

Newspaper-broadcast crossownership in peril  
 Capitol grandstanding on TV violence

# Broadcasting Mar 7

The newsweekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

"We are certainly grateful to WTOG for their Public Service Announcement that saved our daughter's life."

## "Thank you, WTOG!"

Brooke, age 4, had a lump in her throat. 25 cents worth. Imagine the panic of her mother, Brenda, upon discovering the gagging and speechless child. Mrs. Jones' hysterical back-pounding and shaking were to no avail. The object remained and the tot began to lose consciousness. Terror, now! Suddenly, a WTOG-TV public service message flashed through the mother's mind. Remembering the Heimlich maneuver procedures for cases of throat blockage, she clasped little Brooke from behind and plunged both fists, hard, into the girl's stomach. The coin dislodged immediately, and a tragedy was averted.

The emergency action message that played a small role in this drama at the Jones' was produced by WTOG-TV in cooperation with the Pinellas County OSHA office... just one of more than 350 produced locally by the station last year. It's a good example of WTOG community involved programming. And a happy ending for the saga of Brooke Jones.



### WTOG-TV

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# The Week in Brief

**A CROSSOWNERSHIP BOMB** □ The U.S. Court of Appeals in Washington unanimously rules that the FCC must adopt a rule to break up existing newspaper-broadcast combinations in the same cities. It could affect 153 crossownerships. **PAGE 21.**

**HANG ON TO THAT MONEY** □ Hollings and Van Deerlin tell Wiley that they will find a way for FCC to keep money it has already collected under system declared illegal by court and to keep on collecting it. **PAGE 24.**

**PAYOLA/PLUGOLA DISCREPANCIES** □ Recess in the FCC hearing is asked as contradictions appear to crop up in testimony. **PAGE 24.**

**DROP-INS** □ FCC is set to approve a rulemaking for short-spaced VHF channels in four markets. **PAGE 25.**

**CONSENT DEAL BLASTED** □ That NBC-Justice Department consent agreement is criticized by other networks, producers and cable operators. **PAGE 30.**

**LEONARD ALARMED** □ CBS's vice president thinks efforts to control TV programing threaten broadcasters' First Amendment rights. **PAGE 31.**

**CHANGING STRIPES IN L. A.** □ Citizen groups' proposal to allow noncommercial interests to take over an existing commercial channel runs into opposition. **PAGE 34.**

**DIFFERENT TUNE** □ FCC Chairman Wiley assures Representatives Van Deerlin and Moss that the commission's network inquiry is much more than a rerun of the study done 20 years ago. **PAGE 36.**

**BORDER PRESSURE** □ FCC puts indirect heat on a Tijuana station, that it feels is violating an international agreement, by calling for a hearing on a California station involved with the Mexican outlet. **PAGE 37.**

**BOSTON BEST** □ The National Black Media Coalition's latest study of network affiliate performance finds that city's three V's in the top-four rank. **PAGE 40.**

**THIRD NOD** □ FCC's Kraushaar again proposes a renewal grant for WTAR-TV Norfolk Va., affirming his 1973 and 1975 favorable decisions. **PAGE 43.**

**GOING THE PAY WAY** □ National Subscription Television is geared up for an April 1 start of its service in the Los Angeles market. **PAGE 44.**

**OTC ADVERTISING** □ The Federal Trade Commission starts its hearing on over-the-counter drug messages with Massachusetts' Bellotti and former FTC commissioner Kintner in opposite corners. **PAGE 44.**

**HOT IN JANUARY** □ With help from the Super Bowl, NBC-TV comes out first in network billings. **PAGE 46.**

**PILOT ACTIVITY** □ Getting ready for the April ritual of unveiling prime-time schedules for the fall, network executives and programers offer some insights on the shape of things to come. **PAGE 48.**

**A CHORUS LINE** □ There are 113 new syndicated shows that have survived their auditions at the NATPE convention. **PAGE 49.**

**THE ENVELOPE, PLEASE** □ NATAS casts its Hollywood chapter adrift. It also says it's "go" for the Emmy Awards and the Emmy telecast. **PAGE 51.**

**ONE SHOT AT VIOLENCE** □ The House Communications Subcommittee's hearing on TV violence is a roundup of various views of the issue. **PAGE 52.**

**METAMORPHOSIS** □ Former politicians are climbing on the bandwagon to become commentators/consultants for TV/radio. **PAGE 57.**

**A SUIT AGAINST NIS** □ WNus(AM) Springfield, Mass., sues NBC for \$1 million in damages for the projected termination of its NIS contract. **PAGE 58.**

**EXCLUSION** □ Broadcasters and cable systems offer their views to the FCC on duplication of programing by cable and TV stations. **PAGE 59.**

**FRANCHISING** □ Cablecasters outline their recommendations to the FCC on what they would like in cable franchising. **PAGE 62.**

**ANOTHER REWRITE** □ The FCC is rewriting the specifications for the antenna input power rules. **PAGE 64.**

**ABC'S TOP DOLLAR** □ ABC Inc. sets a record high for both sales and earnings in 1976. **PAGE 67.**

**SOLID CREDENTIALS** □ The care and feeding of Burnett clients' dollars are entrusted to Gene Accas, a man with a thorough background in network, agency and trade association affairs. **PAGE 81.**

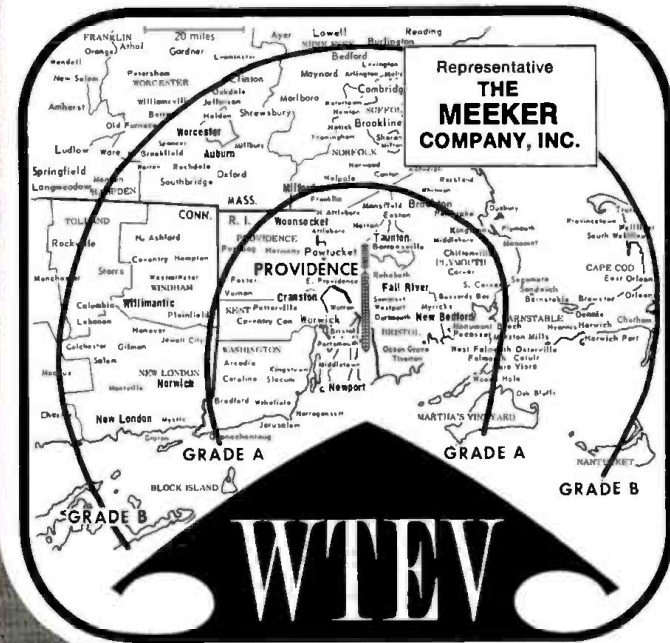
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## Famous Landmarks

Textile manufacturing in colonial America had its origin in 1790 in Samuel Slater's mill in Pawtucket, R.I. An English immigrant, Slater circumvented the British embargo on machinery by constructing from memory several spinning machines. The original factory was replaced in 1793 by the mill shown above. This building now houses a variety of permanent and traveling exhibits.

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Insider report: behind the scene, before the fact

## No contest

ABC-TV affiliates are popping champagne corks coast to coast; network has just racked up biggest sweep-period victory ever in February Arbitron and Nielsen books, both of which show identical 23.2 prime-time rating for ABC—five full rating points over second-place CBS, with 18.2. NBC had 17.5. CBS researchers say that biggest margin of victory in previous sweep was CBS's 4.3 rating point win over second-place ABC in November 1962. Although CBS and NBC were left far behind in calculations for last month, CBS's statisticians said that CBS had reversed itself dramatically from November 1976 sweeps, when it finished third, 11% behind second-place NBC.

## While shades are down

FCC has one more week before it must start holding open meetings decreed by sunshine law, and it plans to make most of time left in shadows. Besides regular agenda, said to be heavy, commission will take up number of special items—policy statement on comparative/renewal hearings, recording of interviews for broadcast, network radio deregulation, definition of cable system (work remains to be done on clarifying intention to decline jurisdiction over master antenna systems), roadside radio (discussion), requests for waiver of significant viewing standard.

Chairman Richard E. Wiley says commission may hold special meetings in sunshine later in month. But, because of lead time needed in announcing meetings in sunshine and heavy demands on commissioners' time—oral argument and federal-state/local conference on cable regulation next week, Chairman Wiley's appearances on Capitol Hill week of March 21 and National Association of Broadcasters convention week later—first full meeting in sunshine will not be held until April.

## Beginnings

Court of Appeals decision to dismember newspaper broadcast crossownerships stimulated "it's whole new ball game" talk, but at least three transactions were in works before court edict hit wires. One, just consummated (see page 23), was trade of McClatchy's KOVR(TV) Sacramento, Calif., for Multimedia's WFBC-TV Greenville, S.C., first swap in modern annals.

Another is green light given last week by trustees of WBEN-AM-FM-TV Buffalo, N.Y., to Vincent Manno, newspaper-broadcasting broker, to dispose of

properties. Co-owned *Buffalo Evening News* was sold last month for about \$33 million to Blue Chip Stamps, headed by Warren Buffett, chairman of finance committee and 12% stockholder of Washington Post Co. There's talk of \$25 million for WBEN-TV, with AM-FM to be sold separately. Third report relates to *Washington Star's* sale of either its newspaper or of WMAL-TV, which it's under FCC mandate to complete by Jan. 1, 1979, but beyond fact that Phoenix-based Combined Communications Inc. has explored prospects, nothing could be nailed down.

## Candidates

Two new names surfaced last week for possible nomination to FCC. Both are black: Eddie N. Williams, president of Joint Center for Political Study, Washington, is campaigning for chairmanship. His varied career encompasses journalism (former columnist with *Chicago Sun-Times*), foreign relations (State Department, Carter State Department transition team), academics (director of University of Chicago Center for Policy Study). And he's vice chairman of board of trustees of Children's TV Workshop. Other is Lucius P. Gregg Jr., Chicago banker and member of board of Corporation for Public Broadcasting.

Other candidates appear to be crowding Charles Ferris, first-mentioned front runner for FCC chairmanship. Alfred Kahn, chairman of New York State Public Service Commission ("Closed Circuit," Feb. 21), got boost from House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and House Investigations Subcommittee Chairman John Moss (D-Calif.) in communication to White House last week. Mr. Kahn is interested.

## Divided on violence

There are signs of discord between networks and stations over what to do about rising criticism of television violence. High officials of ABC-TV made no effort to conceal disappointment at testimony of National Association of Broadcasters at last week's House Communications Subcommittee hearing (see page 52). They had hoped to hear stouter defense from Vincent T. Wasilewski, president, and Wilson Wearn of Multimedia, chairman of NAB board. Mr. Wearn's references to search for strong guidelines in television code and statement of personal belief that programing needed to be toned down were

considered excessively conciliatory, reflecting affiliate viewpoint.

Other networks were not as harsh in assessing NAB testimony last week, but NBC is already on record with its concern over NAB attempt to write antiviolence standards. At recent board meeting, NBC abstained from vote endorsing "strong TV code" and "strengthened" guidelines on programing (BROADCASTING, Jan. 31).

## Other side of the Hill

TV networks haven't heard last word from Congress on violence. Following House Communication Subcommittee's lengthy hearing last Wednesday (see page 52) they look next to Senate Communications Subcommittee, where at least two new members have suggested hearing. More definite word is expected this week from Chairman Ernest Hollings (D-S.C.). Expectation is that there will be hearing in late March or early April.

There's also strong possibility of examination of television advertising in this Congress by Senate Consumer Subcommittee. That's idea of subcommittee's chairman, Wendell Ford (D-Ky.), who raised topic with group of Kentucky broadcasters last week.

## Call for Dr. Stanton

Will former CBS vice chairman, Frank Stanton, be asked to take on new policy assignment by President Carter as labor of love? That report surfaced last Friday with word that David M. Abshire, chairman of Board of International Broadcasting, had submitted resignation. Board sits over Radio Free Europe and Radio Liberty, funded by government.

Dr. Stanton, Democrat, is now chairman of American National Red Cross. With Mr. Abshire, he was active in work of Center for Strategic and International Studies proposing reorganization of all international broadcasting activities under U.S. auspices.

## IVC to Bosch?

Top executives of West Germany's Robert Bosch Corp.—which manufactures and distributes broadcast cameras, film chains and video-tape recorders through its Fernseh division—are meeting in New York this week to discuss, among other things, possibility of acquiring financially troubled International Video Corp., Sunnyvale, Calif. (see page 67). Since Fernseh has its own line of equipment, company is more interested in IVC's plant on West Coast than its product line.

# Business Briefly

**Hertz** □ Car rental service will launch three-week spot-TV promotion beginning in early April. Ted Bates, New York, is scheduling spots in 21 markets during daytime and fringe-time periods, targeting spots to adults.

**General Motors** □ Company will feature Pontiac in three-week spot-TV campaign starting in mid-March. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., will buy spots in 31 markets during fringe-time and news periods. Demographic target is men, 18-49.

**Miles Labs** □ SOS soap pads will receive seven-week spot-TV drive starting in late March. Doyle, Dane, Bernbach, New York, will schedule spots in 21 markets in daytime and fringe-time hours to reach women, 18-49.

**Carnation** □ Food company is planning 10-week spot-TV drive for various products beginning in late March. Erwin Wasey, Los Angeles, will seek spots in about 150 markets during fringe-time access and prime-time hours to reach women, 25-54.

**Pet Chemicals** □ Pet products and insecticide will launch 12-week spot-TV drive beginning in early April. Ross Hancock Advertising, Miami, will buy spots in 12 markets during daytime, fringe, prime, news and weekend time periods, zeroing in on all adults.

**Libby** □ Food products company will

feature its chunky fruits in five-week spot-TV push slated for late March. Tatham-Laird & Kudner, Chicago, will arrange spots in one market during daytime, early and late fringe viewing, seeking to reach women, 18-49.

**Master Charge** □ Credit card company begins TV and radio campaign, emphasizing "clout" of credit card to attract prospective cardholders. Two TV spots begin March 16 on ABC and NBC, including *Baretta*, *Six Million Dollar Man*, *ABC Sunday Night Movie* (all ABC) and *Police Woman*, *Nightly News*, *Saturday Baseball* on NBC. Spots will run during prime-time, news and sports hours this spring and summer. Johnny Cash, country-and-western singer and TV personality, will carry "clout" message on nearly 1,000 radio stations in 30-second and 60-second spots during drive-time hours. Spots are produced by William Esty, New York, for Interbank Card Association, licensor of Master Charge card.

**U.S. Navy** □ Recruitment services is preparing 20-week spot-radio campaign starting in early April. Ted Bates, New York, will place spots in about 76 markets, to reach men, 18-24.

**Borden** □ All natural ice cream will get six-week spot-TV promotion starting in late March. Tracy-Locke Advertising, Dallas, will place spots in 10 markets in daytime, fringe-time special and prime-

time viewing hours to reach women, 18-49.

**Wrigley** □ Gum manufacturer is preparing 40-week spot-radio drive for its Orbit gum. Arthur Meyerhoff Associates, Chicago, is gearing spots to reach teenagers.

**Minute Maid** □ Orange juice will get two-week spot-radio promotion beginning in mid-April. Marschalk Advertising, New York, will aim spots at women, 25-49.

**Max Factor** □ Cosmetic company, has 12-week spot-TV drive set for various products in late March. SFM Media Service, New York, will schedule spots during fringe and daytime periods, seeking women, 18-49.

**Johnson** □ Division of Combe Inc., New York, is planning eight-week spot-TV campaign for Johnson Odor Eaters foot pads beginning in mid-March. Western International Media, New York, will place spots in about four markets during fringe-time, access and prime-time viewing, aiming to reach adults, 18-34.

**Keebler** □ Cookies and crackers will be featured in 10-week spot-TV campaign slated for April. Leo Burnett, Chicago, will buy spots in major markets during daytime, early and late fringe-time periods, looking for women, 18-49, and children, 6-11.

## Lazarus Department

**Stores** □ Division of Federated Department Stores located in Columbus, Ohio, has named Byer & Bowman Advertising, Columbus, as its corporate broadcast agency to handle all broadcast production and media buying for Lazarus Mansfield and Lima, Ohio, and Indianapolis. Lazarus was one of pioneers among retail stores to use TV advertising, first running commercials in late 1950's.

**British Airways** □ Airlines is planning four-week spot-radio flight, taking off in early April. Media Buying Service, New York, will direct spots in 11 markets, searching for men, 25-64.

**Mars** □ Marathon candy bar will get 13-week spot-TV display starting in late March. D'Arcy-MacManus & Masius, New York, will schedule spots in at least 70 markets during daytime and fringe periods, scouting for children, 2-11, and teenagers.

**Simmons** □ Mattress manufacturer is arranging six-week spot-TV drive, for its Beauty Rest mattress beginning in mid-

## BAR reports television-network sales as of Feb. 13

ABC \$136,935,100 (33.4%) □ CBS \$132,484,500 (32.3%) □ NBC \$141,024,000 (34.3%)

Day parts	Total minutes week ended Feb. 13	Total dollars week ended Feb. 13	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	152	\$ 931,700	844	\$ 4,804,500	\$ 4,394,300	+ 9.3
Monday-Friday 10 a.m.-6 p.m.	988	15,166,800	5,910	85,572,600	76,411,600	+12.0
Saturday-Sunday Sign-on-6 p.m.	331	8,369,900	2,245	58,899,200	48,665,000	+21.0
Monday-Saturday 6 p.m.-7:30 p.m.	104	4,023,100	630	23,697,000	19,447,800	+ 7.0
Sunday 6 p.m.-7:30 p.m.	18	911,800	150	8,442,300	7,405,900	+14.0
Monday-Sunday 7:30 p.m.-11 p.m.	420	36,186,500	2,612	203,608,200	168,768,800	+20.6
Monday-Sunday 11 p.m.-Sign-off	209	4,584,600	1,226	25,419,900	22,179,300	+14.6
<b>Total</b>	<b>2,222</b>	<b>\$70,174,400</b>	<b>13,617</b>	<b>\$410,443,700</b>	<b>\$347,272,700</b>	<b>+18.2</b>

Source: Broadcast Advertisers Reports



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**VIRGINIA CITY**

Miriam Hopkins  
Humphrey Bogart  
Randolph Scott



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### Rep appointment

- WMOD(FM) Washington: Bolton/Burchill International Ltd., New York.

April. Young & Rubicam, New York, will place spots in 50 markets during fringe-time hours, searching for women, 18-34.

**Stokely Van Camp** □ Frozen food division will place six-week TV spotlight on its frozen vegetables starting in early April. Montgomery & Associates, Bala Cynwyd, Pa., will arrange spots in eight markets to reach women of all ages.

**Shulton** □ Toiletries company features Cie perfume in four-week spot-TV promotion starting next month. Norman, Craig & Kummel, New York, will place spots in fringe-time, access and prime-time periods, gearing them to women, 18-34.

**Seiko** □ Watches will receive four four-week spot-TV flights beginning in April and May. AC&R Advertising, New York, will place spots in fringe and special hours, gearing them to adults, 25-54.

**Pfizer** □ Pharmaceutical company will launch 13-week spot-TV promotion for its New Season shampoo beginning in early May. SFM Media Service, New York, will schedule spots during daytime periods, aiming to reach women, 50 and over.

**American Dairy Association** □ Milk will get two-week spot-radio promotion beginning in March. D'Arcy-MacManus & Masius, Chicago, will buy spots in 150 markets, zeroing in on women, 18-49.

**Aer Lingus** □ Irish airlines will launch spot-radio campaign starting in March. Spots will be bought in four markets by Rumrill-Hoyt, New York, gearing them to adults, 35-64.

**Playgirl** □ Magazine is planning three two-week spot-radio flights for mid-March, April and May. Meredith Enterprises, New York, will place spots in three major markets, gearing them to women, 18-34.

**Julius Wile** □ Wine company will feature Deinhard Green Label wine in five-week spot-radio buy beginning in mid-March. Ted Bates, New York, will place spots in three markets, gearing them to adults, 25-49.

**Artex** □ Hobby products company will feature liquid embroidery kits in four-week spot-radio and TV promotion beginning in mid-March. Lord, Sullivan & Yoder, Marion, Ohio, will buy spots in two markets, searching for total women.

**Hood** □ Firm and Fruity yogurt will be featured in two four-week spot-TV flights beginning in late March and late May. Hill, Holiday, Connors & Cosmopolos, Boston,

will arrange spots in daytime, prime and early fringe period to reach women, 18-34.

**Pearle Vision Center** □ Eye glass center is preparing 13-week spot-TV drive starting in late March. Chollick Associates, New York, will place spots in about 40 markets, during daytime, fringe, access, prime, news, special and weekend periods, zeroing in on women, 25-49.

**Richman Brothers** □ Men's clothing chain is arranging eight-week spot-TV campaign to begin in late March. Marschalk, Cleveland, will schedule spots in news, access and weekend periods in about 10 markets to reach men, 25-49.

**Spanish National Tourist** □ Tourist office is mapping six-week spot-radio drive starting in late March. SFM Media, New York, will gear spots to adults, 18-49, placing them in eight markets.

**Bekins** □ Moving and storage company is scheduling two four-to-six-week spot-radio flights in late March and early June. Bloom Agency, Dallas, will place spots in seven markets, aiming them to adults, 25-49.

