with strong production. Send air check, resume to: Bob Day, WCPA, 1032, Clearfield, PA 16830. An Equal Opportunity/Affirmative Action Employer.

Closing spread B-1978
HELP WANTED ANNOUNCERS CONTINUED

Come, West Young Men/Lady (greatest living, lun, opportunity for a large growing market in country already 300,000+ and growing by hundreds monthly) We have Career positions open for two fulltime Contempor- ary format, minimum one year commercial experience. Send tape and resume to Box 993, Franklin, NJ 08873 EOE.


WKSB Buffalo is seeking an all night radio personality because we offer a great opportunity with a Capital Cities Station. We need an experienced pro with a third class endorsed ticket. Some news required. If you're an enter- tainer, send tape and resume to Sandy Beach, Program Manager, 1450 Main St. Buffalo, NY 14209. No calls please. An equal opportunity employer.

Immediate openings. Announcers for Adult Contempor- ary and Big Band Format stations in Naples-Marco Island, Florida. Must have experience in the format. You can handle rock, school sports by play and remote broadcasts. Additional compensation if you can sell. Submit tape, resume, availability date and salary requirements to: WRGT, 965 County Road 31, Route 5, Naples, FL 33942. Phone: 813 - 775-3321. An EEO Employer.

Top rated contemporary station in beautiful Rocky Mountain area seeks musician-sportscaster com- bination. Capable of handling Tape and current news. Apply with first letter: Dick Elliott, KEOX, Box 1448, Grand Junction, CO 81501, EOE/AFM.


KDH Radio, MOC format, is seeking an Announc- er with commercial Production Person. Should have two years of commercial production experience. Must hold a Third Class FCC License with Broadcast Endor- sement. To be considered apply by July 17 and send audition tape with announcing and commercial pro- duction, resume and salary requirements to: Tom Kamro Personnel Director, Telegraph Herald, PO Box 588, Dubuque, IA 52021. An Equal Opportunity Employer, M/F.

Morning person with experience, good AM starter, warm friendly approach. WSSG, Oswego, NY 13125, 315-343-1440. EOE.

HELP WANTED TECHNICAL

Major group seeking engineers and chief engineers; Must have hands-on knowledge of all phases of AM and stereo radio. Good opportunities for talented, hard working people. EOE. Reply in confidence to Box G-120.

Immediate opening Chief Engineer with maintenance, background. Full time Class IV AM and 3 KW automated FM in Atlantic City, New Jersey. Salary: $30,000. Reply to: 909-344-5113, EOE.

Take charge Chief Engineer needed by major Broadcast Group, Experience with AM Directions, FM Automation, and Construction. Gives you a very good salary, excellent working conditions, a great future with the company. Reply to: Mr. Michael, 3000 Southland Shores, PO Box 647, Atlanta, GA 30324.

Technical Director for Albuquerque AM-DA, FM. 5 years experience in top 50 market required. Those without and Construction gets you a very good salary, excellent working conditions, and a great future, An EAE/Allied Consulting Engineer, Box 22835, Denver, CO 80222. No phone calls accepted.

WXCL Chief Engineer Wanted. First Class License and supervisory experience required. Excellent bene- fits, impressive references and credentials need not excellent salary. Resume to Larry D. Ellis, 6E, Telecommunications.


Midwest offers FM has an opening for a chief engineer: to maintain and construct new studio facil- ities in great college town. Must be able to maintain high quality audio equipment, automation, and have background in studio construction. If you are looking for a good opportunity send resume and sal- ary to Box G-213.

First Class Full Charge Engineer/DJ Combo wanted for Northern California SKW Country Daytimer. Excellent opportunity for a small, remi- x. Area. Resume/salary Box G-235.

Chief Engineer for U.S. Caribbean stations. Must have 1st. ticket and good background. No announcing required. Good pay and benefits. Send resume and references to Box G-244.

Maintenance technician for nights at top FM in Synchro. Must be a hard worker, pay even better if you have previous experience. Send good pipes. Bob Rooney, GM, WKFM, Fulton, NY 13089. 315 - 343-5648.

Chief Engineer - for long established 5000 watt direc- tional AM and 3000 FM. Excellent permanent position either with chief engineer or as a qualified staff person wishing to move up to chief position. Contact general manager, WPAG, Ann Arbor, MI.

Immediate opening for a full time Chief Engineer; Must know directional antennas. Only experienced applicants will be considered. EOE. Contact Greerly N. Hilton, WBYYW/LXN, Lexington, NC.

Immediate Opening for First Phone Engineer for Miami, Florida AM Radio Station four tower directional. Combo plus solid experience in all phases transmitter and solid state audio equipment, isolated transmitter site requires 4 days on duty. Good pay and benefits. Contact S Lew, WRHC Radio, 2260 Southwest 8 Street, Miami, FL 33125. Call 305 - 541-3300, An Equal Opportunity Employer.


WIGV-WJTO Looking for hard working experienced engineer who has worked with all aspects of AM & FM Stereo. Who can do short AM air shift. Call T. Porter, 207-443-5542, Bath, Maine.