**Bongrain Gerard** □ Cheese company will feature Alouette cheese in four-week spot-radio drive in late March. McCaffrey & McCall, New York, will place spots in three markets. Demographic target is adults, 25-49.

**Silver Dollar City** □ Amusement park in Branson, Mo., will launch 18-week spot-TV campaign beginning in mid-April. Cranford/Johnson Hunt & Associates, Little Rock, Ark., will place spots in eight markets to reach adults.

**Wear-Ever Aluminum** □ Company will arrange three-week spot-TV drive for its cookie gun beginning in mid-April. Spots will be sought in 52 markets by Ketchum, MacLeod & Grove, Pittsburgh, which will gear spots to women, 18-49.

**N.J. Holloway** □ Confectionery manufacturer will feature its Milk Duds candy in five-week spot-TV drive slated for April. Biddle Co., Chicago, will buy spots in five markets in daytime, fringe and weekend periods, gearing them to children, 6-11.

**Castle & Cooke Foods** □ Bumble Bee tuna will get two spot-TV flights, starting in early April for five weeks and mid-May for nine weeks. Richard K. Manoff, New York, will place spots in daytime, special and fringe hours to reach women, 25-49.

**Seitz Foods** □ Seitz meats will be featured in six-week spot-TV campaign beginning in mid-May. Fremmerman-Papin, Kansas City, Mo., will place spots during news, daytime and fringe periods in 20 markets to reach women, 18-49.

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The newsweekly of broadcasting and allied arts

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



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Rona Siegel, vice president-media director, Ted Bates & Co., New York

## Network radio: worth its weight in demographics

For approximately the past seven years, Ted Bates has recommended an increasing commitment to radio advertising, and that policy culminated recently when Bates client Warner Lambert Pharmaceutical concluded the largest buy in radio network history.

Warner Lambert is a major U.S. drug and pharmaceutical manufacturer. The products covered by the company's landmark buy on the four services of ABC Radio included Dentyne, Trident and Freshen-up chewing gums, Listerex acne treatment, Certs and Dynamints breath fresheners and Roloids antacid.

Why all the interest in this so-called "secondary" medium? The reason is simple. Radio has proved to be a highly effective and efficient advertising vehicle—one that will figure prominently in major advertising budgets and media plans from now on.

Warner Lambert, however, is not our only client that relies heavily on radio. Other accounts include the U.S. Navy, Continental Baking, Standard Brands, Mars Inc., Hertz, National Airlines, Chase Manhattan Bank, Julius Wile Sons, ITT, Gwaltney and the Industrial National Bank.

The target audience for most of these firms is young consumers, 12-34 years of age. Research has indicated that television and radio each account for more than 20 hours of weekly viewing and listening by this audience, far exceeding the time spent with any other medium.

Radio enjoys a strong advantage with regard to time spent listening by this exclusive group due to radio's exceptional ability to deliver demographic selectivity. Therefore, Ted Bates extensively uses both television and radio to reach our target audience. Carried a step further, the members of our target audience are among the most frequent and consistent radio listeners in the country.

Early in Ted Bates's involvement with network radio, we closely examined and thoroughly evaluated the state of the medium. We established rigorous requirements in the areas of station line-ups, verification and market-audience delivery. For several years we withheld from buying certain networks until some improvements were put into effect. We regard ourselves as one of the influential forces which eventually led to "cleaner" network line-ups and improved pre- and post-reporting.

Since radio is specialized, we at Ted Bates operate a separate negotiating unit that exclusively handles the buying of network and spot radio. We don't cannibalize



Rona Siegel has been with Ted Bates & Co., New York, for nearly 10 years. As vice president and media director, she is responsible for the execution of radio activity for all Bates accounts, and the planning for Warner Lambert, Chase Manhattan Bank, Mr. Coffee, Conair and Ocean Spray. Prior to joining Bates, she was with A.C. Nielsen, New York, as a research analyst.

the network and spot television function by asking TV buyers to buy radio in their spare time.

The specialized expertise and contracts required to buy radio effectively are reflected in our market specialist approach for buying spot radio, similar to the approach employed at Ted Bates for buying TV. Our negotiators are familiar with the stations, the rating books and the area demographics. They maintain a thorough, up-to-date working knowledge of their market.

An important factor in Ted Bates's decision to make a major commitment on ABC Radio was ABC's ability to provide market-by-market clearance reports through a sophisticated computerized system. This system provides a pre- and post-analysis of the buy on an individual market basis and reports individual market demographic delivery.

ABC Radio delivers a detailed clearance report, on request, to agencies and advertisers 60 days after each scheduled calendar month. This report confirms the number of announcements run and where they ran on each station in the network line-up. Affiliates in the top-50 markets report to the network on a weekly basis through the positive affidavit system. (Those beyond the top 50 report on a monthly basis.) Basically, the system is a weekly computerized printout mailed to affiliates con-

taining a record of the individual station-contract with the network, a complete schedule of that week's commercial announcements on the network and a column where the exact time the announcements ran on the station is to be entered by hand. That information is processed by an optical scanner, fed to the computer, printed out and returned to the station clearance department.

In addition, ABC Radio makes available an Arbitron ADI post-analysis which keys the detailed clearance report to ARB audience data. This report is generated by an ABC computer system, on line in all sales offices, which is also available 60 days after each scheduled calendar month. By using these reports we have better knowledge of the delivery of the messages to our intended audience.

ABC Radio is also split into four separate services, Information, Contemporary, Entertainment and FM, providing advertisers with greater demographic selectivity on a national basis.

Warner Lambert's involvement with radio began in the 1940's. During that time, Dentyne chewing gum used radio as its only advertising medium. However, as television grew into a dominant medium, the Dentyne radio campaign was dropped. In 1969, Certs mints was conducting market tests in several select West Coast cities using spot radio in conjunction with television campaigns. An evaluation of the effort was conducted and based on the over-all success of the Certs mints media mix, both products, Certs and Dentyne, expanded into network radio in 1970.

With an eye toward the future, Ted Bates's growing radio franchise positions the agency and our clients for effective use of diversified media to hedge against inflationary television costs.

Bates's annual analysis of media trends, (BROADCASTING, Jan. 31), showed that network and spot television costs rose dramatically during 1976—more than those of any other medium.

The demand for television time and its short supply has prompted many advertisers to explore other media for advertising exposure. The largest area of national advertising growth is expected to occur in network radio—perhaps as much as a 25% increase over last year. Spot radio should realize an increase of up to 21%.

The analysis also indicated that in 1976, television's gain in expenditures was largely a result of unit price increases whereas nontelevision media actually experienced substantial real increases in advertiser investment.

Not only does this signal a re-examination of basic media values as cost relationships change, it also demonstrates that radio and other advertising vehicles are desirable, efficient and effective.

**Once you know the score,**

**“Family Feud” is ABC’s  
highest rated daytime series,**

**and this season’s only new  
series in the Daytime Top Ten,**

**and the second highest rated  
daytime game show,**

**and the game show with the  
highest daytime percentage of  
18-49 women,**

**and the daytime game show  
with the highest TVQ score  
among 18-49 women.**

Source: NTI/NAC, I Feb. 1977. TVQ, Jan. 1977.  
Audience estimates subject to qualifications available on request.

**you'll play the game.**



When Richard Dawson hosts a new game show created by Mark Goodson, it doesn't take long to spot a winner.

After one-half season on ABC's daytime schedule, all 5 NBC Owned Stations decided on "Family Feud" for their 1977-78 access schedules!

Sold in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Detroit, Cleveland, Washington, Minneapolis, Miami, Sacramento, Milwaukee, Denver, Providence, Fresno, San Diego, Toledo, Wilkes-Barre, and Bellingham.

When next season's access competition begins, this new Goodson-Todman hit is going to be the best game in town. Make sure you're playing it.

**Goodson-Todman's**

**'Family Feud'**



# Datebook

■ indicates new or revised listing

## This week

**March 7**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Tangier Restaurant, Akron, Ohio.

**March 8**—*New York State Broadcasters Association* 23rd annual membership meeting. Americana Inn, Albany.

**March 8**—*New York State Broadcasters Association* annual legislative reception. The New York State Museum, Albany.

**March 8**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Bond Court, Cleveland.

**March 8**—*International Radio and Television Society's* Gold Medal Dinner honoring CBS on its 50th anniversary. Americana hotel, New York.

**March 9**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Pittsburgh Hilton, Pittsburgh.

**March 9-10**—Workshop on local information display for cable industry sponsored by *Reuters* news agency. Sessions to include sections on technical services, marketing and management. Regency hotel, Denver.

**March 10-11**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

■ **March 11**—*American Women in Radio and Television* seminar on careers in broadcasting. Essex House, New York.

**March 11**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Americana Inn Townhouse, Richester, N.Y.

**March 11-13**—*NBC News* seventh annual Eastern regional conference of news managers of NBC TV and radio affiliates. Workshops and panels will examine technical and editorial problems of broadcast journalism. Jane Pauley, *Today*, will speak at luncheon March 12. Shoreham hotel, Washington.

**March 13-14**—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

## Also in March

**March 14**—*Georgetown University Law Center* Seminar on "Selling to Children: Is There a Need for Public Intervention?" Participants will include representatives of government agencies and committees concerned with the issue and will discuss 10 or 11 specific topics. Locale will be various Washington places at the end of the working day. Follow-up seminars will be held every 4-6 weeks, except for summer months, concluding in spring of 1978. Contact: Professor Gerald Thain or Judith Oldham, Georgetown University Law Center, 600 New Jersey Avenue, N.W., Washington 20001; (202) 624-8000.

**March 14**—FCC's new deadline for replies to Worldvision Enterprises petition concerning television network practices, including consideration of additional proposals aimed at strengthening competition in domestic syndication market and fostering greater diversity of program sources and prohibition of domestic syndication by companies owning one or more television stations or cable systems. FCC, Washington.

■ **March 14**—FCC's new deadline for comments to petition to amend its rules regulating rates and conditions for leased channel access (RM-2825). FCC, Washington.

**March 14-16**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Site to be determined, New York.

**March 15**—Deadline for application forms for *Radio Television News Directors Association's* annual awards. Information: Dave Partridge, awards committee chairman, WIS(AM) Columbia, S.C.

**March 15**—*Association of National Advertisers* workshop on advertising research. Plaza hotel, New York.

**March 15-16**—*Alabama Cable Television Association* "Citizen of Year" award meeting. Recipients will be Dr. David Mathews, secretary of Health, Education and Welfare, and Mrs. Mathews, member of the President's Committee on Employment for the Handicapped. Downtowner hotel, Montgomery.

**March 16**—General membership meeting of the *American Society of Composers, Authors and Publishers*. Agenda will include General Counsel Bernard Korman's report on the new copyright law. Regency Hyatt, Nashville.

**March 17**—FCC's new deadline for comments on proposed rulemaking to reduce noise level in UHF receivers (Docket 21010). Replies are now due April 29. FCC, Washington.

**March 18**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Site to be determined, Boston.

■ **March 18**—*Pacific Pioneer Broadcasters* luncheon salute to TV actress-singer Gale Storm. Sportsmen's Lodge, Studio City, Calif.

**March 18-19**—Eighth annual Country Radio Seminar. Airport Hilton motor inn. Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

**March 18-19**—Region two conference of *The Society of Professional Journalists, Sigma Delta Chi* for Maryland, District of Columbia, North Carolina and Virginia. Richmond, Va.

**March 19**—*Oklahoma Associated Press Broadcasters* convention. Oklahoma City. Contact: Ernie Schultz, KTVY(TV) Oklahoma City.

**March 19**—Annual "Date With the Press," sponsored by *Women in Communications Inc. Miami chapter*. Liz Carpenter will be speaker. Sheraton Four Ambassador, Miami.

**March 20-23**—1977 BIAS (Broadcast Industry Automation System) seminar, sponsored by *Data Communications Corp.* Memphis. Hilton hotel, Memphis.

**March 21**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Hilton of Philadelphia, Philadelphia.

**March 21-22**—Conference on "The Copyright Act of 1976: Dealing with the New Realities," sponsored by the *Copyright Society of the U.S.A.* and the *New York Law Journal*. Barbara Ringer, register of copyrights, Library of Congress, will be keynote speaker. Bonaventure hotel, Los Angeles.

**March 21-23**—First of series of hearings before *Senate Communications Subcommittee* on telecommunications policy issues, subject of this being common carriers. Room 235, Russell Senate Office building, Washington.

**March 21-23**—*California Community Television Association's* third annual congressional-FCC conference. Mayflower hotel, Washington.

**March 22**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Baltimore Hilton, Baltimore.

**March 23-26**—*Alpha Epsilon Rho, National Honorary Broadcasting Society* 35th annual convention. Mayflower hotel, Washington. Contact: AER President Andy Orgel, CBS Radio Network, 51 West 52nd Street, New York 10019.

**March 24-25**—*American Forces Broadcasting* conference. Twin Bridges Marriott hotel, Arlington, Va.

**March 26-27**—New York state second annual video conference. Rochester Institute of Technology, Rochester. Information: Student Television Systems, 1 Lomb Memorial Drive, Rochester.

**March 27**—Annual membership meeting of the *Association of Maximum Service Telecasters*. 1 p.m., Delaware suite, Sheraton-Park hotel, Washington. (Special meeting of the present board of directors of AMST will be held March 26, 2 p.m., in Map room of Washington Hilton hotel. Newly elected AMST board will meet March 28, 2 p.m., Map room of Washington Hilton, to elect officers.)

**March 27-30**—*National Association of Broadcasters* annual convention. Shoreham Americana, Sheraton Park and Washington Hilton hotels, Washington.

**March 27-30**—Ninth annual international conference of *The International Industrial Television Association*. Capital Hilton hotel, Washington.

**March 29**—*Ohio Association of Broadcasters'* "Salute to Congress" dinner. Hyatt Regency, Washington.

**March 29**—*Tennessee Association of Broadcasters* legislative breakfast. Rayburn building, Washington.

**March 29**—*New York State Broadcasters Association* congressional reception. The Gold Room, Capitol, Washington.

■ **March 31**—FCC's new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

**March 31-April 2**—Region three conference of *The Society of Professional Journalists, Sigma Delta Chi* for Arkansas, Louisiana, Mississippi and western Tennessee. Memphis State University, Memphis.

## the "QUIET BROKERS"

Without fanfare in 1976 we quietly closed transactions involving one television station, three AMs, two FM's, and the Texas State Network, having a total value of \$8,820,000. Word gets around.

George  
**MOORE**  
AND ASSOCIATES

**MEDIA BROKERS AND APPRAISERS**

6116 N. CENTRAL EXPRESSWAY SUITE 712  
DALLAS, TEXAS 75206 214 361-8970

## April

**April 1-2**—Region three conference of *Society of Professional Journalists, Sigma Delta Chi*, for Alabama, Georgia, South Carolina, Florida and East Tennessee. Knoxville, Tenn.

**April 1-2**—Region four conference of *Society of Professional Journalists, Sigma Delta Chi*, for Michigan, Ohio, Western Pennsylvania and West Virginia. Huntington, W. Va.

**April 1-2**—Region five conference of *Society of Professional Journalists, Sigma Delta Chi*, for Illinois, Indiana and Kentucky. Chicago.

**April 1-2**—Region seven conference of *Society of Professional Journalists, Sigma Delta Chi*, for South Dakota, Missouri, Nebraska, Kansas and Iowa. Columbia, Mo.

**April 1-2**—Region nine conference of *Society of Professional Journalists, Sigma Delta Chi*, for Wyoming, Utah, Colorado and New Mexico. Albuquerque, N. M.

**April 1-3**—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

**April 1-3**—*Women in Communications Inc* region two meeting. Speakers will include Marlene Sanders, ABC vice president, and Helen Thomas, UPI correspondent. Ohio University, Athens.

■ **April 3-6**—*International Tape Association's* seventh annual seminar, "Audio/Video Update." Keynote speakers will be NBC's David Brinkley and syndicated columnist Art Buchwald. Hilton Head Island, S.C.

**April 5**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Capital Hilton, Washington.

**April 11-12**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**April 13**—*New England Cable Television Association* spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

**April 14-15**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Hyatt Regency, Chicago.

**April 15-16**—Region six conference of *Society of Professional Journalists, Sigma Delta Chi*, for North Dakota, Minnesota and Wisconsin. Marquette University, Milwaukee.

**April 15-16**—*Women in Communications Inc.* region seven meeting. Sheraton-Century hotel, Oklahoma City.

■ **April 15-16**—*Nebraska Associated Press Broadcasters* convention. Ramada Inn, Kearney.

**April 15-17**—*Women in Communications Inc.* region six meeting. Speakers will be Tom Brokaw, NBC, and Leslie Stahl, CBS. Twin Bridges Marriott, Washington.

**April 16**—*California Associated Press Television-Radio Association* 30th annual meeting. Hotel del Coronado, Coronado.

**April 16-17**—*Women in Communications Inc.* region one meeting. First day at Washington State University, Pullman. Second day at University of Idaho, Moscow.

**April 17-19**—*Canadian Association of Broadcasters* annual meeting. Winnipeg Inn, Winnipeg, Man.

**April 17-20**—*National Cable Television Association* annual convention. Conrad Hilton hotel, Chicago.

**April 18-19**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**April 18-21**—Ninth annual conference of *Southern Educational Communications Association*. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

**April 19-21**—Electro77 electronics convention and exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

**April 20-21**—Spring convention of *Kentucky Broadcasters Association*. Stouffer's Inn, Louisville.

**April 20-21**—*Television Bureau of Advertising* retail

## Major meetings

**March 27-30**—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively in April.

**April 17-20**—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

**April 27-May 1**—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

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

**May 15-18**—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 24-25**—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

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

**June 11-15**—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

**June 11-16**—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel,

Los Angeles. 1978 convention will be June 17-20. Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

**Sept. 15-17**—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

**Sept. 18-21**—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

**Oct. 23-26**—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

**Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

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

■ **March 4-8, 1978**—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

workshop. Biltmore hotel, New York.

**April 20-22**—Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

**April 21-23**—*Louisiana Association of Broadcasters* spring convention. Sheraton hotel, Baton Rouge.

**April 22-23**—Region one conference of *Society of Professional Journalists, Sigma Delta Chi*, for New York, central and eastern Pennsylvania, New Jersey,

Delaware and New England states. Boston.

**April 22-23**—Region eight conference of *Society of Professional Journalists, Sigma Delta Chi*, for Oklahoma and Texas. Dallas.

**April 22-23**—Region 10 conference of *Society of Professional Journalists, Sigma Delta Chi*, for Washington, Oregon, Idaho, Montana and Alaska. Otter Crest, Ore.

## FREE Public Information Series! 3:30 Radio Shows Featuring Broadway Stars and Personalities!

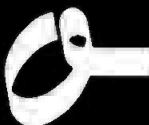
**THIS IS BROADWAY**

Interviews with STARS!  
The latest news from  
Broadway and other per-  
forming arts—What's happen-  
ing now, What's coming soon, How to get  
tickets and Behind-The-Scenes Gossip!  
THIS IS BROADWAY is co-hosted by Broadway  
Producer Isobel Robins and Actor-Writer Dick Seff  
and written and produced by Broadway & TV Producer  
Lee Reynolds. It's already booked on a major New York City  
Station.

### Here are your first month's programs:

1. INTRO SHOW
2. SANDY DENNIS
3. FRED EBB
4. JACK & MARGE WESTON
5. JOHN CULLUM
6. STUART LEVIN
7. JACK WESTON
8. RADIE HARRIS
9. NORMAN KEAN
10. ALEC McCOWEN

Call or Write now for your FREE Series!



**Oscarson Communications Company**

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THIS IS BROADWAY is made possible by a grant from the American Express  
Card in cooperation with The League of New York Theatres And Producers.

## The cure and the disease

EDITOR: I've felt for years that commercial TV programming leaves much to be desired. Unrestrained mayhem, how-to-do-it crime shows, the hard sell for kids—these audience-grabbing methods and others can't help but have negative effects on viewers and particularly on our children.

Because there's now considerable evidence to support this view, it's enjoyable to see indications that consumers can organize to force changes. But there's another side: a nagging, uncomfortable and uneasy feeling that I've seen this before, under circumstances much less rewarding to televiewers.

My own ethics in the profession of broadcast journalism came from an intensive study of Edward R. Murrow. His CBS-TV program, *See It Now*, was to me the culmination of almost 30 years of American broadcasting in terms of the medium's effect on the public for good. His programs didn't just discuss issues; they tried to right wrongs by bringing the facts out, and in many cases they succeeded.

As with almost any other TV program, *See It Now* was sponsored. At first, for the advertiser, the prestige of association with this superb program offset any small protests from potential customers who didn't agree with the editorial content. But as Murrow continued to seek controversy, the sponsor became increasingly nervous. For example, groups of McCarthy supporters brought commercial pressures on CBS-TV and on the advertiser because they disliked Murrow's treatment of the Wisconsin senator. As *See It Now* continued to prick balloons, organized protests—and the sponsor's antipathy—continued. Ultimately, the sponsor decided to pull out. The network's excuse for canceling *See It Now* was (as always) that it wasn't "pulling the ratings."

Now this pressure-group technique, aimed at advertisers, is being used to affect TV's violence, "hype" for children, etc. And my question is: Are these methods proper, just because the goals are "good?"

As a group, TV advertisers are very timid indeed. Corporate giants that sell products to millions of people will quickly disassociate with what's perceived as controversy if only a few hundred irate letters are received. The last thing these sponsors need is public questioning about a program they're identified with—and most of them will back away, rather than have their names linked with uncomfortable ideas.

And the irony is that, when actual numbers are counted, these pressure groups are rather small minorities of the total public. Their efforts are effective because they're organized.

If TV networks (and stations) and ad-

vertisers continue to allow this kind of intimidation by pressure groups, the result could be programming that isn't violent or sexy or emotional or controversial, or anything except Pablum—and in my view, we've already got more than enough of that.

It's a very difficult problem for anyone concerned with the quality of life in America, and I'm not at all sure that there's a solution. But I do think that those who seek to influence TV programming through pressure on advertisers should be very careful. They'd better be sure that they're not setting the stage for others with less laudable goals in mind.—*Larry Martz, Sacramento, Calif.*

EDITOR: Not many will argue with the image of prime-time television as being sensational in tone. Both TV and its viewers will be better off when this situation is remedied. But genuine industry self-regulation and more vigorous competition should be employed in producing better quality and more diverse programming fare. The political and financial blackmail signified by the actions of the American Medical Association and National Parent Teachers Association cannot be taken lightly. Broadcasting has fought too long and too hard toward gaining First Amendment parity with print. Let us think twice before allowing even the most prestigious of organizations to lobby against its perception of excesses on radio and television.—*Mark A. Guttman, Yonkers, N.Y.*

## Foundations for another

EDITOR: While most of our industry continues to make noise about the establishment of a new pseudo-network to relieve the economic pressures created by the big three's "lack" of programming, a small group of perceptive companies is beginning to recognize the upcoming impact of an existing network reaching 20% of U.S. TV households and growing by leaps and bounds. I am referring, of course, to cablecasting which, much to my surprise, has not been receiving the recognition it deserves. Although still considered an "infant," its penetration in certain markets is phenomenal—witness Santa Barbara, Calif., with 67% of its homes hooked to this system of telecasting (and Canada's 50% national penetration).

As most of the industry continues to ignore cable television, those companies investing in tomorrow's communication system will reap their due benefits—huge as they may be. Companies like Viacom, Warner Communications and Cablecom with major interests in the cable systems (and which continue to report greater income from their cable operations) are

perhaps the founders of a true fourth network.

But cablecasting is in danger of having its growth stunted by the FCC unless a greater number of agency/advertiser people make themselves heard. To date, the FCC has successfully regulated cable from providing consistent programming by creating "holes" in programming presented to its viewers. While a cable operator may import programming from one market to another, it may not do so, for the most part, with syndicated programming which already exists in the same market to which it is importing. The "hole" is created when cable systems do not have an alternative to the syndicated program that they must block out.

The foundation for another network exists in the form of cable television. Agencies and advertisers can make themselves heard by commenting on the FCC's inquiry concerning exclusivity rules for syndicated programming on cable television.

True expansion of available broadcast time for advertisers cannot be created by Metronet or Operation Prime Time. Cablecasting can and in it lies the future of the broadcast media.—*Paul Benjou, associate media director, Warren, Muller, Dolobowsky, New York.*

## Leave him alone

EDITOR: I would like to see the broadcasting industry come out in full support of President Carter's and CBS's recognition that the President has the right and need for private moments. The strain of constant public scrutiny is unwise and unnecessary.

Why can't journalists spend their time learning about what is happening elsewhere in the vast complexes of our government and passing that information on to us? I don't want to know every detail of any public official's private life, just some strong appraisals of their public responsibilities and acts. Stop turning me off with insipid trivia.—*K. Jurasek, Drexel Hill, Pa.*

## Law of the letter

EDITOR: Your publication mentioned Thief River Falls, Minn., as having an R-rated pay television channel ("It's Dirty Movie Time in Ann Arbor," Jan. 10).

Our pay channel provides subscribers with top quality programming from Home Box Office via earth station. To refer to Home Box Office's pay programming as R-rated and to include it in an article about X-rated programming is, to say the least, misleading.—*Richard J. Sjoberg, Sjoberg's Cable TV, Thief River Falls, Minn.*



# Where Things Stand

Monthly status report on major issues in electronic communications

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**Antitrust/networks.** Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years (although this and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS). Other two networks say they will not settle with government, however (BROADCASTING, Nov. 22, 1976), and objections to consent agreement have appeared (see story, this issue). Judge Robert Kelleher of U.S. District Court in Los Angeles two weeks ago denied network motions for dismissal of suit and for summary judgment (BROADCASTING, Feb. 28).

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

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

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

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

**Common carrier legislation.** So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, has been reintroduced in House by nearly 40 representatives, first among them Teno Roncalio (D-Wyo.). Telephone companies argue that rates of home telephone users might have to go up if "cream skimming" by specialized common carriers in private lines field is not stopped. Specialized common car-

riers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. To combat effects of Bell bill, Representative Timothy Wirth (D-Colo.) and Senator Gary Hart (D-Colo.) have introduced resolutions in respective houses reaffirming competition as soundest business practice in all areas where possible. Outside Congress, one major crusader against Bell bill is National Cable Television Association, which argues it would squelch cable growth.

**Communications Act.** Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has launched major effort to rewrite Communications Act of 1934, project designed not only to revise outdated provisions, but to re-examine fundamental underpinnings of American system of communications. Major emphasis will be broadcasting, cable television and common carrier. Project is now in hands of subcommittee staff, which plans to have written draft of major policy options for subcommittee members by first of April. Mr.

Van Deerlin has indicated that bills such as license renewal will be absorbed into over-all rewrite (BROADCASTING, Nov. 22, 1976).

**Crossownership (newspaper-broadcast).** U.S. Court of Appeals in Washington last week overturned FCC's policy allowing newspaper-broadcast crossownerships in same market, unless such multimedia holdings can be shown to be in public interest. Court ordered commission to develop rules under which divestiture of crossownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (see story, "Top of the Week").

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

MARCH 27  
MARCH 28  
MARCH 29

Mark this day for  
**The New CCA!**

two of system owners involved (BROADCASTING, April 26, 1976).

**Drug advertising.** Federal Trade Commission has begun five to six weeks of Washington hearings (see story, this issue) on proposed rule that could limit terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters.

**EEO guidelines.** FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2, 1976). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31, 1976) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings are subject of court case involving National Organization for Women and WRC-TV Washington (BROADCASTING, Nov. 8, 1976). Broadcast EEO reporting form is pending approval of General Accounting Office (BROADCASTING, Dec. 6, 1976).

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

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

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

**Food advertising.** Federal Trade Commission

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

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

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5, 1976). Commission also has fined WXP(N)FM Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. And FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7, 1976).

**Network inquiry.** FCC has instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships. (BROADCASTING, Jan. 17). Comments are due May 31.

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

**Pay cable; pay TV.** FCC's modification of its

pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26, 1976). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Also, cable systems. New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12, 1976).

**Payola.** FCC currently is holding hearings in Washington (see story, this issue) and plans more in other cities.

**Ratings.** Nielsen prime-time averages, Sept. 20, 1976-Feb. 27: ABC 22.1, CBS 18.7, NBC 18.5.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting has filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by FCC chief engineer's office. Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976).

**VHF drop-ins.** FCC was scheduled last week to vote on proposal for short-spaced assignments in four markets, although there was possibility decision would be postponed (see "Top of the Week").

**Violence on TV.** Public, institutional and government pressure grows against hard-action television programming. National Parent Teachers Association held series of "hearings" across country on topic (last was in Dallas; BROADCASTING, Feb. 28); advertisers are reacting to American Medical Association campaign against violence by pledging not to advertise on action series (BROADCASTING, Feb. 14); Annenberg School's Dr. George Gerbner says 1976 saw more violence on TV than any other year (BROADCASTING, Feb. 28), and House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing last week on subject (see story, this issue). National Association of Broadcasters, meanwhile is meeting with networks, producers and citizen groups about TV violence (BROADCASTING, Feb. 14).

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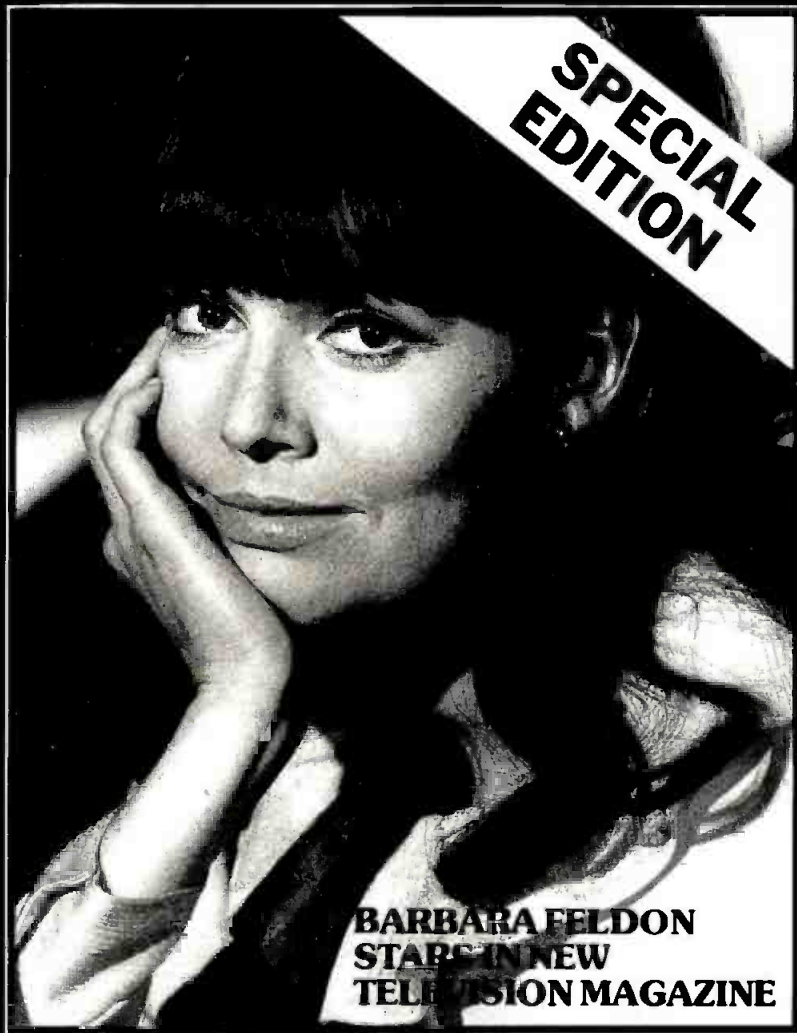
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# H O I



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Starring new host Bob Barker for 1977-78.

**18-49 WOMEN**

**Number One  
in time period  
in 40 markets.**

**56% average  
increase over  
lead-in program  
in 55 markets.**

**32% average  
increase over  
year-ago program  
in 38 markets.**

Source: NSI, Nov. 1976 and 1975. Audience estimates are subject to qualifications which Viacom will provide upon request.

**18-34 WOMEN**

**Number One  
in time period  
in 38 markets.**

**79% average  
increase over  
lead-in program  
in 57 markets.**

**39% average  
increase over  
year-ago program  
in 40 markets.**



**Two great audiences for one unbeatable Price.**

# Broadcasting Mar 7

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## Top of the Week

### D.C. court drops bomb on stations crossowned with print

**Multimedia combinations in same market have grandfather protection taken away as Bazelon opinion orders FCC to develop divestiture policy; lawyers see lengthy appeal process**

Broadcast property-owning newspapers and the FCC last week were reviewing the damage done to a commission policy aimed at providing "stability" of ownership in broadcasting, and wondering whether it could be repaired. The damage was done by a three-judge panel of the U.S. Court of Appeals in Washington, which, in a unanimous ruling that could be very wide reaching in impact, overturned the commission rule crafted to permit most newspapers to continue owning broadcast properties in the cities where they publish.

Ironically, the court, in an opinion written by Chief Judge David Bazelon, used arguments the commission had advanced in favor of diversification of ownership of media as the major premise in directing the commission to expand its present rule prohibiting the acquisition or creation of broadcast-newspaper combinations in the same city.

The commission was directed to adopt a rule that would lead to the break-up of existing newspaper-broadcast combinations in the same city, except where crossownership could be shown to be in the public interest.

"The commission's long-standing policy has been that diversification of media sources is of central importance," Judge Bazelon wrote. "It reaffirmed this view throughout the proceeding under review" by asserting that "nothing can be more important than insuring that there is a free flow of information from as many divergent sources as possible."

"Of course, the commission probably did not intend for this and similar statements to be read literally . . . . But at the

least, consistency would call for ordering divestiture absent a showing of greater public interest harm."

The rule the court has directed the commission to promulgate would have an enormous impact on the ownership structure of the broadcasting industry. It could affect 153 newspaper-broadcast crossownerships, according to a BROADCASTING survey (see page 22). The value of the properties involved would probably reach into the billions of dollars.

The proposed rule would not force newspaper publishers out of broadcasting. They could swap properties among themselves, or buy stations in other markets with the proceeds from the sale of their co-located properties. But unless the process were stretched out over several years, one observer said, the result would be "chaos."

And it appears that it will be years before a divestiture rule is implemented, if ever. Attorneys for the commission and the private properties involved were talking of appeals, either to the full nine-court bench of the appeals court (although that was described as a "waste of time" by some attorneys) or to the Supreme Court. And if the point is reached where the commission adopts a divestiture rule, one lawyer

said, it would probably be appealed. "We're looking some years down the road," he said.

What's more, a court appeal is not the only option broadcast and newspaper attorneys are considering as they seek avenues out of the trouble in which the decision places their clients. Legislation that would protect crossownerships is another. (The National Association of Broadcasters' Working Group on Media Structure—better known as the crossownership committee—is scheduled to meet at NAB headquarters on Thursday to develop NAB's strategy. A report of the meeting will be sent to all affected licensees.)

Critical as the decision is for the parties directly involved, it is seen as having implications as well for licensees of commonly owned radio and television stations without co-located newspapers. The commission in 1970 adopted a prospective ban on the creation of new radio-television combinations in the same market but grandfathered existing crossownerships. But the court has now imposed on owners of multimedia combinations the burden of demonstrating such ownership is in the public interest.

Whether or not the commission seeks

“The commission has sought to limit divestiture to cases where the evidence discloses that crossownership clearly harms the public interest. . . . We believe precisely the opposite presumption is compelled, and that divestiture is required except in those cases where the evidence clearly discloses that crossownership is in the public interest.” — Bazelon



Bazelon



Wright



Robinson

to implement that policy in a rulemaking dealing with radio-television combinations, Judge Bazelon's opinion provides new encouragement for individuals and groups interested in filing petitions to deny or competing applications against the renewal applications of stations that are a part of a combination.

The National Citizens Committee for Broadcasting, which brought the successful appeal, sees the decision in that light. Ted Carpenter, NCCB executive director, called the decision "a major victory" in providing for an "important shift in the burden of proof." He said that "the burden used to be on citizen groups, which had the least resources; now it's on the industry to prove ownership is in the public interest. That," he added, "is more reasonable."

The rule at issue in the case grew out of the proceeding resulting in the prospective ban on the acquisition or creation of new radio-television combinations in the same market. The Justice Department, in comments in the rulemaking, suggested that the commission require the divestiture of

commonly owned broadcast stations and newspapers.

The commission chose not to go that far. In January 1975, it imposed a prospective ban on the transfer or creation of such combinations but ordered the break-up of broadcast-newspaper combinations only in markets where it felt "egregious" cases of media monopoly existed. Twenty-three markets were affected—seven of them involving television stations, the remainder radio, and all of them small. The owners were ordered to divest by Jan. 1, 1980.

The commission grandfathered the broadcast-newspaper combinations in other markets. It said it would designate hearings on the renewal applications of the stations involved only if Sherman Antitrust Act violations were involved. Thus, Judge Bazelon wrote in his decision, the commission not only left the status quo largely intact, but it also solidified "the position of existing combinations by making petitions to deny more difficult."

Ten appeals were filed, most by broadcast and newspaper interests that objected to the prospective ban on crossownership

and to the order requiring divestiture in 23 markets. But the appeal on which most interest focused was that filed by NCCB, which sought across-the-board divestiture. And NCCB was not alone. The Justice Department, although technically a respondent in the case along with the commission, took a position very much like NCCB's. Last week, Jonathan Rose, deputy assistant attorney general for anti-trust, said he was "happy" about the decision. "It gives us about what we asked for," he said.

For Judge Bazelon and his colleagues on the panel—Judges J. Skelly Wright and Spottswood W. Robinson III—the key issue was the importance of assuring a diversity of voices "without government regulation of or supervision over speech." It was on that ground that the court rejected appeals of the rule banning the creation of new broadcast-newspaper combinations in the same market.

And it was on that ground that the court rejected the commission's arguments in defense of the status quo in most markets—that local ownership and manage-

**In jeopardy.** Following are 153 crossowned situations that could be affected under the appeals court ruling. There are 291 stations involved: 135 AM's, 96 FM's and 60 TV's. There are six cities with two crossowned situations (Baltimore, Chicago, Dallas, St. Louis, Washington and Shreveport, La.) and one (New York) with three. This information was derived from the BROADCASTING YEARBOOK 1977, now on the presses.

#### Alabama

WHMA-AM-FM-TV Anniston—*Anniston Star*  
WAPI-AM-FM-TV Birmingham—*Birmingham News*

#### Arkansas

KAMD(AM) and KWEH(FM) Camden—*Camden News*  
KFSA(AM) Fort Smith—*Southwest Times Record*  
KXAR(AM) Hope—*Hope Star*  
KBRS(AM) Springdale—*Springdale News*

#### California

KMJ-AM-FM-TV Fresno—*Fresno Bee*  
KBEE-AM-FM Modesto—*Modesto Bee*  
KFBK-AM-FM Sacramento and KOVR(TV) Sacramento-Stockton—*Sacramento Bee*  
KRON(TV) San Francisco—*San Francisco Chronicle*  
KTIM-AM-FM San Rafael—*San Rafael Independent Journal*  
KTMS-AM-FM Santa Barbara—*Santa Barbara News-Press*  
KSCO-AM-FM Santa Cruz—*Santa Cruz Sentinel*  
KSRO(AM) Santa Rosa—*Santa Rosa Press Democrat*

#### Connecticut

WSTC(AM)-WYRS(FM) Stamford—*Stamford Advocate*

#### District of Columbia

WMAL-TV Washington—*Washington Star*  
WTOP-AM-TV Washington—*Washington Post*

#### Florida

WIOD(AM) and WAIA(FM) Miami—*Miami News*  
WFLA-AM-FM-TV Tampa—*The Tampa Tribune* and *The Tampa Times*

#### Georgia

WALB-TV Albany—*The Albany Herald*  
WSB-AM-FM-TV Atlanta—*Atlanta Journal and Constitution*

#### Hawaii

KOHO(AM) Honolulu—*Hawaii Times*

#### Idaho

KVNI(AM) Coeur d'Alene—*Coeur d'Alene Press*  
KIFI-TV Idaho Falls—*Idaho Falls Post Register*

#### Illinois

WJBC(AM) and WBNQ(FM) Bloomington—*Bloomington Pantagraph*  
WDWS-AM-FM Champaign—*The Champaign News-Gazette*  
WFLD-TV Chicago—*Chicago Sun-Times* and *Daily News* (owns 22.5% of WFLD-TV)  
WGN-AM-TV Chicago—*Chicago Tribune*  
WSOY-AM-FM Decatur—*Decatur Herald and Review*  
WCRA(AM) and WCRC(FM) Effingham—*Effingham News*  
WGIL(AM) and WAAG(FM) Galesburg—*Galesburg Register-Mail*  
WLDS(AM) and WEAI(FM) Jacksonville—*Jacksonville Journal and Courier*  
WLPO-AM-FM La Salle—*Daily News-Tribune*  
WKAI-AM-FM Macomb—*Macomb Daily Journal*  
WGEM-AM-FM-TV Quincy—*Quincy Herald Whig*  
WKRS(AM) Waukegan—*Waukegan News-Sun*

#### Indiana

WCNB-AM-FM Connersville—*Connersville News-Examiner*  
WTRC(AM) and WYEZ(FM) Elkhart—*Elkhart Truth*  
WGL(AM) Fort Wayne—*Fort Wayne News-Sentinel*  
WRSW-AM-FM Warsaw—*Warsaw Times-Union*

#### Iowa

KBUR(AM) and KGRS(FM) Burlington—*Burlington Hawkeye*  
KCRG-AM-TV Cedar Rapids—*Cedar Rapids Gazette*  
KDTH(AM) and KFMD(FM) Dubuque—*Dubuque Telegraph-Herald*  
KFJB-AM-FM Marshalltown—*Marshalltown Times-Republican*  
KGLO-AM-TV Mason City—*Globe-Gazette*

#### Kansas

KSOK(AM) Arkansas City—*Arkansas City Traveler*  
KGGF(AM) Coffeyville—*Coffeyville Journal*  
KGNO-AM-FM Dodge City—*Dodge City Daily Globe*  
KIUL(AM) Garden City—*Garden City Telegram*  
KMAN(AM) and KMKF(FM) Manhattan—*Manhattan Mercury*  
KNEX-AM-FM McPherson—*McPherson Sentinel*  
WIBW-AM-FM-TV Topeka—*Topeka State Journal* and *Capital*

#### Kentucky

WKCT(AM) and WDNS(FM) Bowling Green—*Park City Daily News*  
WCTT-AM-FM Corbin—*Corbin Times-Tribune*  
WHAS-AM-TV and WNNS(FM) Louisville—*Louisville Courier-Journal* and *Times*  
WOMI(AM) and WBKR(FM) Owensboro—*Owensboro Messenger and Inquirer*  
WPSD-TV Paducah—*Paducah Sun-Democrat*

#### Louisiana

WJBO(AM), WFMF(FM) and WBRZ(TV) Baton Rouge—*Baton Rouge Advocate* and *State Times*  
KSLA-TV Shreveport—*Shreveport Journal*  
KWKH(AM) and KROK(FM) Shreveport—*Shreveport Times*

#### Maine

WGAN-AM-FM-TV Portland—*Portland Express* and *Portland Press Herald*

#### Maryland

WBAL-AM-FM-TV Baltimore—*Baltimore News-American*  
WMAR-FM-TV Baltimore—*Baltimore Sun*

#### Massachusetts

WBET(AM) and WCAV(FM) Brockton—*Brockton Enterprise & Times*  
WHMP-AM-FM Northampton—*Northampton Hampshire Gazette*  
WTAG(AM) Worcester—*Worcester Telegram, The Evening Gazette* and *The Sunday Telegram*

#### Michigan

WALM(AM) Albion—*Albion Recorder*  
WHFB-AM-FM Benton Harbor—*The Herald Palladium*  
WWJ-AM-FM-TV Detroit—*Detroit News*  
WOAP-AM-FM Owosso—*Owosso Argus Press*

#### Minnesota

KNUJ-AM-FM New Ulm—*New Ulm Daily Journal*

#### Mississippi

WCBI-AM-TV Columbus—*Columbus Commercial Dispatch*  
WDDT(AM) Greenville—*Delta Democrat-Times*  
WSLI(AM), WJFR(FM) and WJTV(TV) Jackson—*Jackson Clarion-Ledger* and *Daily News*  
WMOX(AM) and WTOK-TV Meridian—*Meridian Star*  
WTOK-TV Meridian—*Meridian Star*

ment of broadcasting properties is valuable, that divestiture might disturb "continuity of operation," and that "local economic dislocations" might result from widespread divestiture.