HELP WANTED NEWS

Heavy Local News needed AM-FM News experience, mature news person. Resume and audition to Duane Hamann, Box 1446, Mason City, Ia.

News Director to locate in fast-growing upper Mid- west. Must be a self-starter, aggressive, experi- enced ... to supervise three person department. Send resume to: GB-96.

WDEE, Indianapolis, looking for conversational, morning drive newswoman. Send tapes, resumes, and salary requirements to: David Hardin, News Director, 6515 Fall Creek Road, Indianapolis, 46220. An Equal Opportunity Employer.


Mid Atlantic Regional needs person to join solid news team, a real opportunity in a great market. Must be able to report, write, mix. An Equal Oppor- tunity Employer. Send full resume and information to Box G-240.

Experience News Anchor and Reporter needed for immediate position with the Arkansas Radio Network. Tape and resume to News Director, ARN, 4021 East Fifth, Little Rock, AR 72204.

Direct Current Media Service News. Responsible for overall direction and development of inter-fair broad- cast news agency in New York City. Experienced newpaper, technical abilities in audio equipment, good radio voice. Ability as administrator. Able to deal with an inter-fair and national perspective. Willing- ness to travel. Salary range sixteen to eighteen thou- sand plus benefits. Send letter, resume and photo- graph to ENS Directorship, Room 520, 475 Riverside Drive, New York, NY 10027. EOE.

Immediate opening; gather, write and deliver local news. Adult Contemporary in Western New York. Send tape and resume to: PD, WJW, Merchant Rd., Warren- ton, NJ 07390, EOE.

News Director. Good opportunity for seasoned pro- fessional. Must have the ability to direct and motivate small staff in total involvement effort. Outstanding fa- cilities. Large highly professional and congenial staff. Highly desirable family lifestyle. $12,000 or better start. Send tape ...local writing samples ... resume to Dudley Walters, KEBK/GOO Radio, Box 1648, Jackson- sonville, TX 75166. Phone 214 - 586-2527. Equal Oppor- tunity Employer.

News Director to head three person radio news staff in Colorado Metro area. Journalism degree preferred with minimum three years gathering and reporting ex- perience in small-mid-size market. Prefer news direc- tor experience in multi-person news staff. Tape and resume to: Rusty Shafers, KBOL/KBVL Box 146, Boulder, CO 80306.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio-Production Person needed for a top Mid- west radio station. AM Contemporay & FM Country Must have on-the-job experience. Send resume and letter to: Tom Thielemann, WPewpaa Falls WI 54729, An Equal Opportunity Employer.

Modern country music radio station seeking qualified program manager; 50,000 watt facility. Group operation with good benefits and opportunities for ad- vancement. Applicant must have excellent people manag- ment oriented, and detail conscious. Salary commen- surate with experience. All resumes and applications held in strict confidence. An Equal Opportunity Employer. Box G-153.

South Dakota Opportunity. Top wages for experi- enced Production or Program Director. Small market with large coverage. Contact Box G-183.

Production-oriented writer-announcer; with top quality commercial voice, dialects, etc. Position com- bines commercial production with general announc- ing duties. Including music and interview shows, telephone call-in shows, remotes, etc. First Ticket and college degree desirable, but not required. Well-estab- lished Midwest station near major markets, but not suburban. Generous salary and fringe benefits, ideal working conditions, and daytime work schedule. Equal Opportunity Employer. Box G-186.

SITUATIONS WANTED MANAGEMENT

Black Sales oriented Programmer. Know FCC R&R's, ascertainment renewal's, etc. Looking for solid growth career position. Box G-141.

General Manager position desired in Rocky Mtn or Plains area. Medium sized market background. Box G-201.

Broadcasting July 3, 1978 79
**SITUATIONS WANTED MANAGEMENT CONTINUED**

"Dynamic" General Sales Manager, Contract is up Aug. 1st for Small to Medium N.E. Radio Market. Write immediately. Box G-205.

**SITUATIONS WANTED SALES**

Experienced Sales Manager: AM/FM separate staff operation. 22 year broadcast veteran. Looking for next step. General Manager: Present market 150,000 major urban city. Need $55,000 with good fringe benefits. Box G-198.

Broadcast professional Radio/TV, 25 years management ownership. Excellent references. Expertise: management, sales, film buyer, programming, accounts receivable control, marketing. Prefer position with broadcast ownership. Anytime traveling the South, Southwest, Southeast areas of The United States. Resume on request. Box G-199.

Hoosier announcer wants to stay but only in sales. Credentials including I.U. Radio-TV degree. Ohio, Kentucky considered. Box G-204.


**SITUATIONS WANTED ANNOUNCERS**

Young, Aggressive Air Personality. Expertly trained. 3rd Endorsed. Will relocate anywhere immediately. Thank you for your request. Box G-157 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago IL 60652.

Experienced DJ, 3rd endorsed, light board, good newscast, commercial delivery, will go anywhere. Box G-145.