But the record, Judge Bazelon said, does not disclose the extent to which divestiture would cause harm. On the other hand, although the gains from divestiture "may be speculative," he said, "divestiture is the most promising method for increasing diversity that does not entail governmental supervision of speech." Accordingly, he said, "the commission could not rationally conclude that lesser policies, lacking support in the record, require maintenance of the status quo."

The policies of the First Amendment also support the presumption that crossowned stations do not serve the public interest, he said. "Because the right of access to the airwaves of some broadcasters has been restricted," he added, "the public is deprived of speakers it would otherwise hear."

But the paragraph that is likely to be quoted most often is the final one, where

**First.** In what could be the precursor of similar "swaps" of stations and/or newspapers among multiple owners, Multimedia Inc. and McClatchy Newspapers announced Friday (March 4) that they will trade TV stations in Greenville, S.C., and Stockton, Calif.—Multimedia's WFBC-TV Greenville (NBC-TV) for McClatchy's ch. 13 KOVR-TV Stockton (ABC-TV). (Multimedia publishes both the *News* and the *Piedmont* in Greenville-Spartanburg, S.C.-Asheville, N.C., the 36th ADI market, while McClatchy publishes the *Bee* in Sacramento-Stockton, the 24th ADI.) The deal had been in the works for some time. According to terms of the agreement, which must be ratified by stockholders of both companies and approved by the FCC, McClatchy will buy WFBC-TV's facilities for an additional \$3 million. Multimedia will retain ownership of WFBC-AM-FM Greenville.

Judge Bazelon begins, "The commission has sought to limit divestiture to cases where the evidence discloses that crossownership clearly harms the public interest." Because of the importance of diversification of media ownership, he added, "we believe precisely the opposite presumption is compelled, and that divestiture is required, except in those cases where the evidence clearly discloses that crossownership is in the public interest." Therefore, he said, the commission is directed to adopt a new rule "not inconsistent with this opinion."

To some lawyers, that final point may be

the decision's point of vulnerability on appeal. "It's one thing to say a decision is not well reasoned and to send it back to the commission for another look," said one lawyer, "but the court here has directed the commission to order divestiture. It's questionable that the court has that authority."

Another element in the opinion that has surfaced as a possible target for those seeking to attack the opinion is in a paragraph dealing with the inconclusiveness of the record in the case as to whether crossownership is in the public interest. "The record," Judge Bazelon wrote, no

#### Missouri

KFRU(AM) Columbia—*Columbia Daily Tribune*  
KSD-AM-TV St. Louis—*St. Louis Post-Dispatch*  
KTVI(TV) St. Louis—*St. Louis Globe-Democrat*  
KGBX(AM) and KYTV(TV) Springfield—*Springfield News and Leader & Press*

#### Montana

KATL(AM) Miles City—*Miles City Star*

#### Nebraska

KHAS-AM-TV Hastings—*Hastings Tribune*  
WJAG-AM-FM Norfolk—*Norfolk Daily News*

#### Nevada

KORK-AM-FM-TV Las Vegas—*Las Vegas Review-Journal*

#### New Jersey

WJLK-AM-FM Asbury Park—*Asbury Park Press*

#### New Mexico

KMIN(AM) Grants—*Grants Daily Beacon*

#### New York

WEVD-AM-FM New York—*Jewish Daily Forward*  
WPIX-FM-TV New York—*New York Daily News*  
WQXR-AM-FM New York—*New York Times*  
WHDL(AM) and WBEF(FM) Olean—*Olean Times-Herald*  
WHEC-TV Rochester—*Rochester Democrat and Chronicle* and *Rochester Times-Union*  
WSYR-AM-FM-TV Syracuse—*Syracuse Post-Standard* and *Herald-Journal*  
WJNY(AM) Watertown—*Watertown Daily Times*

#### North Carolina

WGWR(AM) and WCSE(FM) Asheboro—*Asheboro Courier-Tribune*  
WWNC(AM) Asheville—*Asheville Citizen-Times*  
WDNC(AM) and WDCG(FM) Durham—*Durham Herald and Sun*

#### North Dakota

WDAY-AM-FM-TV Fargo—*The Fargo Forum*

#### Ohio

WAKR-AM-TV and WAEZ(FM) Akron—*Akron Beacon-Journal*  
WCPO-TV Cincinnati—*Cincinnati Post*  
WEWS(TV) Cleveland—*Cleveland Press*  
WBNS-AM-FM-TV Columbus—*Columbus Dispatch*

WHIO-AM-FM-TV Dayton—*Dayton News and Journal-Herald*  
WFIN(AM) and WHMQ(FM) Findlay—*Findlay Courier*  
WCLT-AM-FM Newark—*Newark Advocate & American Tribune*  
WHHH(AM) Warren—*Warren Tribune-Chronicle*  
WWST-AM-FM Wooster—*Wooster Daily Record*  
WFMJ-AM-TV Youngstown—*Youngstown Vindicator*

#### Oklahoma

KVSO(AM) Ardmore—*Ardmore Ardmoreite*  
KSEO-AM-FM Durant—*Durant Democrat*  
KBIX(AM) Muskogee—*Muskogee Phoenix & Times Democrat*  
WKY(AM) Oklahoma City—*Oklahoma City Oklahoman* and *Times*  
WBBZ(AM) Ponca City—*Ponca City News*  
KGFF(AM) Shawnee—*Shawnee News-Star*  
KSPI-AM-FM Stillwater—*Stillwater News-Press*

#### Oregon

KAGI(AM) Grants Pass—*Grants Pass Courier*  
KOIN-AM-FM-TV Portland—*Portland Oregonian* and *Oregon Journal*

#### Pennsylvania

WCPA-AM-FM Clearfield—*Clearfield Progress*  
WCED-AM-FM DuBois—*DuBois Courier Express*  
WEEX(AM) and WQQQ(FM) Easton—*Easton Express*  
WSEE(TV) Erie—*Erie Morning News* and *Times*  
WGET-AM-FM Gettysburg—*Gettysburg Times*  
WTPA-FM-TV Harrisburg—*Harrisburg Patriot and News*  
WHUN(AM) and WRLR(FM) Huntingdon—*Huntingdon News*  
WJAC-AM-FM-TV Johnstown—*Johnstown Tribune-Democrat*  
WGAL-TV Lancaster—*Lancaster Intelligencer Journal* and *New Era*  
WNPV(AM) Lansdale—*North Penn Reporter*  
WWSW(AM) and WPEZ(FM) Pittsburgh—*Pittsburgh Post-Gazette*  
WEEU(AM) Reading—*Reading Times* and *Eagle*  
WEJL(AM) and WEZX(FM) Scranton—*Scranton Times*

#### Rhode Island

WEAN(AM) and WPJB-FM Providence—*Providence Journal Bulletin*  
WWON-AM-FM Woonsocket—*Woonsocket Call*

#### South Carolina

WAIM-AM-TV and WCAC(FM) Anderson—*Anderson Independent* and *Daily Mail*

WFBC-AM-FM-TV Greenville—*Greenville News* and *Piedmont*  
WTND(AM) Orangeburg—*Orangeburg Times & Democrat*

#### Tennessee

WETB(AM) Johnson City—*Johnson City Press-Chronicle*  
WNOX(AM) Knoxville—*Knoxville News-Sentinel*  
WMC-AM-FM-TV Memphis—*Commercial Appeal* and *Memphis Press-Scimitar*

#### Texas

KDFW-TV Dallas—*The Dallas Times Herald*  
WFAA-AM-TV and KZEW(FM) Dallas—*Dallas Morning News*  
WBAP(AM)-KSCS(FM) Fort Worth—*Fort Worth Star-Telegram*  
KPRC-AM-TV Houston—*Houston Post*  
KCEN-TV Temple—*Temple Telegram*

#### Utah

KSL-AM-FM-TV Salt Lake City—*Deseret News*

#### Virginia

WFLS-AM-FM Fredericksburg—*Fredericksburg Free Lance-Star*  
WGH-AM-FM Newport News—*Newport News Daily Press* and *Times-Herald*  
WTAR-AM-TV and WKEZ(FM) Norfolk—*Norfolk Ledger-Star* and *Virginian-Pilot*

#### Washington

KHO-AM-FM-TV Spokane—*Spokane Chronicle*  
KTNT(AM) and KNBQ(FM) Tacoma—*Tacoma News-Tribune*

#### West Virginia

WHIS-AM-TV and WHAJ(FM) Bluefield—*Bluefield Daily Telegraph*

#### Wisconsin

WCLO(AM) and WJVL(FM) Janesville—*Janesville Gazette*  
WIBA-AM-FM Madison—*Capital Times*  
WTMJ-AM-TV and WKTI(FM) Milwaukee—*Milwaukee Journal* and *Sentinel*  
WFHR(AM) and WWRW(FM) Wisconsin Rapids—*Wisconsin Rapids Tribune*

#### Wyoming

KFBC-AM-FM Cheyenne—*Wyoming Eagle* and *Wyoming State Tribune*

more establishes that crossownership serves the public interest than injures it."

While the Bazelon opinion last week was a subject of strategy talks on the part of attorneys concerned with its long-range implications, it is a matter of immediate concern to three newspaper companies whose hold on licenses in four markets is at stake in cases now pending before the appeals court in Washington.

Stauffer Publications' renewal applications for WIBW-AM-FM-TV Topeka, Kan., were the target of a petition to deny filed by the Department of Justice, while the renewal applications of Newhouse Broadcasting for WSYR-AM-FM-TV Syracuse, N.Y., and WAPI-AM-FM-TV Birmingham, Ala., and of the Daily Telegraph for WHIS-AM-FM-TV Bluefield, W. Va., were the targets of citizen group petitions.

In each case, the commission denied the petition on the ground that the petitioner had not made the kind of showing of anti-trust law violation required by the new rule. (WHIS represented a special case, however; Bluefield is one of the markets where the commission has ordered divestiture by 1980.) But the petitioners appealed.

There is one other case whose outcome might be affected by the Bazelon decision. It involves the commission's crossownership rule involving television and cable television. It is patterned after the broadcast-newspaper rule, and it was appealed by the same party—NCCB.

## No fee refund: That's directive Wiley gets from Capitol

**Hollings and Van Deerlin seek to save what's in government till while way is found to keep collecting**

Chairmen of the Senate and House Communications Subcommittees moved last week to block FCC plans to refund money collected since 1971 under a now-abandoned fee schedule. Senator Ernest F. Hollings (D-S.C.) and Representative Lionel Van Deerlin (D-Calif.) urged the commission, in a letter to Chairman Richard E. Wiley, to hold those plans in abeyance until it consults with the Department of Justice and the General Accounting Office.

Senator Hollings and Representative Van Deerlin want the Department of Justice to consider an appeal to the Supreme Court of an appeals court ruling in December that overturned the commission's fee schedule. And they want the GAO to make an independent determination of the commission's accounting ability to develop a fee schedule that would meet the court-established criteria. The subcommittee chairmen made those views known in letters to Attorney General



**Under new management.** The new proprietors of WMAL-AM-FM Washington took over those facilities Friday morning, closing ABC's \$16 million purchase from Joe Albritton's Washington Star Station Group. On hand for the occasion (l-r): seated—Elton Rule, president of ABC Inc., and Andrew M. Ockershausen, who moves with the stations to ABC as executive vice president of WMAL Inc.; standing—Harold L. Neal, president of ABC Radio, and Leonard H. Goldenson, chairman of ABC Inc.

Griffin Bell and Comptroller General Elmer B. Staats.

The commission gave up on its fee-collection program after the court decision which held that the schedule did not square with the standards the Supreme Court prescribed in 1971, in overturning an earlier schedule. The commission suspended its fee schedule and then said it lacked the accounting capability to recalculate its fee schedule in a manner the court would accept.

The commission also virtually decided to refund all fees in excess of \$5 collected since 1971—\$127 million out of a total of \$163 million. What's more, the commission informed Senator Hollings and Representative Van Deerlin, the administrative cost would be \$2 million.

Senator Hollings and Representative Van Deerlin, who wrote their letters after conferring with Chairman Wiley on the matter on Capitol Hill on Wednesday, expressed concern in their letter to Mr. Bell that the commission "has not seriously considered" appealing the case to the Supreme Court.

Their concern extends beyond the loss of FCC-collected fees. They said that if the lower court decision is permitted to stand, the basis for what could be "several billion dollars" in fees collected by federal agencies under a 1951 statute "will be in jeopardy."

In their letter to Mr. Staats, Senator Hollings and Representative Van Deerlin did not stop at requesting a check on the commission's ability to do what the court says is necessary. They asked that GAO recommend specific changes it feels are necessary in the FCC's accounting system

and propose alternatives to the FCC's fee schedule which meet the criteria established by the courts and the statute.

## Disk jockeys have difficulties at payola hearings

**Their attorney asks for recess after they begin telling him different stories; Mel Edwards due on the stand this week**

Attorneys on both sides of the FCC's "payola/plugola" investigation were forced to request recesses last week as discrepancies cropped up in the tales told by five WOL(AM) Washington disk jockeys accused of coercing concert promoters into paying them to play records of music groups appearing there (BROADCASTING, Feb. 28).

Two of the disk jockeys, Roger Bethel and Marshall Payne, did testify during the third week of the FCC's hearings. It was after Mr. Bethel's two days of testimony that David Meyers, attorney for all five of the air personalities, asked for a day's recess to resolve conflicts in the stories of his clients. One attorney involved in the hearings said Mr. Meyers "was concerned whether he could represent them all."

Although Mr. Meyers said, "I can still represent all five," FCC counsel Keith Fagan, who spent all day Thursday re-interviewing the disk jockeys, said the apparent conflict "hasn't necessarily been resolved on the record."

Mr. Meyers's troubles with his clients reportedly center on the relationship to a Washington-area promotion firm, Nouveau Riche Inc., headed by Kenny Barnes, a close associate of WOL DJ Mel Edwards. Most of the charges raised in the hearings have concentrated on Mr. Edwards and his promotion activities, including the WOL disk jockey's DJ Productions.

Mr. Edwards has denied any involvement with Nouveau Riche, but promoter William Washington, the first witness in the hearings (BROADCASTING, Feb. 21), called the company a "front" for Mr. Edwards's activities.

Mr. Bethel (whose airname is Raymond St. James) testified about his duties as a disk jockey and his relationship to Mr. Edwards and DJP. Although he was "in title only" the treasurer of the now defunct company, Mr. Bethel said he had very little to do with the day-to-day operation of it. The company's books, he said, were kept by Mr. Edwards, who also was responsible for most of its finances.

Mr. Fagan questioned Mr. Bethel for some time about a \$20,000 loan Mr. Edwards secured from DJP's accounts. Mr. Bethel, unaware of the loan at the time it was made, said that Mr. Edwards had used the money "to pay some acts" he had promoted on his own. "Mel had gotten burned on the shows," Mr. Bethel said, and he borrowed the money from DJP to settle his debts to the performers. Mr.





**Loyal opposition.** When they lost the White House, the Republicans lost their most effective Springboard to television. Last week they tried to minimize their loss in separate meetings with network officials. In the office of John Rhodes (Ariz.), House minority leader, the Republicans sought assurance of access to TV following future presidential TV addresses. It's reported they made no specific demands and the networks made no specific promises other than to assure the party leaders that they always tried and will continue to try to be evenhanded whenever the President gives a controversial speech. It was NBC's turn in the meeting pictured, attended by (l-r) Peter Kenney, NBC Washington vice president; Richard Wald, NBC News president; Mr. Rhodes; William Brock, Republican National Committee chairman; David C. Adams, NBC vice chairman, and Herbert Schlosser, NBC president. For CBS were Gene Mater, vice president and assistant to the president, CBS/Broadcast Group, and William Leonard, CBS Washington vice president. And for ABC were William Sheehan, president ABC News; Everett Erick, senior vice president and general counsel; Eugene Cowen, Washington vice president, and Paul Myer, director, government relations.

Bethel said the money was paid back.

Mr. Fagan, who had subpoenaed DJP's books, pointed out other peculiarities in the company's accounts. Mr. Bethel said that he had received "six or seven thousand dollars" from the company, but the books revealed only one \$370 dollar payment to him and a \$3,700 payment when DJP disbanded.

Mr. Bethel's testimony also revealed that many of the record sheets indicating what records were played on WOL have been misplaced or lost. Mr. Bethel said the lists were sometimes lost, inadvertently thrown out or the disk jockeys never filled them out because they could not find the proper forms. The record sheets are used by WOL's management to monitor what is being played.

The disk jockeys' weekly reports of their activities outside the station were not filled out regularly either, according to Mr. Bethel. "I never really understood what kind of information they wanted from me," he said. "I really didn't take them all that seriously." Mr. Bethel said that the

week before the FCC's hearings began (Feb. 16), he had spent a day filling out "25 or 30" weekly reports from 1976.

Mr. Fagan recalled Mr. Bethel to the stand late last Friday to further inquire into his association with Nouveau Riche and to clarify some of the other discrepancies in his testimony. Mr. Bethel said DJP funds were invested in an August 1976 Nouveau Riche promotion of Quincy Jones. This was after the disk jockeys had been ordered by WOL management to stop their promoting activities.

Mr. Payne (airname Bobby Bennet) testified for most of Friday. While on the stand, Mr. Payne said he had interviewed artists appearing for his company while on the air. He did not, he said, consider it inappropriate. He said all of his interviews had to be approved by the station management. Mr. Payne also said he had announced appearances of groups in Washington. He said he did not limit his announcements to groups promoted by DJP.

Also late Friday, Administrative Law Judge Joseph Stirmer denied petitions by

**One step closer to drop-ins.** After more than a week of agonizing over the issue, FCC Commissioner Abbott Washburn decided on Friday to support the proposal to issue a notice of rulemaking looking to the drop-in of short-spaced VHF channels in four markets. His support, in the form of a concurrence, will produce the majority needed to issue the notice.

Chairman Richard E. Wiley and Commissioners Joseph Fogarty and Benjamin L. Hooks had already decided to vote for the proposal. Like Commissioner Washburn, Commissioner Hooks will concur. The opponents are Commissioners Robert E. Lee and James Quello. Commissioner Margita White is not participating.

The notice will seek comments on proposals to drop in VHF's at Charleston, W. Va. (ch. 11), Johnstown, Pa. (ch. 8), or Altoona, Pa. (ch. 12), Knoxville, Tenn. (ch. 8), and Salt Lake city (ch. 13).