First phone, good news and announcing, and maintenance ability. Prefer small to medium size in Southeast. I'd like a responsible, long-term position. Box G-169.

Jock Itchlin' for first job Radio. Professionally trained. 3rd Endorsed. Would prefer relocating out West. For tape and resume contact Mark Jay Muller, 9047 N. Crawford, Skokie IL 60076, 312-573-9047, 312-673-9049.

Communicator with 3 years announcing experience seeks medium market adult contemporary position. Good presentation. N.Y. experience. Available immediately. 609-768-8161.

ATS Graduate 1st Ticket AFRTS with Radio in his blood, knows music, seeks AOR or MOR format, will relocate—call Ric Acquaviva, NJ 201-368-5249. If no answer, call after 8 p.m.


Not Looking for a break, Want to contribute 1000% to Small Market Station. Smooth performance, energy, loyalty Excellent Newscaster, D.J. Tape-reusable available. Box G-229.

Experienced Sports, strong P.B. writing and reporting, D.J. 3rd, will relocate, East coast preferred, Mike Schikman, 87-12 Juno St., Forest Hills, NY 11375.


Green Recruit. First Phone, take a chance. Dave, 502-368-6108.

So you're looking for a Disc Jockey, Huh? Well here's a young P.B. seeking Large Market Adult Contemporary, Experienced, creative, good production, just a heck of a guy. Call 316-227-8821. Before 11 AM or after 7 PM.

Communicator seeks Full time position to settle in. Presently part time Major Market. Experienced veteran, talk, MOR or Beautiful. 414—384-0160.


Five year Pro seeks Contemporary format in SW or SE. Currently PD and morning personality with great creative production abilities. Have degree & ticket. Dunve 507—437-1056 after two.

**SITUATIONS WANTED TECHNICAL**

Assistant Chief Engineer seeks Chief engineer position in small town, Kansas or Texas preferred. Write Box G-187.

Experienced Chief with diverse background seeks position. Box G-200.

Aggressive, Ambitious Engineer desire position in Large or Medium Market. Looking for station committed to Technical excellence. Can design & by from ground up. Major Market experience. Box G-207.

Young, aggressive, chief, experienced in all phases of broadcast engineering with emphasis on audio, automation, and directionals. Currently consulting many of the South's top-rated stations. Desires permanent position with a station or group that appreciates and wants quality engineering and is willing to pay for it. Top-notch assistant also available. Box G-243.

Experienced Chief Engineer looking for new, challenging-experienced in Audio, Studio Construction. RF Installation, STL's, Directional Arrays, FM, FCC Rules, Proofs, etc. Larry Radka 412—941-9569.

Professional Engineer seeks administrative position with quality broadcast organization. Northeast only Minimum $22K. 914—565-5365.

**SITUATIONS WANTED NEWS**

Middle Market Newsmen with extensive sports background seeks to work in field he loves. I can make you money, have track record to prove it. Box G-151.

Canadian Newsmen, three and a half years experience in both on-air and reportorial functions. Previously worked in Top Ontario Markets. Wishes to immigrate to U.S. Box G-180.

Aggressive digger wants new horizons. Former ND with metro experience and not just another pretty voice. College, too. Write Box G-194.

Sports Minded Stations take note. 26-year old Sports Director wants position in Medium-Major Market. Has written, produced and directed sports for 5 years. All P.B.-Talk show experience. Box G-211.


Serious about news. UNC Graduate, Broadcast Journalism. Stringer experience. Available for anywhere. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Chicago, IL 60610, 312-525-1477.

TV/Radio Sportscaster—Play by Play experience college level. Sports Director, Promotions Director, news, advertising sales, Disc Jockey 1—219—432-3083.

—News Director of major NY college station seeks small market news position. Excel at political reporting. Gary Hone 212—871-5771.

**SITUATIONS WANTED PRODUCING, OTHERS**

Troubleshooter: Country format from ground up or reoriented. Heavy local news aspirations. Into winning spots. Top programming success. May I help you shape your team? Top 100 markets. 901—362-0862.


Production Director—From "Legendary" West Coast FM seeking challenges in programming, production, music. Experienced in Storming Major Markets, from the suburbs. If new ideas interest you call Mark, 408—683-4682.

**TELEVISION**

**HELP WANTED MANAGEMENT**

Wanted: Program Director at WOWK-TV. Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Top local news experience preferred. Excellent ability in showmanship and in dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, PO. Box 13, Huntington, WV 25706.

Program Manager, KTSJ-TV Assistant Director, Telecommunications Division, Pueblo, Colo. Develop guidelines for program service of KTSC-TV, a public television station licensed to the University of S. Col-orado. Manage program development. Assist Director in budget, consulting with faculty and administration, direct non-broadcast activities. Some teaching may be required. Minimum 5 years experience in program department with 3 years in supervisory position. M.A. preferred. Salary range $20,500 to $22,500. Letter of intent, resume and names, ad-dresses, and telephone number of three recent references no later than July 21 to John C. Crabbe, Chairman, Search and Screen Committee, University of Southern Colorado, Colorado Springs 80910. Box G-327.

KCR-A-TV is seeking a Broadcasting Business Man-aged. Applicants must have at least 5 years broadcast experience and accounting background with knowledge of budgeting, sales, income and capital projec-tions. CPA or MBA a plus. Familiarity with union contracts helpful. Residence to Don Saraceno, KCR-A-TV, 310—10th Street, Sacramento, CA 95814. An Equal Opportunity Employer.

**HELP WANTED ANNOUNCERS**

Top Northeast Network Affiliate offering excellent career opportunity for a Promotion Director with a strong creative flair. Must have solid credentials for on-air and print advertising/promotion. An Equal Opportu-nity Employer. Please forward a resume, stating ex-perience and salary requirements to Box G-157.


**HELP WANTED TECHNICAL**

Technician. Southeastern educational station seeks experienced technician to be responsible for Master Control Switching, VTR set-up, record, edit and play-back local and network programs. First Class FCC license required. Minimum of two years experience in TV Broadcasting. EOE Send resume and salary requirements to Box G-143.
HELP WANTED TECHNICAL CONTINUED

Chief Engineer Needed for UHF TV Station in the South. Box G-124.

Maintenance Engineer, Southeastern educational station needs experienced engineer with First Class FCC License. Experience in all areas of engineering with minimum of five years experience maintaining various kinds of transmitters and UHF and HF transmitters. Excellent fringe benefits, EOE. Resume and salary requirements to Box G-144.

Chief Engineer—Must have minimum five years broadcast experience including demonstrated supervision of engineers and some management experience. Excellent working knowledge of transmitters and first class ticket. Full color UHF public TV station in upper Midwest looking for take-charge individual to assume full responsibility for technical staff and facilities including mobile unit. Salary dependent upon qualifications. EOE/AIA, employer. Send resume to Box G-218.

Engineering Supervisor—Responsible for all maintenance and operational engineers and scheduling. Must have extensive maintenance and troubleshooting experience, demonstrated supervisory skills and first class ticket. Full color UHF public station in upper Midwest. Salary dependent upon qualifications. EOE/AIA employer. Send resume to Box G-218.

T.V. Broadcast Engineer for responsible position in operation, maintenance, and set-up of broadcast studio and VTR equipment. Washington, D.C. call for studio supervisory experience a plus. Resume to Box G-220.

Experience Video Engineer for closed circuit educational TV station. Salary plus state benefits. Contact Dr. Mary Herron, Director of Vet. Anatomy, Texas A & M University, College Station, TX 77843.

TV Maintenance Engineer—Experience with Ampex 1200, studio cameras. ENW-First Class License. Send resume with references and salary requirements to: L. L. Dade, Dir. of Eng., KY2 Television, KREX-TV, PO Box 9720, Davenport, IA 52801, 928-4500. An EOE. M-F.

Audio/Promotion Assistant—Audio for newscasts, write and record cart promos. $7,000. Contact Margie Laakso, WSKG Public Television, Box 97, Endwell, NY 13760, 607-754-4777, AAM-FEO

Television Operations Engineer—Immediate need, Switching, Quad VTR's etc. Very busy & exciting Production Environment. EOE. Requirements: 2 years experience in TV and general knowledge of TV equipment. Send resume and references to KPTS, PO Box 8148, Fort Smith, AR 72901-8148. Equal Opportunity Employer.


HELP WANTED NEWS

Reporter/Weekend Anchor—Top 100 market station committed to news, totally eng engaged. EEO employer. Send resume to Box G-171.

Anchor—Top 100 market station to begin early morning news program in fall. Must have had anchor and production experience. EEO Employer. Send resume to Box G-171.

Medium Market VHF network affiliated station seeking weekend sports anchorperson. Heavy into ENG with some play-by-play and color commentary. Excellent salary and training. Equal Opportunity Employer. Send resume to Box G-181.

Denver: Associate News Producer/Writer. Strong writing background. Must have experience producing daily newscasts, capable of substituting for producer. Resume and references to Executive News Producer, KMGB-TV, 123 Speer Denver 80217.

Reporter/Weekend Anchor needed for our No. 1 Midwest affiliate. $12,000 a year in salary and AFTRA talent fees for a person who can communicate and wants to move up fast; Co-anchor Sunday night half hour and report four days. The last two people who filled this slot moved to five-day co-anchor and on to larger markets. An EOE. Box G-214.

General Manager and News Directors...we're looking for a news Director and News Manager who can deliver the goods. Send resume to Box G-222.


Executive news producer wanted for Southeastern network affiliate. Position requires dedicated journalist with heavy ENG background. EOE. Send resumes to Box G-242.

Central California NBC Affiliate in the nation's No. 1 farm county is looking for a professional Farm Editor/Reporter. Degree in agriculture/journalism preferred. Must have extensive TV work history in field reporting, in anchoring news or farm news. 40-hour week. Salary negotiable depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KJMY-TV, 1626 E Street, Fresno, CA 93786: An Affirmative Action, Equal Opportunity Employer.