Commissioner Washburn had held up action because of his view that the commission should do an additional study on terrain-shielding features in Johnstown as it did in Knoxville, which has similar terrain features, before issuing the notice. The commission declined on a 3-to-3 vote to do the study before issuing the notice, but will do it during the comment period. The commission is scheduled to take a final vote this week on issuing the notice.

The controversial nature of the proposal will result in five separate statements, with Chairman Wiley and Commissioner Fogarty joining in one of them.

the disk jockeys and Sonderling Broadcasting, licensee of WOL, to be named as parties to the proceeding. His decision denies the petitioners the right to cross-examine witnesses and to call their own. The judge said the inquiry was "industrywide" and not specifically concerned with WOL.

This week's hearings will take testimony from other WOL DJ's. Charles Green (airname Chuck McCool) and Gregory Hines will testify Monday and Tuesday, and Mr. Edwards is scheduled to take the stand on Wednesday.

## WGA, networks and producers come to terms

**One-third wage increase helps avert strike, danger to new season**

TV scribes belonging to the Writers Guild of America will get a cumulative 34% wage increase over a four-year period in the key provision of a settlement with the networks that was reached last week.

"I'm delighted we were able to avert a strike," said B. Donald Grant, vice president, programs, CBS-TV.

If the guild had not ratified the terms of the contract, the writers would have gone out on strike last week and disrupted the networks' plans for orderly development of pilots geared to the 1977-78 prime-time schedules.

One source close to the negotiations said both sides remembered "the bitter, miserable" 1973 writers' strike, which delayed the 1973-74 prime-time schedules and resulted in a lowering of the quality of series' episodes because of hasty, catch-up writing, when the strike was finally settled. These memories might well have pushed both sides into compromises leading to an agreement, this source said.

A guild spokesman said more than 1,000 writers (out of the 3,200 members) attended the Los Angeles ratification meeting and voted "unanimously" to accept the contract, another key provision of which will provide rerun payments on an unlimited basis. (The old contract cut off residuals after the 10th rerun.)

Writers of TV scripts will get a 6% increase in their minimum fee for fiscal 1977-78 (as of March 2), an 8% increase for fiscal 1978, another 8% increase for 1979 and a 9% increase in 1980. By 1980, according to one source, the minimum for a half-hour TV script will be \$6,740 and the minimum for a 60-minute TV script will be \$10,055.

Simultaneously, in New York, the guild voted 210 to 94 last Tuesday (March 1) to accept a contract that would boost the top scale of news writers from \$415 a week to \$440 on March 2, 1978, and then to \$471 the following year and \$500 in 1980.

The Hollywood contracts cover the three networks, the Association of Motion Picture and Television Producers and two nonassociation members, Paramount and Universal.

## In Brief

Bill to reduce commercial TV network domination of prime time was introduced by **Representative John Murphy** (D-N.Y.). It would (1) provide that networks supply **no more than half** of station's programming during prime time and no more than half outside prime time (excepting news and sports) and (2) **make networks divest** of all but one television O&O within five years of passage.

FCC **rejected fairness doctrine complaint** against CBS by American Security Council Education Foundation, which said study of network's programming between 1972 and 1976 showed failure to afford adequate time to threat to U.S. security (BROADCASTING, Sept. 13, 1976).

National Citizens Committee for Broadcasting seeks rulemaking to end "**practice of commissioners or FCC staff personnel accepting free lunches or dinners . . . at expensive restaurants**" from industry representatives. Petition was submitted by Henry Geller, former FCC general counsel, and Charles Firestone, Citizens Communications Center.

FCC has begun inquiry into **practices of noncommercial broadcast stations** that have raised questions about crossing line into commercial area ("Closed Circuit," Feb. 28). Comments due May 16.

Singer Co. said Friday **it has reinstated singer Anita Bryant** as hostess of proposed TV series. Earlier reports (see page 56) said she had been dropped for opposition to homosexuals as teachers in Florida public schools.

**Pennsylvania Association of Broadcasters** held 18th annual banquet honoring 27-person congressional delegation in Washington last Wednesday (March 2)—but short 25 honor guests from House who were working on new code of ethics. Two Republican senators, Richard S. Schweiker and John H. Heinz III, did participate, along with Pennsylvania native **Jean Stapleton** (Edith Bunker in CBS-TV's *All in the Family*) who received PAB's gold medal, presented by President Robert H. Sauber of WTIV(AM) Titusville. Ms. Stapleton said upcoming season might be the last of hit show; "**It's like a funeral**" on set, she said, with no talk of renewal for 1978-79.



**Changing partners.** Officials of NBC-TV, Storer Broadcasting and KCST-TV San Diego came together in Washington last Thursday (March 3), during the dinner of the Radio Television Correspondents Association, to celebrate their new affiliation agreement in San Diego, effective June 27. The Storer station, on ch. 39, is now affiliated with ABC-TV, which will switch its programming to McGraw-Hill's ch. 10 KGTV(TV). The CBS-TV affiliation there remains with Midwest TV Inc.'s ch. 8 KFMB-TV. Pictured (l to r): Donald J. Mercer, NBC-TV vice president for affiliate relations; Terry Lee, Storer executive vice president; Robert Howard, president of NBC-TV, and Bill Fox, general manager of KCST-TV.

FCC **denied** Sandy Frank Film Sales Inc.'s petition for reconsideration of decision not to bar **multiple exposure** during prime-time access—that is, to forbid "stripping" of syndication shows on two or more nights of week. FCC cited both business and First Amendment restraints.

**Peter S. Hoffman**, VP, McHugh and Hoffman communications consultants, McLean, Va., elected president and chief operating officer. **Philip L. McHugh**, who had been president, remains chairman and chief executive officer.

**Rick Sklar**, VP-director of program development, ABC Owned AM Stations and operations director of WABC(AM) New York, named VP-programing, ABC Radio Division.

**Irwin Gross**, 64, co-founder of Henry I. Christal Co. (now The Christal Co.), radio station representative firm, died Feb. 24 in White Plains, N.Y. He had been ill with multiple sclerosis for many years, retired about 10 years ago.

## The new order in the Senate



Hollings



Magnuson



Cannon



Inouye



Ford



Durkin



Zorinsky



Riegle



Griffin



Stevens



Packwood



Schmitt



Danforth

## Line-up locked up for Senate Communications unit

Organization of the Senate Communications Subcommittee for the 95th Congress was completed last week, with 13 senators assigned to the panel—eight Democrats, including Commerce Committee Chairman Warren Magnuson (D-Wash.), and five Republicans. The roll, in order of seniority: Democrats—Ernest Hollings (S.C.), chairman, Mr. Magnuson, Howard Cannon

(Nev.), Daniel K. Inouye (Hawaii), Wendell Ford (Ky.), John Durkin (N.M.), Edward Zorinsky (Neb.) and Donald Riegle (Mich.). Republicans—Robert Griffin (Mich.), ranking minority member, Ted Stevens (Alaska), Bob Packwood (Ore.), Harrison Schmitt (N.M.) and John Danforth (Mo.). The number of members is down from last year's 14.

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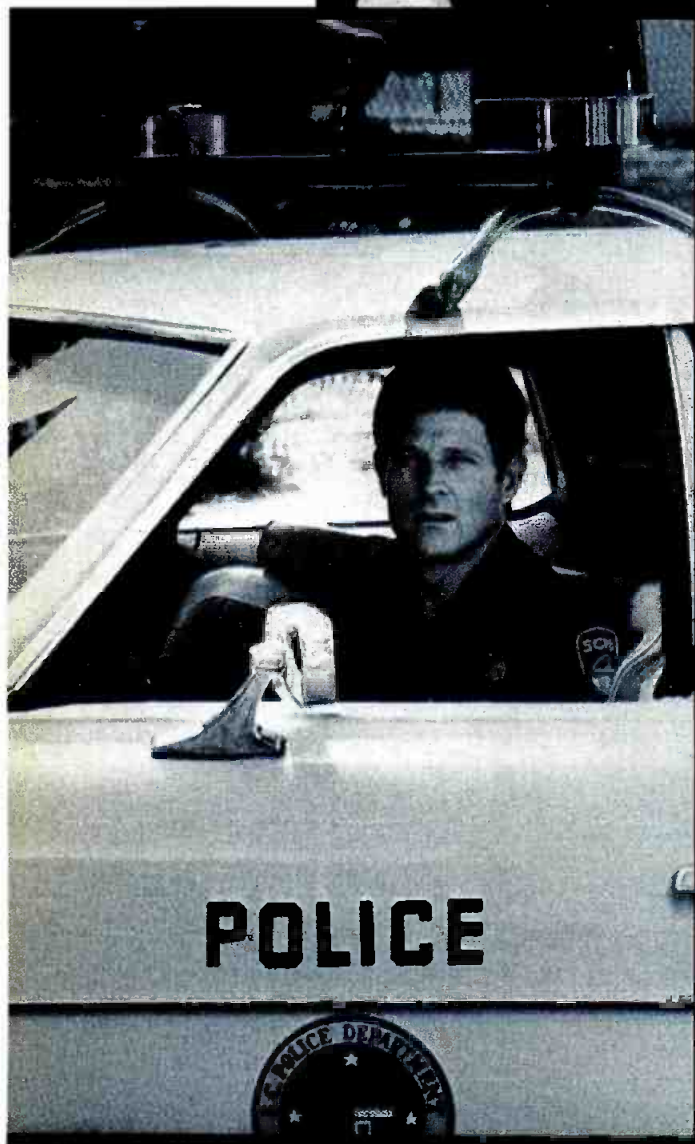
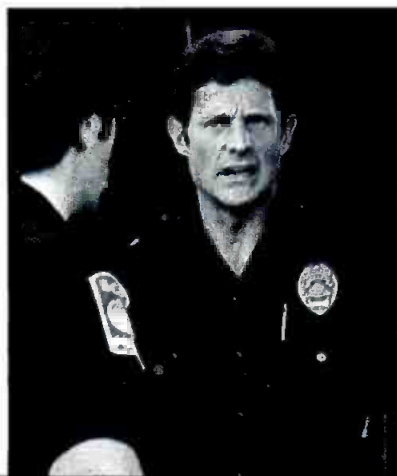
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## NBC-Justice agreement blasted in comments to Judge Kelleher

Other networks, producers and cable operators say consent deal in antitrust suit would actually be counterproductive

The proposed consent judgment that the Justice Department persuaded NBC to accept as a means of ending the government's antitrust suit against the network (BROADCASTING, Nov. 22, 1976) is proving far less palatable to a number of interested parties.

ABC and CBS, defendants in similar antitrust cases brought by the Justice Department's antitrust division, say the proposed judgment would overlap and conflict with FCC regulations and proceedings. CBS says the Justice-blessed proposal would be anticompetitive.

Six major motion-picture production companies say the proposal is worse than useless in that it "legitimizes past illegal practices and provides a vehicle for preserving an industrywide, anticompeti-

tive code of behavior."

The National Cable Television Association, a group of 24 pay cable companies and the National Citizens Committee for Broadcasting say provisions permitting NBC to obtain exclusive rights to film presentation against pay cable have the effect of preserving existing industry practices that, they say, deny pay cable reasonable access to the film market.

The comments, filed last week with the Justice Department for referral to Judge Robert J. Kelleher, who is presiding over the antitrust suits in Los Angeles, say either that specific provisions found objectionable should be modified or stricken, or that the entire proposal should be rejected.

Earlier, other equally critical comments were filed. The Institute for Public Interest Representation of Georgetown University Law Center contended that the competitive impact statement Justice issued with the proposed judgment was defective in failing to provide the information it said the public needs to make an informed judgment. And a group of Hollywood producers, writers and directors said that the proposed agreement is likely to aggravate rather than ameliorate the conditions the proposed judgment addresses (BROADCASTING, Feb. 14).

The Antitrust Division will prepare a response to the comments before sending them to Judge Kelleher.

ABC and CBS, which have maintained that they will not follow NBC's example

and enter a consent judgment, leaned heavily on the argument that the proposed judgment would, in ABC's words, "superimpose inflexible, judicially fashioned regulations on an industry already subject to pervasive and ongoing regulatory control by the FCC."

The proposed judgment would, among other things, limit the amount of programming NBC could produce, and regulate its dealings with program suppliers as well as specify the amount of motion-picture exclusivity protection it could secure against pay cable systems. The court's acceptance of the proposed judgment, ABC says, "would rob the FCC of its congressionally mandated administrative role in the telecommunications industry."

The two networks both note that the commission has undertaken a wide-range inquiry into network practices that covers the issues raised in the antitrust cases and that could result in new regulations. "How can this court be expected to rationalize the provisions of the proposed decree with regulations which are not only subject to change but not yet even written?" CBS asks.

Along with its comments, ABC filed a motion asking the court either to reconsider its denial of ABC's motion, filed on Aug. 4, 1972, to dismiss the case against it or to stay it pending the outcome of the commission's inquiry. ABC says the commission's investigation would aid the court in reaching an accommodation between the antitrust and the regulatory aspects of the case. (Judge Kelleher last month denied a second round of motions filed by the three networks requesting dismissal of the cases on the ground that the commission has "pervasive" jurisdiction over the issues. [BROADCASTING, Feb. 28].)

CBS goes beyond the alleged conflict between regulatory and antitrust aspects to assert that the proposed judgment is anticompetitive and therefore "inconsistent with the policy of the Sherman Act" in limiting NBC's program production—which CBS also says violates NBC's First Amendment rights—and restricting the program rights that can be bought and sold.

Indeed, CBS says, if the networks had agreed to such limitations on their own motion, "that agreement would without question constitute a per se violation of the Sherman Act." And CBS notes that "the relevant provisions" of the proposed decree only become operative when and if CBS and ABC also become bound by them.

The six motion picture producers—Columbia Pictures Industries, Goodson-Todman Productions, Paramount Pictures, Twentieth Century-Fox, Warner Bros. and Universal—the cable interests and NCCB viewed the proposed consent judgment through a different glass.

The film companies say that provisions said to limit long-term options on programming and NBC's program production change nothing—they simply "solidify, legitimize and perpetuate the networks' dominance and illegal practices."

The companies say, for instance, that

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the proposed judgment would limit long-term options, which suppliers are required to "surrender ... on the still-unborn series," to four years, while present industry practices limit them to five years. And they add that while the proposed judgment would limit NBC's right to produce programming—two-and-a-half hours of prime time eight hours of daytime and 11 hours of fringe time material per week—the networks, because of their control over access to their facilities, should not be permitted to produce any programming—a position Justice had originally taken. What's more, the companies note NBC's present production totals far less than the judgment would permit (one hour of prime time, for instance.)

The cable interests and NCCB lodged a similar complaint against the provision in the proposed judgment that would permit NBC to acquire exclusive rights to a film as against pay cable that would commence 30 days prior to the first network availability date and extend until the termination of the agreement of 24 months, which ever occurs first, plus 12 additional months for each additional exhibition beyond the first two showings. Except for the fact that NBC now obtains exclusive rights against pay cable beginning 60 days before availability, the provision institutionalizes existing practices.

The provision, the parties say, unduly restricts competition between the networks and pay cable. Indeed, the group of pay cable companies say the Justice Department is "the last party we would expect to support the oligopolistic networks in their efforts to suppress potential competition." (NCTA and NCCB also point out that the proposed judgment would prohibit NBC from entering into film contracts that give it exclusivity against theaters, closed-circuit television in hotels, airline showings and video disks.) NCTA also says the proposed provision "becomes even more restrictive" when the FCC's pay cable rules are factored in.

Justice had originally proposed limiting exclusivity to 45 days before and after each broadcast, and NCCB indicated it regarded that as reasonable while NCTA said that, in suggesting it, the department "was moving in the right direction." The group of pay cable companies contends that no network exclusivity against pay cable is justified. But in the interest of settling the case, the groups would not oppose a provision limiting exclusivity against pay cable to the 15-day period preceding each network exhibition.

The pay cable companies represented in the comment are American Television & Communications, Cablecom-General, Cable Information Systems, Central California Communications, Communications Properties, Continental Cablevision, Cox Cable Communications, Daniels Properties, Good-Vue CATV, Harris Cable, Heritage Communications, Home Box Office, Inertia Liberty Communications, Manhattan Cable Television, Mid-West Video, Sammons Communications, Telecommunications, Telesis, Teleprompter,

TM Communications, UA Columbia Cablevision, United Cable Television and Vision Cable Communications.

## Leonard sees warning signals for broadcasters

**CBS vice president thinks efforts to control TV programs are a threat to First Amendment rights**

Bill Leonard, the former CBS newsman who went to Washington a little over a year ago as a CBS vice president to keep an eye on the network's interests, has seen

much to alarm him. Broadcasting, he suggested, is threatened by an "almost overwhelming" temptation "to monkey with it."

He has seen "a pattern of inquiry, bordering on inquisition," aimed at television. "Everyone," he said, "seems to be playing this game. Everyone with an axe to grind, a headline to grab, an ambition to fulfill, or a cause to further, finds a convenient whipping boy in television."

Mr. Leonard, who spoke on Monday (Feb. 28) at a luncheon meeting of the Federal Communications Bar Association, expressed concern about what he saw as a threat to broadcasters' First Amendment rights, and about the proposed revamping of the Communications Act of 1934.

The First Amendment threat that Mr. Leonard saw was not the kind that former

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"Now," he said, "we have the spectacle of those same well-meaning people—once horrified over the way Nixon, Agnew and that crowd were attacking broadcasters' independent news judgment—in the forefront of those who would control program content."

He said the House Communications Subcommittee was about "to kick the networks around on the issue of sex and violence." And he saw irony in the fact that advertisers are being urged to boycott programs that are said to contain undue amounts of sex and violence.

"The very same people who screamed so loudly a few years ago against advertiser influence over program content, now turn around and urge advertisers to boycott programs," he said. The precedent, he warned, is dangerous. "Today sex and violence, tomorrow a documentary, or news broadcast that offends."

There was reason for concern, he also suggested, in the House Communications Subcommittee's proposed rewrite of the Communications Act—a position he has expressed before. He said there is a "we vs. them approach" to the project, and cited a subcommittee staff report on cable television that, he said, claims "broadcasters, particularly the networks, have become too powerful" and that the commission exists only to promote broadcasting and that, as a result, the system needs to be "reshaped."

"But in whose image?" he asked. "I sometimes wonder if those in the communications business who are so eager to jump on this bandwagon really know what they are getting into."

Mr. Leonard does not believe the system needs reshaping. It works well, he said, with the flexibility to absorb new technologies as they develop. Not only cable television, but the emergence of UHF, FM, stereo radio and translators prove that point, he said.

Although the "amalgamation of tech-

nologies we call mass communications has come far," he said, and promises more, "all of us in the communications business have become so absorbed in protecting our own little spheres of influence or dominance that we are in some danger of surrendering the entire communications system to Uncle Sam . . . programming and all."

Broadcasting has become strong, he said, "but still the temptation to monkey with it is almost overwhelming." He recalled that Lenin in 1919 said that the press is too important to be left to journalists. "I shudder to think that good-hearted men at a different time and in a different place could come to the same conclusion about broadcasters."

## Opposition filed to L.A. petition to convert commercial VHF to noncommercial

**ABC, CBS, Metromedia and KCOP say that request by Los Angeles groups would defy Communications Act; black group supports proposal**

After three local citizen groups advanced a plan to secure a noncommercial VHF channel for Los Angeles, the most likely recipient, KCET(TV) (ch. 28) politely turned thumbs down. And now, ABC Inc., CBS Inc., KCOP(TV) Los Angeles and Metromedia Inc., in comments to the FCC, have joined the opposition bandwagon.

The proponents—the Committee to Eliminate the UHF Handicap on Public Television in Los Angeles, Public Communication Inc. and Advocates for the Arts—provided two possible courses of action. The first involves a comparative hearing among the seven Los Angeles commercial VHF licensees, with the station "least serving" the public interest

forfeiting its license. The second would guarantee noncommercial U's in the market the right of first refusal when a commercial V is being sold (BROADCASTING, Jan. 24)

The petitioners also asked the commission to institute a policy aiding noncommercial parties who compete with their commercial counterparts in FCC proceedings.

KCET, the largest noncommercial U in the market which also is served by similarly licensed KLCs(TV) Los Angeles, KOCE-TV Huntington Beach and KVCR-TV San Bernardino, said that "while it recognizes the nobility of petitioners' objectives, it believes very strongly that petitioners propose to proceed by means which are impractical, which may be illegal, and which appear to be those least likely to assure the early and viable availability of a VHF public television channel in Los Angeles." The station, licensed to Community Television of Southern California, also claimed that the proposals, if enacted, would jeopardize the "continued support" from commercial licensees there.

ABC said that such proposals violate the Communications Act by "requiring the commission to prejudice and establish a preference with respect to the nature of the transferee or assignee." Of the alleged "unprecedented" and "incredibly comprehensive comparative proceeding," ABC, the owner of KABC-TV Los Angeles, said it could "mandate a forfeiture based on no wrongdoing."

CBS, owner of KNXT(TV) there, agreed and added that there is no basis for the petitioners' "underlying assumption" that "advertiser-supported commercial television is inherently inferior to government-supported noncommercial television."