Photographer: Both film and ENG. Need someone with a good eye and a good disposition. Send VTR and resume to WTV, One Gateway Center, Pittsburgh, PA 15222. No calls, please, Equal Opportunity Employer.

Fiercely Competitive weather-person needed for weekend weather; reporting three days a week. Experienced, Top Company benefits, equipment. Send tape and resume with first letter to: Tom Collister, News Director, KCRG TV, 501 Second Ave. SE, Cedar Rapids IA 52401, EOE.

HELP WANTED PROGRAMMING, PRODUCTION, AND OTHERS

Program Manager—You've got at least 3 years experience. Experience must be in the business! You love people, work well under lots of pressure and deadlines, and you don't make excuses: Must be a self-starter, flexible and creative, and you don't have time for pettiness and excuses. Client satisfaction is the primary importance to you. You take pleasure in training your crew and maintaining high standards and high morale. An equal opportunity employer, proven experience, background preferred. If you'd like to join a team with this kind of dedication at a new sunbelt network affiliate, send a complete resume and references to Box G-166.

Production Manager/Executive Producer. Top ten network affiliated station. Must have heavy local production experience. Experience in network development. Send detailed resume with references to Box G-212.

Vibrant Talk Host/Public Affairs Producer for top fifty, group owned, ABC Affiliate. Experience required. Excellent interviewer with good on-camera presence and excellent voice. Should have an outgoing, libra:mit resume and tape to: Leo MacCourtney, VP & GM, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. An equal opportunity, affirmative action employer.

Cinemagoer needed for information services at Ford or land grant university. Person selected will be skilled in single and double system film production techniques and editing, and field production experience. Bachelor's degree and 2 years professional experience required. Experience can be submitted for educational requirements. Salary starting $12,000. Contact Mr. Tom Bennett, Personnel Department, 324 Burrs Hall, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity/Affirmative Action Employer.

Promotion Director for Eastern Top 50 network market affiliate. Opportunity for Assistant PD to step up. Resume to Box G-239.

Research Coordinator for KPTS Channel. Available July 1. All research activities including: Ascertainment of community needs, market research, audience response, analysis and special projects. Training or experience necessary. Send resume and references to Box G-243. Equal opportunity employer.

Graphic Artist. WNEW-TV/Buffalo seeks second design for position which includes television graphics, print, and design concept beginning on or before Oct 16. Applicants should be especially strong in design. Send resume and interview appointment (with equal training required; experience preferred. Contact Bryan Young, Art Director, Office B, WNEW-TV, 184 Bannister Street, Buffalo, NY 14213. An Equal Opportunity Employer.

TV Director for evening newscasts. Fast-paced shows, film, tape, ENG, live remote. Excellent working conditions in one of Midwest's newest broadcast facilities. Send salary requirements and resume to Operating Director, KCRG-144, 200 Second Avenue SE, Cedar Rapids, IA 52401, EOE.

Terrific Opportunity for on-air talent. KXTV Sacramento is now interviewing for co-hosts for a nightly magazine program. You'll be working with a four person unit—traveling our growing area, looking for unusual stories and people. Requirements are: on-camera experience, not necessarily news, ability to communicate and handle people, however, you must desire to work very hard to reach a high level of audience acceptance. Tape and a short note about yourself to Owen Udige, PO Box 10, Sacramento, CA 95801. KXTV is an Equal Opportunity Employer.

Promotions Director. Major NBC affiliate TV station in southeastern state is actively seeking experienced, highly motivated promotions director to plan, direct, and execute audience building programs. Salary commensurate with experience. Please reply by sending income requirements and resume to Box G-159.

SITUATIONS WANTED

Aggressive, experienced Station Manager/Pro- gram Director/Early TV experience in Top 50 market seeks new challenges. Box G-57.

Sharp, Black Communications Generalist/Broad- cast Professional, 15 years MA degree, currently employed in corporate communications seeks high level position in TV/Production/Directing. Excellent public com- munication skills. Excellent Executive Producer, Director of Public Affairs, Director of Corporate Communications. Project Director: Box G-117.

Medium Market PD looking for next rung up career ladder as PD, Assistant PD, or Station Manager in Top 50 market. Production/Directing background, including Major Market Producing/Directing. Currently responsible for daily programming; contact with syndicators and network; supervising and budgeting of production, traffic, much more. Can be available soon. Contact Paul Dickey, Box 816, Cedar Rapids, IA 52406.
ALLIED FIELDS
HELP WANTED MANAGEMENT

Capable administrator for expanding community video access center. Funding, staff management, budgeting, video production and sales experience required. $9,200 and benefits. H. Moss, POB 73, Derby, CT 06418.

HELP WANTED SALES

Broadcast Equipment Salesperson. Top quality audio Mfg. urgently needs sales pro to fill newly created position on west sales team. Based out of our fac. Personal, sales and representative liaison experience will earn good starting salary, excellent incentive pro-ce, progress opportunity and chance to grow. If you're used to and enjoy dealing with GM's C.E.'s. and Owners and can prove you're good at it, send resume in confidence to: Box G-182.