Metromedia Inc. asserted that the proposals fly in the face of the FCC's policy bolstering UHF service and, like other opponents, claimed that the matter was resolved more than a decade ago when the commission ruled that Los Angeles's educational TV needs could be served in the UHF band. Furthermore, Metromedia, regarding its KTTV(TV) there, said "divestiture would be particularly inequitable" in light of the licensee's continued support of KCET, which includes a 1964 \$250,000 grant, loans and a reduced rental rate on KCET's Metromedia-owned transmitter site.

KCOP Television Inc., licensee of KCOP, argued that the plan "would needlessly subject KCOP and the six other VHF stations presently operating in Los Angeles to either protracted, disruptive hearings, or confiscatory restrictions on ownership and transfer." (Metromedia, in fact, said that with all the litigation that would ensue, "a final resolution might [never] be reached.") While the petition may be limited to Los Angeles, KCOP said that commission approval could be precedent-setting.

One group, however, did speak up in support for the proposals—the National Black Media Coalition. The organization,



**A new look.** Broadcast Communications Inc., licensee of WEAW(AM)-WOJO(FM) Evanston, Ill., is building a 9,000-square-foot facility at the city's Main and McDaniel streets where the predecessor operation, WEAW, a 225-watt FM station, began broadcasting 30 years ago. Construction on the building will begin this spring and is expected to be completed in October. Costs are estimated at \$150,000.

saying that the Communications Act requires "the widest possible audience" for educational radio and television, argued that KCET cannot expect to reach that goal until it is transferred to a VHF frequency. "KCET's tradition of supporting programs and activities reflecting the cultural and multilingual lifestyles of audiences who often comprise an insular minority is a rather futile endeavor" unless it can service its target audiences, NBMC said. The group claimed that KCET has said it could double its subscribers if it was converted to a V. With more viewers, NBMC concluded, increased viewer and underwriter support would follow.

The petitioners, however, do not believe that the NBMC will be the only group to come out for the proposals. They requested and received an extension of time for comments until today (March 7) and said that several interested public groups needed the extra time to address the issue at their meetings.

## New faces at Justice's Antitrust Division

**Baker, head of the section, plans to leave in May, with no successor named; Rose also has resigned and will be replaced by Sims**

The Department of Justice, which already has a new attorney general as a result of Jimmy Carter's victory in November, will have new people in some top Antitrust Division jobs in the next few months.

Donald I. Baker, who was appointed by former President Ford last July to head the Antitrust Division, is expected to leave by May, if not sooner, to return to the Cornell Law School faculty.

Word of the departure came from Mr. Baker's new boss, Griffin Bell, following a meeting of the two men. Mr. Bell said he had asked Mr. Baker to remain until May, and insisted he was not being fired. He said he is "well satisfied" with Mr. Baker's work.

Mr. Baker had been a high-ranking official in the division before leaving it for Cornell in 1975. As a deputy assistant attorney general, he had played a leading role in expanding the division's activities into regulatory matters, including those involving broadcasting.

There is no word yet on Mr. Baker's successor. But a prospective shuffling of assignments at the deputy assistant attorney general level has come into focus. Jonathan Rose, who has run the section concerned with regulatory matters will leave to enter private practice in the next few months. He will be replaced by Joe Sims, now deputy assistant attorney general for administration, appellate, policy planning and evaluation.

Mr. Sims's job, reportedly, will be filled by John Shenefield, a member of a Richmond, Va., law firm who worked in the Carter campaign in that city. Mr. Shenefield was said at one time to have

been ticketed for Mr. Rose's job. However, the plans were changed after it appeared that Mr. Shenefield's views on antitrust matters, as indicated in several antitrust cases in which he served as counsel, conflicted with the department's.

## Another blow to WBAI

Listener-sponsored WBAI(FM) New York, already beset with financial and management difficulties, received another setback last week when the New York City Tax Commission rejected the station's application for a real-estate tax exemption as an

educational institution.

The nonprofit Pacifica Foundation purchased Manhattan property for WBAI in June 1969 and shortly thereafter requested the tax exemption on grounds that the foundation operated "exclusively for educational purposes." WBAI's format is described as "eclectic," with a heavy emphasis on documentary, public affairs and political programming. The assessed value of the property and the old church on it, which houses the station's facilities, is \$325,000, according to a spokesman for the tax commission. New York's property tax rate is almost 8.8%.

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was denied, appealed last year and returned to the commission for a second hearing after the state supreme court determined that records of the original proceeding were inadequate.

The commission found in its decision last week that the station was operated primarily for "dissemination of facts and ideas" and that it did not actually engage in instruction. Edward Goodman, a member of the WBAI board of directors, said an appeal of the second rejection is "highly likely."

On another front, negotiations between the station's management and striking employes were said by both sides to be progressing in the direction of an agreement, although significant differences remain. Management took the station off the air Feb. 12 after employes "occupied" the facility and began airing discussions of their dissatisfaction with proposed programming changes (BROADCASTING, Feb. 21). Since then, four meetings between staff and management committees have taken place. The last meeting, on March 1, was described by both sides as encouraging.

### O'Neill, Sagan at NAB

House Speaker Thomas P. (Tip) O'Neill (D-Mass.) will address TV executives at Tuesday luncheon of the National

Association of Broadcasters' convention. Convention runs March 27-30 in Washington. Concurrent with it is the annual NAB engineering conference which features as Tuesday luncheon speaker, Dr. Carl Sagan, professor of astronomy and space sciences at Cornell University, who played a major role in obtaining the first photographs of the surface and moons of Mars via the Mariner Nine spacecraft. NBC News correspondent Tom Pettit will speak at Monday engineering luncheon.

## Wiley says network inquiry will be different the second time around

He tells Representatives Moss and Van Deerlin that investigation will deal primarily in licensee responsibility, and says he may need more funds to conduct it

FCC Chairman Richard E. Wiley has sought to assure two key members of Congress that the network inquiry, begun in January, is more than a rerun of the study done 20 years ago under Dean Roscoe Barrow.

Chairman Wiley wrote Representative

John Moss (D-Calif.), chairman of the House Investigations Subcommittee, and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, explaining that the new study will be more sharply focused than earlier studies.

Specifically, he said, the inquiry will address the matter of licensee responsibility and how it may be affected by contractual arrangements between the networks and their affiliated stations, and those network relations with program producers "which allegedly affect the supply of syndicated material that serve as the principal alternative source of non-network programming."

Furthermore, Chairman Wiley said, subjects that were examined in the Barrow report—the function of networks, the selection of affiliates, "option time," and "must-buy" practices—will not be considered this time around. On the other hand, issues treated lightly, at most, in the report 20 years ago will be subjected to intense scrutiny" this time—opportunities for previewing, contractual tying arrangements between the networks and program suppliers, network "in-house" production of entertainment programs, and network acquisition of long-term options on programs, among them.

The study, Chairman Wiley also reported, will probably require additional funds, but did not specify an amount. He



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**Dawn.** The doors to FCC meetings will open up at the end of this week as the Government in the Sunshine Act takes effect Saturday (March 12). Although the commission hasn't yet scheduled its first post-sunshine meeting, it, along with other federal agencies, must begin allowing the public to view its proceedings. The law, signed by former President Ford last September and incorporated into the FCC's rules last week, does allow federal agencies to close their doors under certain circumstances such as discussion of trade secrets and financial information.

said a network inquiry staff is to be appointed, a matter on which he is several weeks behind schedule. The staff will consist of a chief, five or six full-time professionals, two research assistants and two secretaries. One or two consultants, "drawn from the academic community, research firms or private industry," may also be added to the staff, the chairman said.

In answer to a question from Representative Van Deerlin, Chairman Wiley said the commission agrees with the Justice Department's position that the inquiry should not preclude either agency from pursuing its respective responsibilities (BROADCASTING, Dec. 13, 1976). The department is currently prosecuting anti-

trust cases against the three networks, and has reached a proposed consent decree with NBC (see page 30).

"We are confident," Chairman Wiley wrote, "that the institution of our inquiry should in no way preclude the prosecution of the antitrust case or the arranging of an appropriate consent decree."

## Indirect heat put on station in Tijuana by FCC

**Commission sets for hearing license to send programs to Mexican outlet; programmer and station owners all in family**

XEGM(AM) Tijuana, Mexico, which operates on 950 khz, has been something of a problem for stations in southern California. Operating with 5 kw at night and 10 kw during the day, with different directional antenna systems day and night, the station has been able to compete with outlets in San Diego and Los Angeles. It has also caused complaints of interference.

Last week, the FCC announced plans to move against the Mexican station. It designated for hearing the application of Adolfo and Elias Liberman—father and

son—for renewal of their permit to deliver programs from Los Angeles by wireline across the border to XEGM.

Petitions to deny the Liberman renewal application had been filed by Tele-Broadcasters of California Inc., licensee of KALI(AM) San Gabriel, and RKO General Inc., licensee of KHJ(AM) Los Angeles. TBC complained that XEGM competes with KALI's Spanish-language programming, and RKO opposed renewal because of what it said was objectionable interference to KHJ.

Ownership of the Tijuana station and the Libermans' program service is a family affair. Jose Liberman, 65% owner of the station, is Adolfo's son and Elias's brother. And the commission said that on the basis of its information, it appeared that Adolfo and Elias Liberman were not dealing with XEGM, in the person of Jose Liberman, at arm's length. The three share office space in Los Angeles, and, the commission said, appeared to have acted in concert in obtaining a power increase for XEGM with a view toward establishing a competitive AM operation based in, and operated from, Los Angeles.

The commission said XEGM appears to be in violation of the terms of the 1970 U.S.-Mexican standard broadcasting agreement. And one of the hearing issues will be to determine the extent, if any, of objectionable interference XEGM causes to U.S. stations, with the determination to be made in accordance with the U.S.-Mexican

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agreement. Another issue will be whether XEGM operates during nighttime hours with its presently authorized daytime power and directional pattern.

The commission said that even if Adolfo and Elias Liberman were unable to persuade Jose to correct matters at XEGM, a basic question remains as to whether persons holding an FCC permit should be allowed to use as a conduit a foreign station that apparently causes interference as defined in an international agreement.

The commission, however, is offering the Libermans a way out of the hearing. It said that a reduction in authorized power to the level provided for in the treaty and a commitment by XEGM to change to its nighttime facilities at sunset might provide a basis on which the Libermans and the commission's Broadcast Bureau could negotiate a consent agreement that would settle the proceeding.

## Labor troubles intensify at Mutual

On Feb. 26, five days after Mutual Broadcasting System enforced a lock-out at its Arlington, Va., headquarters of its International Brotherhood of Electrical Workers (IBEW) technicians (BROADCASTING, Feb. 28), the Washington-

Baltimore local of the American Federation of Television and Radio Artists called a strike against the network, charging it with unfair labor practices.

The unfair labor practices, according to AFTRA, include "harrassment and intimidation of employes for union activity and the unwarranted firing of four employes within a 24-hour period." AFTRA said the IBEW lock-out intensified unfair labor practices at Mutual and "brought force to bear on a number of AFTRA employes." The difficulties began when AFTRA's Norma Morrison, tape editor/writer, was fired, allegedly for asking to have a union representative present at a meeting with C. Edward Little, MBS president, in which she thought disciplinary action might occur. Later, AFTRA said, three news correspondents were fired by telephone with no reason given by Mutual.

MBS said that the strike was initiated "despite the fact that [AFTRA and Mutual] recently entered into a contract containing a no-strike clause," adding that the "wildcat" strike by AFTRA was unjustified and in total conflict with its contractual agreement." AFTRA, however, said that the union was working on an extension of the contract that ran out at the end of last year and, although a new contract had been resolved, it had not been signed.

## Johnson wants to keep communications open

**Chairman of NCCB wins award at University of Texas and says that future communicators need to work with public**

Nicholas Johnson, chairman of the National Citizens Committee for Broadcasting, has called on the coming generation of broadcasters to work with citizen groups in opening broadcasting to "the diversity of voices and viewpoints in our country." As long as those now in power in the industry regard broadcasting as nothing more than a lucrative business, he said, "little will change without your pressure from within." The resources of those fighting from outside are too limited to match the "vast billions of the communications industry lined up against them."

Mr. Johnson spoke at the University of Texas' School of Communications in Austin on receiving the school's DeWitt Carter Reddick Award "for outstanding achievement in communications." Mr. Johnson, whose criticism of broadcasting has not softened perceptibly since his days as a member of the FCC, is the fourth person to receive the award. CBS correspondents Walter Cronkite and Bill



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**Class action.** Members of that new generation of broadcasters on whom former FCC Commissioner Nicholas Johnson is counting on to help open the media to diverse voices (story on page 38) don't all wait to graduate from college before taking on the establishment. Take the case of Jonathan D. Lewis and John Musselman, who were studying communications at the University of California at San Diego several years ago when they began scouting around for a station that might be a likely target for a competing application at renewal time.

The Lewis-Musselman idea was to talk the university into filing the application, but a lawyer for the board of regents persuaded them that might be impractical. But the material they had gathered in their search for a target suggested another approach: a petition to deny, against the renewal of KIFM(FM), formerly KIDG(FM) San Diego. The petition was filed, and last October, the commission designated the station's application for hearing (BROADCASTING, Oct. 25, 1976). Mr. Lewis is still at UCSD, but Mr. Musselman, who withdrew from the university in 1974, is now an engineering assistant with a communications consulting firm.

Radio and TV are not the exclusive beneficiaries of student concern. The medium of cable TV also is coming in for attention from that quarter; two doctoral candidates at the University of Southern California have filed a petition to deny a certificate of compliance in the Los Angeles area (story on page 63).

Moyers and Wilbur Schramm, a social scientist known for his work on television's impact on children, were the first three recipients.

Mr. Johnson said he would like to believe his selection for the award this year represents the school's "recognition of the legitimate role of . . . the media reform movement." And he viewed the recognition as reason to hope there may be "a new generation taking over the communications industry"—one that "understands the meaning of 'public trustee,' that

is not afraid to tackle the tough questions of our day, that is ready to analyze and study alternatives and to end corporate censorship of television.

"This new generation," he added, may be ready to give access to the diversity of voices and viewpoints in our country, even if that means a slightly lower rate of increase in an ever-escalating profit margin."

In that connection, Mr. Johnson acknowledged the presence of "some powerful executives within the industry" who are ready to help—Westinghouse

Broadcasting Co.'s Donald McGannon, for instance. He "understands and acts on his public responsibilities."

Mr. Johnson told his audience: "Preserve your idealism. Make it work. Whatever the area of communications you enter—management, production, journalism—remember that you are there to serve your own professional values and public needs first, the stockholders second."

And, he said, recognize the media reform movement as an ally, not an adversary. "Be a whistle blower. Work with us."

## Boston stations top NBMC ranking

**Black media group analyzes public-affairs, news, EEO efforts of stations in top-50 markets**

For three years, the National Black Media Coalition has produced annual studies on the programming and equal-employment opportunity practices of network television affiliates in the top-50 markets. Last week, NBMC presented the third report—Broadcasting in America—which deals with 140 stations, to the members of the FCC.

The report indicated that Boston is the

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"local media capital of America," with all three stations ranking among the top four. WBZ-TV there was number one, based on a composite of various rankings, followed by WCVB-TV which had been number one in the two previous studies. WNAC-TV was number four. KOMO-TV Seattle was number three, and WFSB-TV Hartford, Conn. number five.

The last-place market was actually a single station—WGAL-TV, the only VHF in Lancaster, Pa. The market termed the "local media EEO dungeon" was said to be New Orleans, with three stations in the city—WDSU-TV, WVUE(TV) and WWL-TV—ranking in the bottom four in over-all EEO.

The study was presented at the commission's monthly en banc meeting by David E. Honig, assistant professor at Howard University's school of communications in Washington, who has been the architect of all three NBMC studies, and Marilyn Brown, a Howard journalism student who assisted in the study.

The study was based on the percentage of time the stations involved devote to local news programming and to local public affairs and employment of blacks in the top-five job categories as well as in all jobs. Black employment was examined in terms of the number of blacks in the respective markets.

Mr. Honig told the commissioners that

the study, copies of which are mailed to every station mentioned, does not go unnoticed.

Stations at the bottom of some categories "sometimes threaten to sue," he said, adding that none has, thus far. Middle-ground stations, he said, ask for additional data, which is supplied.

Much of the study is based on data broadcasters filed with the commission in 1975. And while Mr. Honig expressed his appreciation for the commission's cooperation in providing the data, he said it would be helpful to have information in two additional areas—public service announcements and minority programming. He said the latter is particularly important since blacks must rely on white-owned stations for such programming.

On the other hand, Chairman Richard E. Wiley raised a question about the study—its failure to consider any minority employment but that of blacks. Mr. Honig said there is a "definitional" problem with regard to Spanish-Americans that makes it difficult to compare their employment between, say, markets in the Southwest and those in the Northeast. Another factor, it's understood, is that NBMC, in initiating the study was primarily interested in black employment. However, Mr. Honig said it was likely future studies would include other minority groups.

The report said the rankings do not indi-

cate the "best" and the "worst" stations. "A station ranking 50th in a given area may not be performing significantly differently from one ranking 60th," it said. The study also noted that the information is subject to reporting error. On the subject of programming, it said that "rankings... are based on quantity, not necessarily quality." Population estimates were drawn from Standard Rate and Data Service and market listings from Arbitron.

Among the highlights of the report:

For local news from 6 a.m. to midnight, the median percentage of airtime was 6.9%, the same as last year, translating into about an hour and 15 minutes. WCVB-TV was on top in this category, averaging slightly more than two hours. The 140th ranked was WNGE-TV Nashville, with slightly more than 35 minutes.

For local public affairs from 6 a.m. to midnight, the median increased from 2.2% of total airtime to 2.4%, which represents about 26 minutes. KDKA-TV Pittsburgh took top honors with about an hour (6.5%) while WFTV Orlando was placed last with just over four minutes (.4%).

In market rankings, Boston was on top in local public affairs with its three stations averaging 5.5%. Tied for second place with 4.5% were New York, Philadelphia, Hartford-New Haven, Conn., and Sacramento-Stockton, Calif. The last place market was Lancaster, Pa., with .7%. In local



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news, Boston (9.3%) was second only to Los Angeles (9.7%). Last place went to Norfolk-Portsmouth-Newport News-Hampton, Va. (4.6%).

The report also ranked stations on full-time employment of blacks. Parity of employment and local black population percentages was represented as 1.00 in the NBMC study, and the median figure came out to .84, down from last year's .87. Top-ranked was WTEV New Bedford, Mass., with a ratio of 4.32. Bottom-ranked was KSAT-TV, at .18. The study says that all three New Orleans V's were below .40, while the FCC's "zone of reasonableness" was said to be about .45. Two other stations fell below that line: KSD-TV St. Louis (.44) and WBTV Charlotte, N.C. (.42).

For black employment in the top five job categories, the median remained the same as last year: .65 of parity. WTEV also took top slot here, for the second year in a row. WZZM-TV and WOWK-TV Huntington, W.Va., were said to employ no blacks in these categories.

Top-ranked markets for full-time employment of blacks were Providence, R.I.; Boston; Charleston-Huntington, W.Va., and Seattle-Tacoma, while at the bottom were Charlotte, N.C., Memphis, Miami, San Antonio and New Orleans. While admitting there were many exceptions, the report said, "This suggests that stations in

markets with large black population concentrations often tend to be more resistant to providing equal employment opportunities."

The study also includes a composite ranking of 17 group owners. The ranking (in descending order): NBC-owned-and-operated stations, Corinthian Broadcasting, Capital Cities Communications, Post Newsweek Stations, Westinghouse Broadcasting, ABC O&O's, McGraw-Hill Broadcasting, Cox Broadcasting, Newhouse Broadcasting, Scripps-Howard Broadcasting, Storer Broadcasting, Combined Communications, The Outlet Co., Taft Broadcasting, Hearst Corp., CBS O&O's and Avco Broadcasting (which has since sold all its TV stations). Comparisons with last year were not made since the method of tabulation was said to have changed.

### BBC may go international

The British Broadcasting Corporation, London, is reportedly contemplating setting up a communal radio service for the nine European Economic Community (Common Market) nations and is discussing the possibilities with several other major EEC countries.

The service would rely heavily on the BBC's broadcast experience and be transmitted over common wavelengths to

cover the maximum area of the Common Market. It would draw on the resources of all EEC countries for news and opinion and start in at least three languages—English, French and German, with the possible inclusion of Italian.

The initial reaction to the idea has reportedly been favorable and no governmental objections have arisen thus far, although the proposal is only in the talking stage.

### Taylor-led group says New York should keep municipal stations

**Task force suggests leasing time on three outlets, calls for study**

A task force of 11 New Yorkers headed by former CBS Inc. President Arthur R. Taylor has recommended that the financially plagued city hold on to its WNYC-AM-FM-TV, but reduce municipal support by leasing blocks of time on the stations to nonprofit organizations.