International TV news and documentary production company in the US and Europe and bureaus require experienced sales and marketing executive. Resume with specimen of work and salary requirements to Telscop International News Agency, 1221 Avenue of Americas, New York, NY 10020.

HELP WANTED NEWS

International TV news and documentary production company in the US and Europe and bureaus require experienced journalist/director. Resume with specimen of work, if possible video tape and salary requirements to Telscop International News Agency, 1221 Avenue of Americas, New York, NY 10020.

WANTED TO BUY EQUIPMENT

Wanting 250,000,1,000 and 5,000 watt AM transmitters. Guaranteed Radio Supply Corp., 1314 Irwindale Street, Laredo, TX 78040. Manuel Flores, 512-723-3331.

Good Used Audio Console (Board) or Console. Ribbon Mike RCA 77-DX, Jimmie Arnold, 5350 Arlington Expressway No. 302, Jacksonville, FL 32211.

WANTED: One Gates FM 3-G with or without Excellent Condition Fred Twifkin, 201-289-0927.

FOR SALE EQUIPMENT


Schafer Automatic System — Call 404-487-9559.

16mm Jamieson Color Processor Mark IV. Currently being used. Desires new VNF film. Has take-up elevator complete spare part, motor pump and chemical kid. Excellent condition. Call Howard Kelley 904—354-1212.

Collins 20V Transmitter 1Kw AM, Call 404—487-9559.

Kensol Model 12A Hot Press complete with all ac- cessories, stand, type fonts, books, etc. New, Cost new $35,000. Will sell for $1,975. Call Alan Batten 904—354-1212.


Ampex Tape No. 631, 7 inch reels, 32 for $59.95; No. 406, 10-1/2 inch hubs, 12 for $59.95 Valronics Inc. Call collect 717—655-5937.


Willing to donate to non-profit organization. GB 7140kw transmitter with or without Gates stereo Model 516146 exciter and SCA service, available now. Call WFXM 312—943-7477.


Never used $5K FM Transmitter and stereo exciter, ASP/SP with caution at factory. Both for $1400. Call 203—235-5747.


40' Trailer-Tracker Combo. Trailer is 1966 white diesel (low miles) with a 45Kw 208 3-phase gas generator. Completely finished plus interior, trailer has air ride, two doors, 5-gallon water tank, air conditioned, picture window, sink and refrigerator. Best offer will drive away. Scott Kane, Teleproduction, 312—729-9216.

Audiopak Cartridges manufacturers overrun, 7 seconds per cart $3.95. 59.95 Valronics Inc. Call collect 717—655-5937.

COMEDY
"Free" D.J. Catalog! Comedy Wild Tracks, Production, FCC Tests, more! Command, Box 28348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O-LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Wheating, Chicago, IL 7225.

MICHELSONAL

Prizes! Prizes! Prizes! National brands for promo- tions, contests, Programming. No barrier or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 186 E. Superior St., Chicago. 60611, call collect: 312—944-3700.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money! Impact Advertising, Box 1524, Glen- wood Springs, CO 81601.

INSTRUCTION

1st class FCC, 6 wks. $450 or money back guarantee VA approved. N.A.I. Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color television production, and voiceover. Complete course, includes examination changes. 237 East Grand, Chicago. 312—321-9400.

Free booklets on job assignment, 1st Class FCC license and DJ-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the mastery now and avoid proposed license and examination changes. Elkins Radio License School, 332 Brantlin Tower Box 45765. Dallas, TX 75245, 214—352-3242.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. $8 – 955-6922.
Help Wanted News

A Nationwide Search

Top-flight broadcast journalist needed for AM drive news and community affairs programming. We don't care where you are now...if you're good and you want to work in the nation's number one market, pencil for excellent pay and benefits, send your tape and resume to: Ken Lamb, Operations Manager, WPAT AM/FM, 1396 Broad Street, Clifton, New Jersey 07013.

Help Wanted Promotions

A desirable TV Promotion Manager spot has opened up.
Sun-belt market.
Major group station.

If you're a talented Promotion Manager who's looking for a new challenge ... or if you're a strong number two person who's ready to move up ... look into this rewarding opportunity.

The station is KOTV, Tulsa, a CBS Affiliate.

As KOTV's Promotion Manager, you'll plan and build hard-hitting campaigns in all media.

You'll have a full complement of resources, including the services of an ad agency.

You'll have the opportunity to flex your creative muscles and stretch your mind.

If this sounds like the kind of move you're ready to make, send me your resume now. I'll contact you for your samples of your work later.

Sheryl Gold
VP Advertising & Public Relations
Corinthian Broadcasting Corporation
280 Park Avenue
New York, N.Y. 10017

An Equal Opportunity Employer.
THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

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News Director
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San Francisco, CA 94119

Broadcasting July 3 1978 84
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Good Terms
Profitable
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All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

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media brokerage service

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Reply to ads with Blind Box numbers should be addressed to (Box number) c/o BROADCASTING, 1725 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers must request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display. Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VIII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COO, PO, etc, count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Stock Exchange Index

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Bob Rosencrans: nurturing a cable MSO from infancy

When Robert Rosencrans, president and chief executive officer of UA-Columbia Cablevision Inc., talks about his business, he sounds like a programer. And he means to.

For the present, he mentions the upwards of 50 local hours each week at UA-Columbia’s northern New Jersey system (“that’s what every system will be moving toward”). Or the national distribution of Madison Square Garden sports and Calliope children’s programing.

For the future, there’s the video-game potential. And perhaps nationwide cable coverage of Capitol Hill activity (he’s chairman of an industry group pushing a congressional gavel-to-gavel coverage plan).

Bob Rosencrans is emphatic that his idea of the cable business goes “well beyond the concept of just retransmission of signals.” Not as competition to conventional broadcasting, he says, but as a way to “fill gaps,” take “advantage of the multiplicity of channels” and service “specialized and limited audiences.”

The company that Mr. Rosencrans co-founded and has been leading since 1962 has more than a few channels to offer the cable public. At an estimated worth of about $7.8 million (including $26 million debt), UA-Columbia operates about 20 system groups in 100 communities and 16 states, representing some 250,000 subscribers.

For a multimillion-dollar company, the beginnings as Columbia Television Co. were relatively humble. Ten partners put up $550,000, and a 3,300-subscriber system in Pasco-Kennewick, Wash., was acquired. The company took its name from the area’s Columbia river.

At that point, Bob Rosencrans became a cable system operator. However, his entrance into the cable programing business came earlier, in 1953, when at 26 he helped form Box Office TV, a closed-circuit operation that had large-screen offerings including Notre Dame football.

What seemed to Mr. Rosencrans a good business opportunity also attracted the interest of others. Box Office TV, which was then leaning more toward closed-circuit business meetings, was taken over in 1955 and renamed Sheraton Hotel Closed-Circuit TV Corp. Mr. Rosencrans also remained the divisional boss when Teleprompter Corp. took control the following year and was presenting boxing matches and handling meetings for the likes of General Motors, Ford and Pan Am.


By 1962, the closed-circuit business-meeting business had “lost its steam” as video tape was coming into its own, Mr. Rosencrans recalls. Simultaneously, however, Mr. Rosencrans says, he saw another business ready to take off—cable.

Pasco-Kennewick was bought. It became the lead system in a series of acquisitions and mergers that gave the company its development potential. In 1963, the firm bought a second system, in Pendleton, Ore., and by 1964, subscriber count over-all was at the 10,000-mark.

“The nucleus to go public” in 1968 came a year earlier with the purchase of systems in Yuma, Ariz., and El Centro, Calif. When the renamed Columbia Cable Systems Inc. began selling 175,000 shares over the counter at $15, it had about 25,000 subscribers all told. A decade later, UA-Columbia Cablevision has 1,915,000 shares outstanding at about $32; its debt is $26 million.

The money brought in from going public was used to rebuild newly acquired systems in San Angelo, Tex., and Fort Pierce-Vero Beach, Fla. By the time of the company’s major merger in 1972, Columbia Cable had about 60,000 subscribers to combine with United Artists’ 75,000 to form UA-Columbia Cablevision.

Acquisitions and system construction continued. And in 1978, the MSO now has its eyes on the franchise for San Antonio, Tex., an area that has 200,000 homes.

As the hardware end of the business was being nurtured for potential growth, so was the software end. That Mr. Rosencrans places an emphasis on programing early on is explained by his back-ground—from “a business and exhibition side” not from construction and engineering. His job at U-A Columbia, however, means blending all four of those aspects.

Mr. Rosencrans, the programer, now claims some 1.5 million subscribers across the country who can receive the Madison Square Garden feeds. That involvement was first tested back in 1970 in the Wayne, N.J., system.

UA-Columbia Cablevision’s initial step into the pay-cable business was with Optical Systems, but by 1973 it was using microwave to bring Home Box Office to New Jersey.

The significance of the UA-Columbia/HBO connection, however, was to show itself two years later when UA-Columbia and American Television & Communications became the first MSO’s to set up earth stations to receive the inaugural satellite feeds from HBO.

That first Ali-Frazier fight was only carried in Fort Pierce and Vero Beach for UA-Columbia, but months before and on a Monday following a Friday when HBO Chairman Gerald Levin had made his pitch, UA-Columbia began making its plans to build seven earth stations (at the time, a $100,000 commitment for each).

Bill Daniels, president of Daniels & Associates, who has known Mr. Rosencrans since the time they were both working for Teleprompter and Mr. Rosencrans was negotiating rights for the fights, calls him a “tremendous asset to the cable industry,” citing his “good purchases,” continuous franchising efforts, and “vision and hard work” to do something about Madison Square Garden when many others were just looking at the possibilities.

When not in Westport, Conn., with his wife and four children, Mr. Rosencrans is likely to be working in the community, fundraising for his alma mater, acting as president of his country club or with the local health systems agency.