The Task Force on Municipal Broadcasting, set up by Mayor Abraham Beame last September, concluded that "if, as we must assume it will, the city regains a stable economic base, it will regret having let these

Our new quad includes these desired features that would cost up to \$20,000 to add to other machines: Chrominance Amplitude Corrector, Color Dropout Compensator, Automatic Color Framing, Automatic Control Track Phasing, LED diagnostic systems, vacuum guide and reel servos, a presettable tape timer with LED timer display. And more.

### Great options, too.

Among them: Super Highband/Pilot Tone for better master recordings, thanks to improved signal-to-noise ratio and reduced moiré. And AE-600, the first and only on-line Time Code Editing System built into a VTR. It can operate one record and up to 8 playback TR-600As.

TR-600A is truly the complete quad. At a most attractive price. As your RCA Representative will gladly point out.



# RCA

Test the TR-600A at our NAB Hands-on Headquarters, the Washington Hilton, March 27-30, 1977.

The Dependables.

licenses go to other hands."

The group said there is evidence that interest does exist in such leasing. But before such arrangements can be made, it said agreements must be made with the FCC and the Corporation for Public Broadcasting, and studies made to investigate the stations' strengths (including projections of their coverage after their antennas are moved to the World Trade Center) and to analyze noncommercial rates and operational costs.

The task force agreed to continue operating in order to raise the \$15,000 it deems necessary for the surveys. Furthermore, it called for a Mayoral Policy Review Board to seek ways to improve the stations.

While leasing arrangements are investigated, the group said that the city should continue its current level of funding. It asked for a \$1,050,000 budget for the Municipal Broadcasting System in 1978—\$350,000 more than suggested by Mayor Beame in his report to the city's Emergency Financial Control Board.

Other recommendations call for individual radio and television programming conferences, fund raising that would minimize competition between the city's WNYC-TV (channel 31) and noncommercial WNET(TV) (channel 13) there, and establishment of the stations as an independent city agency.

Dissenting from the consensus was Lloyd Morrisett, president of the John and Mary R. Markel Foundation and board chairman of the trustees of Children's

Television Workshop. Mr. Morrisett recommended that the city divest itself of the properties since "the Municipal Broadcasting System is not high in the city's priorities and is not adequately financed." He continued: "Under these circumstances it is not possible for the stations to flourish as they might under the management of entities where broadcasting was a primary concern."

## Changing Hands

### Announced

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

■ **WCIN(AM) Cincinnati:** Sold by Home Security Broadcasting Co. to BENI of Ohio Inc. for approximately \$2.1 million. Previously announced purchase by Jon C. Peterson fell through. Transaction is first in series which will result in eventual ownership of WLOF(AM) Orlando, Fla., by R. W. Rounsaville Stations, Atlanta (BROADCASTING, Oct. 11, 1976). Home Security, subsidiary of Louisville, Ky.-based Capitol Holding Corp., is trading Rounsaville WLOF for WCIN, which it is then trading to BENI of Ohio. Home Security is also selling WLOQ(FM) Winter Park, Fla., (see below). BENI is subsidiary of Broadcast Enterprises Network Inc., Ragan Henry, president. BENI owns WAOK(AM) Atlanta and WGIV(AM) Charlotte, N.C., and recently acquired WTAN-AM-FM Clearwater, Fla., from Clear-

water Radio Inc. for \$850,000 (BROADCASTING, Sept. 20, 1976). WCIN is on 1480 khz with 5 kw day and 550 w night.

■ **WLOQ(FM) Winter Park, Fla.:** Sold by Home Security Broadcasting Co. to Litchfield Broadcasting Corp. for \$210,000 plus additional \$165,000 paid by R. W. Rounsaville Stations (see above). Buyer is Herbert P. Gross, 100% owner of KLFD-AM-FM Litchfield and one-third owner of WGGR(FM) Duluth, both Minnesota. Rounsaville, which is trading its WCIN(AM) Cincinnati for Home Security's WLOF(AM) Orlando, Fla., is paying additional sum for WLOQ as part of trade. Rounsaville, which owns WNBE(AM) Winter Park-WBJW(FM) Orlando, will sell WNBE to comply with FCC duopoly rule. Rounsaville also owns WMBR(AM)-WAIV(FM) Jacksonville, Fla.; WDAE(AM)-WAVV(FM) Fampa, Fla., and WVOL(AM) Berry Hill, Tenn. WLOQ is on 103.2 mhz with 3 kw and antenna 105 feet above average terrain.

■ **KJJJ(AM) Phoenix:** Sold by Dairyland Managers Inc. to ITC Communications of Arizona Inc. for \$1,550,000, including covenant not to compete. Seller is owned by Stuart Struck, who has no other broadcast interests. Buyer is wholly owned subsidiary of International Tapetronics Inc., Bloomington, Ill., manufacturer of audio cartridge and tape machines. Principals in International Tapetronics are Pat Nugent, former vice president and general manager of Peoria (Ill.) *Journal Star* broadcast division, Elmo Franklin, Jack Jenkins and Andrew Rector. Buyers, as Advance Communications, have also announced \$575,000 purchase, subject to FCC approval, of WRMG-AM-FM Titusville, Fla. (BROADCASTING, Dec. 20, 1976). Mr. Franklin also owns one-third of WVOY(AM) Charlevoix, Mich., and Mr. Rector owns 10% of WHNN(FM) Normal, Ill. KJJJ is on 910 khz with 5 kw full time. Broker: R.C. Crisler.

■ **WQYK-FM St. Petersburg, Fla.:** Sold by Sun Coast Radio Inc. to Suncoast Stereo Corp. for \$788,500 plus \$200,000 covenant not to compete. Seller is owned by Marshall W. Rowland, who also owns WCMG(AM)-WQIK(FM) Jacksonville, Fla., 50% of applicant for new FM at Jensen Beach, Fla., and one-third of applicant for AM at Lawrenceburg, Tenn. Mr. Rowland sold WQYK(AM) St. Petersburg last year for \$350,000 (BROADCASTING, May 24, 1976). Buyer is wholly owned by Lake Huron Broadcasting Co., which owns WKNX(AM) Saginaw, Mich., and KENR(AM)-KRBE(FM) Houston. Principals in buyer are William J. Edwards (56.7%) and Howard H. Wolfe (43.3%). WQYK-FM operates on 99.5 mhz with 100 kw and antenna 240 feet above average terrain.

■ **WFVL(AM) Camden, Tenn.:** Sold by Michael R. Freeland to Benton County Broadcasting Inc. for \$225,000. Seller recently sold, subject to FCC approval, WFWA(FM) Sullivan, Ill., for \$178,000 and WBAR(AM) Bartow, Fla., for \$121,800 (BROADCASTING, Feb. 28). Buyers are Ron Lane, John Kent Curnutt, David Critchlow and John W. Drerup. Mr. Lane



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is general manager of WFWL; Mr. Curnutt is commercial manager of WCMT-AM-FM Martin, Tenn.; Mr. Critchlow is editor and co-owner of Union City, Tenn., *Daily Messenger* and has other newspaper interests, and Mr. Drerup is president of boot manufacturer. WFWL is 250 w daytimer on 1220 khz. Broker: Chapman Associates.

■ KFLO(AM) Shreveport, La.: Sold by James E. Reese to Nor-Max Broadcasting Co. for \$210,000. KFLO is last of Mr. Reese's broadcast holdings which formerly included minority interests in WOKJ(AM)-WJMI(FM) Jackson, Miss.; WBOP-AM-FM Pensacola, Fla., WTUG(AM) Tuscaloosa, Ala., and WGCM(AM)-WTAM(FM) Gulfport, Miss. Buyers are John J. Shields (51%) and A.T. Moore (49%). Mr. Shields owns one-third of KGMR-AM-FM Jacksonville, Ark. Mr. Moore is Shreveport radio technician and 20% owner of CP for KLUK(FM) Atlanta, Tex. KFLO is 5 kw daytimer on 1300 khz.

■ Other station sales reported at FCC last week include: KCFM(FM) Santa Maria, Calif.; and WKOA(AM)-WKSD(FM) Hopkinsville, Ky. (see page 73).

#### Approved

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

■ WWEZ(FM) Cincinnati: Sold by Sudbrink Broadcasting Inc. to Truth Publishing Co. for \$2 million. Seller is group broadcaster with WLYF(FM) Miami and WFUN(AM) South Miami, Fla.; WPCH(FM) Atlanta and WAVO(AM) Decatur, Ga.; WLAK(FM) Chicago; WEZW(FM) Wauwatosa, Wis., and WLIF(FM) Baltimore. (Sale of the last to Cox Broadcasting Corp. for \$3.9 million is pending FCC approval.) Principals in seller are Robert and Margareta Sudbrink. Buyer is owned by John F. Dille Jr. (53%) and Walter R. Beardsley (47%), who own *Elkhart (Ind.) Truth* and bought WCKY(AM) Cincinnati last year from Post-Newsweek for \$3.6 million. Truth also owns WTRC(AM)-WYEZ(FM) Elkhart. Mr. Dille and his son, John Dille III, also own WCUZ(AM) Grand Rapids, Mich., and WMEE(AM)-WMEF(FM) Fort Wayne, Ind., and have recently purchased, subject to FCC approval, WYON(FM) Grand Rapids. WWEZ operates on 92.5 mhz with 11 kw and antenna 910 feet above average terrain.

■ WKSS(FM) Hartford-Meridian, Conn.: Sold by Communico Inc. to Covenant Radio Corp. for \$1,689,500, including \$49,500 in assumed obligations and \$390,000 covenant not to compete. Seller, principally owned by Frederick W. Constant, also owns KPOI(AM)-KHSS(FM) Honolulu and has bought, subject to FCC approval, KQIV(FM) Lake Oswego, Ore., for \$350,000 (BROADCASTING, May, 31, 1976). Buyer is owned by publicly held Broad Street Communications Corp., which also owns WELI(AM) New Haven, Conn.; WGSO(AM)-WQUE(FM) New Orleans, KTOK(AM)-KAFG(FM) Oklahoma City. WKSS operates on 95.7 mhz with 14.5

kw and antenna 820 feet above average terrain.

■ Other station sales approved last week by FCC include: WMSL(AM) Decatur, Ala.; KOZY-AM-FM El Dorado, Kan.; WCER-AM-FM Charlotte, Mich., and KQIN(AM) Burien, Wash. (see page 73).

## WTAR-TV gets third nod for license renewal

**FCC judge rules that station had committed no wrong in alleged false reporting of financial condition of savings institute**

For the third time, an FCC administrative law judge has recommended the license renewal of WTAR-TV Norfolk, Va.

ALJ David I. Kraushaar affirmed his 1973 initial and 1975 supplementary decisions, granted Landmark Communications's renewal application and denied the competing application of Hampton Roads Television Corp. The judge's decision will become effective in 50 days unless one of the parties appeals or the commission moves for review.

The latest supplementary decision came as a result of Hampton's charges that Landmark used its media interests "to publish false and misleading information concerning the financial condition of the

now bankrupt Norfolk Savings and Loan Corp." Hampton declared that Landmark had failed to disclose that the savings and loan was financially unsound although an officer of WTAR-TV was also a director of the institution.

The judge responded that Landmark could not be held responsible for the "criminal fraud" committed by the savings and loan. Furthermore, the judge said, "the law is not so idiotic as to impose an absolute burden on media owners ... to determine the truthfulness or morality" of an advertiser's management. The fact that a WTAR-TV officer was also a director of the savings and loan, the judge said, did not fasten "guilt by association" on Landmark, nor could the licensee be held responsible for the actions of the board of the savings and loan.

Judge Kraushaar concluded that WTAR-TV's performance was "solid and favorable" and that the savings and loan scandal "in no way impinges on that result."

### Media Briefs

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## Differing views are expressed for what's best for the public in OTC advertising

**At FTC hearings on the subject, some say that FDA regulations are best while others fear it will create a 'police state' atmosphere**

The attorney general from the state of Massachusetts and a former Federal Trade Commission chairman last week proved that there's more than one way to view the public interest when it comes to over-the-counter drug advertising.

Both Attorney General Francis X. Bellotti and Earl W. Kintner, now a Washington attorney with the firm of Arent, Fox, Kintner, Plotkin & Kahn, took the stand last week during the first of five to six weeks of FTC hearings on a proposed rule that could remove a good deal of the discretion an advertiser now has in promoting an OTC product (BROADCASTING, Feb. 28).

The rule, as interpreted by the FTC staff, primarily would limit indication-for-use claims to those approved by the Food and Drug Administration for labeling. Such terms as "acid indigestion," "sour stomach" and "heartburn" fall into that category. Claims regarding price, speed of relief and the like, as well as testimonials, would not be subject to this specific rule.

To Mr. Bellotti, who tried unsuccessfully to have the FCC ban OTC drug commercials before 9 p.m. (BROADCASTING, Dec. 13, 1976): The rule should be broadened to give special consideration to "children's interest." Furthermore, "all glamorization and implied misrepresentations" should be prohibited.

To Mr. Kintner: "This proposal carries within it the seeds of a regulatory nightmare which would run roughshod over constitutionally protected commercial speech, convert OTC drug advertisements into a mechanistic, noncompetitive process often meaningless or confusing to consumers and otherwise guarantee extensive adjudicative efforts by the Trade Commission in any cases where variations from claim wording are permitted."

During cross-examination by an attorney representing the Proprietary Association, (the trade association of OTC drug manufacturers whose views Mr. Kintner generally expressed), the former FTC chairman (1959-1961) said: "If they [OTC drug producers] have to go to the FDA for every piece of advertising, you've got something like a police state."

Messrs. Bellotti and Kintner, however, were not the only concerned parties to testify last week. During the four days of hearings, attorneys for industry, consumer

relations. For further information contact Richard P. Nielsen, assistant professor and director of program, Boston University, and applications are available from Donna Krivis, Admissions Officer, School of Public Communications, Boston University, 640 Commonwealth Avenue, Boston 02215.

**Correction.** Roger Wilkins, *New York Times* editorial page writer figuring in speculation for nomination to board of Corporation for Public Broadcasting ("Closed Circuit," Feb. 28), is nephew of Roy Wilkins, outgoing director of National Association for the Advancement of Colored People, not his son, as reported by BROADCASTING.

## Over-air pay TV begins next month in Los Angeles

**KBSC-TV will program movies, sports, special events; San Fernando Valley is initial target market**

If all goes as planned, over-the-air subscription television will make its official debut in the Los Angeles market April 1. Late last month the FCC gave National Subscription Television permission to

begin testing STV on KBSC-TV Corona (Los Angeles). Two hundred decoders have been scattered throughout the market and are being used to test KBSC-TV's signal which is encoded with Oak Industries equipment.

Oak Industries and television producer Jerry Perenchio received FCC approval to purchase the station from Kaiser Broadcasting Corp. last fall (BROADCASTING, Sept. 20, 1975). Mr. Perenchio also is the principal owner of National Subscription Television. Others with lesser interests in NST include Oak Industries and television producer Norman Lear.

Mr. Perenchio expects the service to commence with a blacked-out home baseball game between the Los Angeles Dodgers and the California Angels. The over-all STV program mix, Mr. Perenchio said, will amount to about 50% movies, the rest divided between sports and special events.

Initial marketing will be directed at the San Fernando Valley area of the Los Angeles market. After the first year of operation, Mr. Perenchio is hoping for 50,000 subscribers and later an eventual peak total of 200,000. Over-all there are about 3.7 million homes in the market.

Costs to a subscriber will be the \$29.95 for the initial installation fee, a \$25 deposit on a decoder, and \$17 per month service charge.

The cost to those supplying the service, including the \$1.2 million purchase price for KBSC-TV, run about \$20 million, Mr. Perenchio said. Other capital outlays, aside from the STV equipment itself, included costs of moving to new studios in Glendale, Calif. (KBSC-TV previously had rented space at Metromedia's KTTV(TV) Los Angeles), and for a new RCA transmitter tower and antenna which can deliver the maximum 5,000 kw signal authorized to KBSC-TV covering a radius of 50 miles.

## KWAC reassurances asked

The FCC has conditionally renewed the license of KMAP Inc.'s KWAC(AM) Bakersfield, Calif. Renewal hinges upon the filing within 30 days of statements showing how the station will prevent employe conflicts of interest and payola violations and exclusion of any pertinent news, announcements and programing.

The Community Service Organization, a group serving the Spanish-speaking community, and the United Farm Workers Organizing Committee had petitioned the commission to deny the renewal. KWAC, a Spanish-language station, was charged with inequities involving ascertainment, programing, news practices, employment, lotteries, logging and payola.

The commission, in its decision, said that the licensee already had paid a \$2,000 FCC fine for logging and lottery violations. And of the payola charge it noted that the Justice Department had chosen not to prosecute a former KWAC program director for allegedly accepting gratuities from record manufacturers and distributors.

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**The advocates.** In photo at left: Massachusetts Attorney General Francis X. Bellotti (r), flanked by Federal Trade Commission presiding officer Roger Fitzpatrick. Mr. Bellotti was crossexamined by attorneys representing industry, consumers and government as he testified in favor of an FTC proposed rule that could limit the wording of indication-for-use claims in over-the-counter drug advertisements. Pictured below are some of the attorneys present for Mr. Bellotti's Tuesday (March 2) appearance in Washington. At left, Brenda Fox of the National Association of Broadcasters; at top right, John Kavin, Robert Altman, Daniel Manielli and Terrence Fortune, representing the Proprietary Association; bottom right, l-r, Edward Comer of Americans for Democratic Action and Michael Shulman and Phil Newark of the California Citizen Action Group. The hearings, which opened last Monday, are expected to continue for another five weeks. Sharp criticism of the proposed rule already had come from Washington attorney Earl Kintner, a former FTC chairman, who testified that it would "run roughshod" over First Amendment rights. Scheduled witnesses this week include Alfred J. Seaman, SSC&B president; Virginia Long of the New Jersey state division of consumer affairs, and Judith Kurlansky of the New York Scientist Committee on Public Information.



groups and the FTC and presiding officer Roger Fitzpatrick also had the opportunity to interrogate and hear the opposing views of three academicians and an attorney for a consumer research and advocacy group.

In his testimony, Mr. Bellotti said that "when we consider the vulnerability and susceptibility of children, it is appropriate that government take suitable steps to insulate children to the extent feasible from glamorized drug commercials."

"By glamorization we mean the presentation of drug messages in ways other than a straightforward factual documented fashion," he explained, adding that while "glamorized drug commercials may not be deceptive per se (in terms of the claims made), these commercials are nevertheless 'unfair'."

What Mr. Bellotti considers the "best example" of "glamorization" in OTC drug advertising are J.B. Williams' Geritol commercials. "J.B. Williams had been moderately successful in convincing an entire generation of Americans that its Geritol was helpful in combatting 'tired, poor blood,' a nonexistent malady," he said. After FTC and judicial proceedings stemming from that campaign, he con-

tinued, Geritol now portends to be "a basic bond between husband and wife."

Mr. Bellotti also urged the FTC to extend its proposed rule to ban advertisements for products, not determined unsafe by the FDA but not yet classified due to insufficient information. And as FDA panels continue their review of OTC products and labeling claims, he said, the FDA should "promulgate an interim regulation for those OTC products for which there is no monograph at the present time." (The FDA already has issued monographs on antacids and antifatulents; the review panels are not expected to complete their work before 1981.)

The attorney general also took time to lash out against the FCC for a dereliction of responsibility in turning down his petition. In particular, he said, the FCC did not provide for an "in-depth exposition of all the evidence we could have presented."

Brenda Fox, an attorney for the National Association of Broadcasters, who questioned Mr. Bellotti about his reference to studies that children are affected by OTC ads, was told of the reports and said that some things are "self-evident."

Mr. Bellotti also, with a touch of sar-

casm, said that it was a paradox that the "experts say children are not affected but that the NAB television code prohibits OTC ads directed primarily to children.

Mr. Kintner, on the other hand, said that when he first read the proposal, it appeared to serve the public interest but that "these are mere surface impressions."

"It seems to me quite possible that the quest for the Holy Grail of predictability [in regulating ads] has obscured the true impact of the proposed rule for the agency staff as well." He went on to say that a sweeping rule was unnecessary "in that the problem of unfair or deceptive advertising of over-the-counter drugs must be solved on a case-by-case basis."

He called it "classic prior restraint" to propose that "any affirmative claim must be proven true to the satisfaction of the FDA before it may be alluded to . . . . Moreover, the proposed rule would go even further and proscribe the use of terms synonymous with those which had been proven true."

Mr. Kintner summed up the rule as one that is "either unlawfully restrictive or almost entirely useless." His rationale: If the rule encompasses all claims, it

becomes constitutionally invalid; if it doesn't, the rule's "intended advantage of predictability" will not come to fruition. Mr. Kintner also claimed that the FTC staff has not adequately considered the differences between labeling and advertising.

During cross-examination, Mr. Kintner gave his personal view that label language would probably be "incomprehensible to the average consumer." He explained that the proposal would also "hamstring" the little or new competitor in the marketplace. The proposal, he said, would "lock in the big ones [manufacturers] and not permit the little ones to develop" through creative advertising approaches. In other words, he added, it would be difficult for a newcomer to grab public attention when everyone has to say the same thing.