Then there’s his latest volunteer effort, one that doesn’t seem so unusual for a man who was varsity pitcher for his college baseball team and who years later has been an integral part in distribution of Madison Square Garden sports. He’s cable’s representative on the board of trustees of Save Amateur Sports, an interindustry effort to return sports to New York City high schools where they’ve been cut back.
A need for counsel

As reported here a week ago, there is growing concern among knowledgeable broadcasters that their interests will be underrepresented in the world administrative radio conference next year. The U.S. delegation itself contains a lopsided representation of FCC staffers who, if not wedded to land-mobile causes, are at least uninterested in the perpetuation of broadcasting’s present assignments in the spectrum. The delegation’s advisory committee contains grossly disproportionate shares of land-mobile and broadcasting representatives.

Glen O. Robinson, the professor who is to head the U.S. delegation, professes to see no imbalance in the composition of delegation or committee. Despite his former service on the FCC, where he was in a position to get glimpses of the real world, Mr. Robinson may be looking at his lists with an academic detachment. For every advisory committee member from a Motorola, which is primarily committed to the manufacture and sale of land-mobile equipment, there ought to be a counterpart from a company equally committed to the broadcast market. There is no point in any delegation member from a nonbroadcast (or even antibroadcast) section of the FCC there ought to be one from broadcasting. The ratio in this case is four to one.

If Mr. Robinson can conclude that the appointees constitute an impartial body or an evenly distributed collection of conflicting interests, he may be imperfectly prepared to grapple with the hard-eyed professional negotiators he is destined to meet in the pit at Geneva next year. More than ever, it appears that he could use a senior adviser with experience in international negotiation and knowledge of spectrum use. A logical nominee for that role is FCC Commissioner Robert E. Lee.

Mr. Lee has been seasoned by more than 24 years on the FCC and by membership or chairmanship of U.S. delegations to five international conferences. His long-time championship of UHF television may not endear him to the land-mobile interests, but his general interest in the American position in international spectrum allocations cannot be denied. He would have made a splendid co-chairman of the U.S. delegation to WARC ‘79, but the administration chose not to share Mr. Robinson’s command. As senior adviser, Mr. Lee would not impinge upon the chairman’s protocol and, while retaining his FCC assignment, would be available as the occasion required to lend Mr. Robinson experience and toughness, qualities that may otherwise be absent on our side in Geneva.

Stopgap financing

From its inception, this country’s noncommercial broadcasting system has been an orphan, existing principally on doles, grudgingly disbursed. Federal funding has been insufficient to support the system by itself, and criticized not only for its parsimony but also for its threat of federal corruption of the system’s independence. State and local governmental grants rise and fall in competition with the demands of other services and moods of local taxpayers. Fund solicitation from the public is increasingly expensive as direct-mail costs rise, and increasingly criticized as audiences are bombarded by on-air promotion. Commercial underwriting of major programs is getting closer to the forbidden sale of advertising, if indeed it did not long ago cross the line.

No wonder future funding was a topic of interest at the annual membership meeting of the Public Broadcasting Service in Dallas last week.

Much of the discussion centered on pending legislation to authorize federal budgets for the next three years.Senate and House versions are about even in the limits specified (in the House bill, $180 million in fiscal 1981, $200 million in 1982 and $220 million in 1983; in the Senate, $180 million in 1981 and $200 million in each of the next two years). They differ, however, in the strings they would attach to the federal bounty.

There is no space here to discuss the differences, except to note that in general both bills confer added authority on the Corporation for Public Broadcasting, under increased surveillance of the government’s General Accounting Office, and thus would remove some autonomy from local stations. The Public Broadcasting System, which at times has been at odds with CPB, sees little expansion of its role in either legislative measure, although if it had to make a choice, it would take the Senate’s somewhat less restrictive bill.

Both houses must pass some kind of legislation if the noncommercial system is to operate with the ability to plan its immediate future. We tend to think the Senate bill, with its lesser federal oversight, is to be desired. But neither bill can pretend to define the noncommercial system’s long-range function and to provide the means to perform it. The making of long-range policy has now been pre-empted by the House Communications Subcommittee’s rewrite of the Communications Act. The rewrite contains the model of a new bureaucracy in noncommercial broadcasting and a radically new method of federal funding derived from fees paid by spectrum users, especially those operating commercial television stations in VHF spectrum space.

Coincidentally, the second Carnegie Commission is working on its federally assigned study of the noncommercial system that its predecessor largely invented. If its time is not to be utterly wasted, the final consideration of the public broadcasting provisions in the act rewrite must await the Carnegie report. At the PBS meeting last week, the Carnegie chairman dropped the figure of $1.5 billion a year as the probable goal for a system now operating on a fraction of that figure. He did not, however, reveal his magic formula to raise the sum.

There are features of the act rewrite that deserve general support, especially those parts that outlaw the sale of advertising under the pseudonym of commercial underwriting and those declaring the noncommercial system’s independence of federal controls.

The funding, however, is open to much debate, not only as to sources but also amounts. It will be a while before Congress can write the legislation to succeed the Public Broadcasting Act of 1967.
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See or read information not possible without zoom.
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