Joel Brewer, an FTC attorney, during that line of comment, reminded Mr. Kintner that testimonials and other advertising techniques could still be employed. Mr. Brewer, after the witness said it would be unconstitutional to ban synonyms, asked if Mr. Kintner was aware that two Proprietary Association witnesses would be testifying that there are no such things as exact synonyms in some cases.

Among the other testimony heard last week:

■ Paul Doering, assistant professor of pharmacy at the University of Florida, said when it comes to counseling the consumer, "the professional pharmacist is in no better position than the consumer." He claimed that many OTC manufacturers, with exceptions, have not been cooperative in substantiating their claims. "I wholeheartedly support the proposed rulemaking. . . ."

■ Jules Backman, research professor emeritus at New York University, concluded that the rule is highly competitive and detrimental to the public at large. His testimony backed a point made by Mr. Kintner: "The limitation in advertising to the language on the label would become a barrier to entry for new products. It would give a preferred position to brands already established and hence would restrict new competition."

■ Charles J. Fillmore, professor of linguistics at the University of California at Berkeley, called for "a uniform or standardized vocabulary" regarding communication about health. "There is virtually no reason to believe that expressions can be found that will exactly match the meanings of the expressions the FDA has approved for labeling," he said, adding that any "departures" can be determined only on a case-by-case basis by those who understand FDA's intentions.

■ Joseph Dank of Kent State University told the commission that "true synonyms do not exist in natural language." And that while it might be possible to devise "functional synonyms, . . . in the case of OTC drug advertising [it] would be extremely complicated. . . ."

■ Anita Johnson, an attorney for Public Citizen's Health Research Group,

quoted a 1973 FDA survey that claimed that 43% of consumers got their information on OTC drugs from advertising and only 13% from labels. Ms. Johnson, like Mr. Bellotti called upon the FTC to prohibit "active promotion" of drugs which while not found unsafe, have not yet been classified safe by the FDA.

Hearings continue next week, with several academicians, as well as Alfred Seaman, president of SSC&B advertising agency, (appearing for the American Association of Advertising Agencies); Virginia Long, of the New Jersey state division of consumer affairs, and Judith Kuriansky, of the New York Scientist Committee on Public Information.

## NBC tops in billings

**CBS comes in a rare third while NBC has \$99.9 million**

Network television billings in January rose 26.6% over the January 1976 total, reaching \$286.7 million—and for one of the rare times in memory, CBS-TV had the smallest share of the three-network total.

The figures, compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports, showed NBC-TV on top with January billings of \$99,961,100 (including the Super Bowl), ABC-TV second with \$94,200,500 and CBS-TV third with \$92,508,200.

CBS-TV historically has been the highest-billing network on a full-year basis and usually on a month-by-month basis as well. In 1976 it became the first single advertising medium to reach a billion dollars in revenues, posting a total of \$1,045,550,700 as compared with NBC-TV's \$991,748,300 and ABC-TV's \$954,312,100 (BROADCASTING, Jan. 24). CBS officials claim that despite the network's ouster by ABC from first place in prime-time ratings, CBS remains the "most watched" network over the course of the entire broadcast day (BROADCASTING, Dec. 20, 1976).

A search of TVB billing estimates for the past 10 years disclosed CBS in third place only once before—in February 1976.

TVB's January report also showed that, on a three-network basis, weekend daytime had the greatest billings increase, up 47.7%, due in part to an extra weekend day in January 1977. But Monday-Friday daytime was up 11.7%, and nighttime rose 28%.

## Let no man tamper

**Memphis disk jockey and postal employee are indicted in alleged misuse of Arbitron radio diaries**

A former WHBQ(AM) Memphis disk jockey and program executive and a former Postal Service employee were reported by Arbitron last week to have been named in

criminal indictments handed down by a Memphis grand jury in a case stemming from the alleged theft of seven Arbitron rating diaries.

The former DJ and program director of WHBQ, George Klein, was said in subsequent reports from Memphis to have pleaded not guilty on arraignment last Wednesday. The former postal employee, identified as Robert Neal Wammack, was said to have been granted a continuance in the proceedings against him.

Arbitron said seven of its diaries were stolen last year, "loaded" for WHBQ and returned to Arbitron. When they got wind of what might have happened, Arbitron officials said, they withdrew the Memphis report in which the seven diaries had been involved and published a new one without them. Since then, they said, they have been working for six months on their own investigation and in cooperation with one by the U.S. Postal Inspection Service.

Dick French, vice president and general manager of WHBQ, said Mr. Klein had been at WHBQ for some 16 years, serving as a DJ and at times as program director until dismissed last September because, according to Mr. French, his skills no longer seemed to fit the needs of that job today.

Mr. Klein has since been working as marketing and promotion director of the Libertyland theme park in Memphis. Reached there last Thursday, he said he had pleaded not guilty but referred all other questions about the case to his attorney, James Eikner of Memphis. Mr. Eikner also avoided discussion of details but said he was preparing for what he hoped would be an early trial. The trial date has not been set.

Arbitron officials refused to discuss details of the case pending completion of the proceedings but said they would then "make public all facts concerning [their] investigation which can properly be disclosed."

The indictments were said to allege violations of federal laws governing U.S. mail, including fraud, conspiracy and aiding and abetting. Conviction on all charges was said to carry penalties of up to 20 years in prison and up to \$13,000 in fines.

## Advertising Briefs

**Money, Money, Money.** Advertising Council and Compton Advertising, New York, received Freedom Foundation awards for American Economic System public service campaign, in their 28th annual awards program at Valley Forge, Pa. American Economic System public service campaign was introduced in 1976.

**Going his way.** George Lois, co-founder and chairman of Lois Holland Calloway, New York, resigned from agency on Feb. 25 after board of directors refused to approve merger of LHC with Creamer/FSR Inc., New York, and has joined Creamer/FSR as president. Mr. Lois said he had sought consolidation of two agencies to help relieve financial problems LHC has been having.

## May target date for RAB proposal on ratings service

Zeltner study is expected to be in concrete form in time for board meeting

Specific proposals for an ongoing audience measurement service to strengthen radio's performance as a marketing force are expected to be submitted to the Radio Advertising Bureau's board of directors in May.

Just what form the service should take and what methodology it should use are among the questions still to be resolved. Key factors in answering them are the views of agencies and advertisers as to what kinds of measurement would be most useful to them, plus the perennial consideration of reconciling needs with the costs of meeting them.

RAB said last week that Herbert Zeltner, marketing and communications consultant retained by RAB to assist in the study, had submitted an extensive report on his initial survey of agencies and several clients whose combined media expenditures exceed \$4 billion.

Miles David, RAB president, said Mr. Zeltner would now carry his survey to other advertisers and agencies and a cross-section of radio broadcasters. Information gained from the broadcaster interviews will supplement material already submit-

ted by 550 radio broadcasters in response to an RAB survey, Mr. David said.

George Duncan, president of Metromedia Radio and acting chairman of the RAB marketing task force, said that "the task force was extremely pleased with the thoroughness and the insight contained in Herb Zeltner's report. This type of probe of what the needs are necessarily takes time to be done right. But we believe the pace can now begin to accelerate in terms of building concrete plans."

Mr. Duncan is serving as acting chairman of the task force while Harold Krelstein, chairman of Plough Broadcasting, is recuperating from major surgery. Mr. Krelstein was named chairman when the task force was created last summer.

## Allegheny signs up

Allegheny Airlines, Washington, has joined the list of advertisers (BROADCASTING, Feb. 14) that have announced policies of not advertising on television programs that feature violence.

Harry Chandis, vice president of marketing for Allegheny, said the airline "believes that the public is becoming more and more offended by violence on TV" and added:

"We prefer to communicate to people when they are in a receptive frame of mind. Therefore, we will avoid advertising on television shows with a violent theme and seek placement of television time

around news programs and sporting events."

Allegheny's agency is J. Walter Thompson, which completed a study last year indicating that about 35% of TV viewers avoid violent programs and 10% have considered not buying products advertised on these programs.

## GE settles with FTC on TV set ad claims

General Electric Co. has agreed to a Federal Trade Commission order prohibiting the Fairfield, Conn.-based firm from misrepresenting its products in advertisements.

In 1975 the FTC issued a complaint against GE charging that some of its advertising claims regarding color televisions were misleading and unsubstantiated. Among the charges was that the firm continued to cite 1973 service performance of its products while it had subsequent data contradicting the 1973 survey. It also said that GE failed to adequately substantiate claims that its color TV's required less service than RCA and Zenith color TV's.

The consent order, which GE signed and the FTC accepted, sets conditions which GE must meet before it can cite "evidence" in advertising its television sets.

The agreement is open for public comment until March 31.

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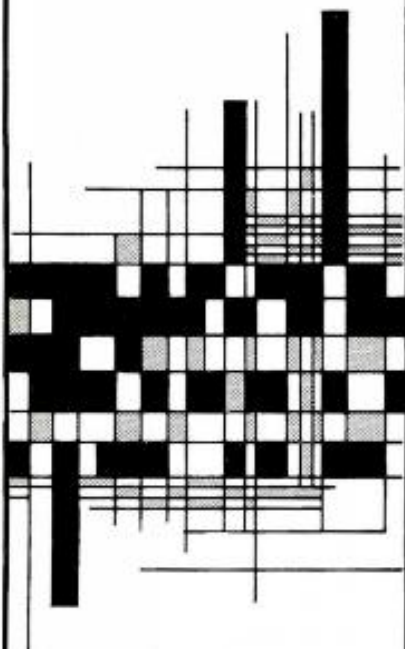
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## Programming

### The more and the less of next season

**Pilot activity indicates increase in youth-oriented comedy, fantasy, miniseries and movies for TV and fewer hard-action cop shows and sitcoms with heavy social message**

Despite all the talk about living schedules and third and fourth seasons and year-round development projects, all three networks are still gearing up for the annual April ritual known as the unveiling of the fall prime-time schedules.

From conversations with top programmers at the networks, a number of common themes emerge about next fall.

■ Tough, brutal, street-wise cops are out. Two of last year's most highly touted cop shows, *Serpico* on NBC and *Delvecchio* on CBS, failed in the ratings. And the clamor against "TV violence" continues to grow. As a result, action-adventure pilots are now being directed toward "fantasy and slickness, with Rolls Royces and swimming pools and beautiful women," in the words of B. Donald Grant, vice president, programs, CBS-TV.

■ Comedy with a message, a la Norman Lear, is being put on the back burner. "We're getting away from social comment in our comedies," said John McMahon, NBC-TV's West Coast programming vice president. "We're moving in the direction of youth-oriented comedy, character comedy, with a lot of young casting to go after

the *Happy Days/Laverne and Shirley* audience." These ABC comedies are number one and number two in the Nielsens.

■ Made-for-TV movies, miniseries and novels for television will be more prevalent than ever before on prime-time TV. *Roots*, of course, shattered all the Nielsen records when ABC telecast it six weeks ago, but other long-form TV movies have also harvested big numbers this year, among them: *How the West Was Won*, *The Moneychangers*, *Sybil* and *Little Ladies of the Night*.

ABC is in the catbird seat right now. Executives at CBS and NBC have both conceded first place to ABC for the 1976-77 prime-time season, possibly by the highest margin in the history of television. Despite the fact that ABC is expected to have but few holes to fill in its schedule next September, Steve Gentry, the vice president for program planning and development of ABC on the West Coast, said that a full 50 pilots are in the works, which are about as many as CBS and NBC are projecting.

Mr. Gentry doesn't rule out issue-oriented comedy in his mix of sitcom pilots but said that he's looking toward "fantasy, broad physical slapstick and character-oriented comedy" as the three general types. Also, ABC is trying several 60-minute comedies, which Mr. Gentry describes as "projects with enough of a story line to hold them together." These shows wouldn't try for the gag-a-minute approach of the half-hour sitcoms, he said, but would aim at a more leisurely pace, with this comedy evolving out of character interaction.

In drama, Mr. Gentry said that ABC literally has "no hard-action police shows in development." The action pilots "are in the James Bond mold of escapist adventure—entertainment with a capital E." He

### Experimentation, look toward youth are keys to ABC-TV success—Duffy

ABC-TV's willingness to experiment with new forms of programming and its calculated appeal to the young adult audience were cited last week by James E. Duffy, its president, as key factors in the network's success during the past year.

He told the Sales and Marketing Executives Association of Los Angeles that ABC-TV's blend of programming in the first quarter of 1976 combined regular series with such special programs as *Eleanor and Franklin*, *Rich Man, Poor Man*, *Collision Course*, the Academy Awards, the Tony Awards, musical variety specials and coverage of the Winter Olympic Games from Innsbruck, Austria.

"The tempo has continued through 1976 and into this year," he said, noting that for the first seven weeks of 1977, ABC had a 6.1 rating advantage over CBS and 7.0 rating advantage over NBC.

He said that some years ago ABC-TV realized it couldn't compete with the two established networks for a mass audience, but felt the market of the future was the

young end of the adult population. "We had set that as our target, not to the exclusion of other audience segments, but as our base audience target, and we have kept it ever since," he said. "That has been central to all of our progress, and it will remain central to our planning for the future."



Duffy



cited a Columbia Pictures Television pilot called *Harry and Roger*, which stars John Davidson and Barry Primus as operatives of an international detective agency who get involved in all sorts of glamorous adventures.

Another drama form at ABC, Mr. Gentry said, will be the serialized-novel type of presentation, with MGM Television's *How the West Was Won* assured a berth on the fall schedule and Universal Television's *Rich Man, Poor Man: Book II* cliffhanger having chalked up respectable ratings this season. A 10-hour novel-for-television based on John Ehrlichman's "The Company"—ABC will probably call it *The White House*—will also be prominent on next fall's schedule, Mr. Gentry concluded.

CBS's Bud Grant said the 50 pilots in the works "just about double the number of pilots we had to choose from last year at this time."

"Youth-oriented" is Mr. Grant's watchword in the comedy area because some of CBS's current three-to-seven-year-old comedies "have begun to fade—the younger audience is defecting and the demographics are skewing older." These "issue-oriented comedies" are "out of style," he said. He wants more "people-oriented" comedies that will appeal to younger audiences, particularly in the 8 to 9 p.m. time periods.

Some of the CBS comedy pilots in contention for a spot on next fall's schedule: *The Banana Company* (combat correspondents in the Pacific during World War II), *The Betty White Show* (a fading movie actress who's signed for a TV series directed by her estranged husband), *Everything's Coming Up Roses* (tentative title for a domestic sitcom about a bachelor press agent, his musical-comedy-star mother and his 10-year-old nephew; Ethel Merman plays the mother), the 60-minute *Husbands and Wives* (the life and times of five contemporary suburban couples, with Joan Rivers as script supervisor and off-camera narrator) and *Whatever Happened to Dobie Gillis?* (an updating of the old CBS sitcom with the original cast members, now 18 years older).

Mr. Grant points to a quantum leap for CBS in the production of made-for-TV movies, from a half-dozen or so each year in the past to possibly as many as 30 for the 1977-78 season. "We might even have to set aside a two-hour time period each week to accommodate all this production," he said. And miniseries will also get a high priority, he said, with a six-hour Martin Poll production of Dashiell Hammett's novel *The Dain Curse* and an eight-hour Chick Fries production of Irving Wallace's *The Word* already in production for next season.

Despite the expected volume of miniseries, however, Mr. Grant said he won't emulate NBC and set aside a specific *Best Sellers*-type time period because "that would diminish the importance and the topspin of these productions. We want to make them seem special." He added that CBS would be flexible in scheduling them,

so that, if appropriate, one of them could be slotted on consecutive nights over the course of a week (like *Roots*) whereas another one could go on a once-a-week basis over the course of a month, or longer. "We're throwing out the clock and the schedule on these miniseries," he said.

In series drama, Mr. Grant has only one new series commitment for next fall, *The Ed Asner Show*, which will transfer *The Mary Tyler Moore Show*'s Lou Grant character from Minneapolis to the editorship of a Los Angeles newspaper. It'll be a 60-minute comedy-drama.

Bud Grant also mentioned "a contemporary *Waltons*-type drama focusing on the everyday problems of a Midwestern family, called *It's a Great Life*," and another drama "dealing with involving and compelling interpersonal relationships, where the issues won't revolve around life-and-death situations," as in cop shows and lawyer shows and medical shows.

NBC's John McMahon admitted that he will need "quite a few hours" of replacement programming on NBC's '77-'78 schedule. "We've got to get some hit series," he said. "Sure television is moving in the direction of novels and big events and miniseries, but that's icing on the cake—the series is still the backbone of the schedule." He acknowledged that NBC has gone overboard on special-event programming this season and neglected its regularly scheduled shows.

Later this month, he said, NBC will schedule four weekly 60-minute episodes of *3 Girls 3*, a comedy-drama with music that follows the backstage lives of three

aspiring young entertainers. If it gets a decent rating, the series will almost certainly make next fall's schedule.

Other comedy pilots for next fall on NBC include *Accidental Family*, about two men, one divorced and the other a widower, who decide to share a house with their respective children to save money; *Bay City Amusement Company*, a behind-the-scenes look at the crackbrained staff of a local San Francisco TV station; *Calling Dr. Storm, M.D.*, a soap-opera send-up in a comic-opera hospital; *Hollywood High*, which focuses on a group of teen-agers who work for the student newspaper; *Look Out World*, about three aspiring young losers who work in a car wash; and two futuristic science-fiction comedies, *Quark* and *Fort Leo*.

On longer-form projects, Mr. McMahon talked about series like *Big Hawaii*, about a contemporary family dynasty, owners of a huge Hawaii ranch; *Quail Lake*, starring *Adam-12*'s Kent McCord as the father of two children who works as supervisor of a fire/rescue station in California; *The Adventures of Freddie*, about the sometimes comic adventures of a young research man whose inventions cause havoc in a small town; *Charlie Cobb*, which zeros in on a maverick detective who's the hero of this off-beat western; *Exo-Man*, a bionic-man-type fantasy adventure; *The Possessed*, starring James Farentino as an ex-priest who does battle with supernatural evil, with echoes of the hit movies "The Exorcist" and "The Omen"; and, for a change of pace, *James at 15*, a family drama with overtones of J.D. Salinger's "The Catcher in the Rye."

## The post-NATPE program marketplace

**More than 100 shows survive; some 20 are doing very well in wake of exposure at Miami Beach conference**

By official count of the National Association of Television Program Executives, 113 new syndicated shows have survived their first acid test: the five-day sales bazaar conducted by 192 distributors at last month's NATPE conference in Miami Beach (BROADCASTING, Feb. 21). Of these, 21 are particularly far along in terms of station and/or sponsor interest, and break down into seven categories. Five are game shows: *Almost Anything Goes*, *Art James's Word Grabbers*, *Family Feud*, *The New Truth or Consequences* and *Tattletales*. Five are musical-variety shows: *The American Flyer*, *The Hollywood Palace*, *The Second City Review*, *Sha Na Na* and *The Shirley Bassey Show*. Four fall into the off-network-rerun category: *Best Sellers*, *The Bionic Woman*, *How the West Was Won* and *Roots*. Three are half-hour documentaries: *Catastrophe*, *Special Edition* and *That's Hollywood*. Two are comedies: the *All That Glitters* strip and *Front Page Feeney*. *Little Vic* is the one children's series and, last but not least,

*Robin Hood* comes under the action-adventure rubric.

The complete list with number of episodes, length of episode, type of show and producer (barter shows are indicated by an asterisk):

### A

*All That Glitters\**, daily half hours, drama, TAT Communications; *All-New Bozo Show*, 130 half hours, children's, Larry Harmon Pictures; *Almost Anything Goes*, 26 half hours, game, Bob Banner; *Alpha Chronicles*, 10 90 minutes, features, Gold Key Entertainment; *American Flyer*, daily 90 minutes, variety, MCA TV; *American Enterprise*, five half hours, documentary, Playback Associates; *Art James Word Grabbers*, 26 half hours, game, Show Biz.

### B

*Bananas\**, 26 half hours, variety, Syndicast; *Barbabapa*, 13 half hours or 65 five minutes, children's, Allworld Telefilm; *Behind the Scenes*, 52 half hours, variety, Ken Joseph Program Sales; *Best Sellers*, 30 one hours, drama, MCA TV (off-network 1978); *Bionic Woman*, 102 one hours, adventure, MCA TV (off-network 1978); *Black Beauty II\**, 52 half hours, adventure, Fremantle.

### C

*Catastrophe*, 26 half hours, documentary, International Television Corp.; *Chute Out*, 13 half hours, documentary, Modern TV (free); *Computo-Quiz*, half hours.

sports, M. A. Kempner; *Country Breeze*, 26 half hours, variety, Vidistrib.

## D

*David Steinberg Show*, 39 half hours, variety, Rhodes Productions; *Dick Van Dyke Show*, 66 half hours, comedy, J. Walter Thompson and Baron Enterprises; *Doris Lilly*, 260 two and a half minutes, talk, M. A. Kemper.

## E

*Ebony Affair*, 26 half hours, variety, Allworld Telefilm; *Entertainment Plus*, 18 half hours, variety, Cracker Jack Productions; *Eva Gabor Show*, four one hours, variety, Metromedia Producers Corp.

## F

*Fables of the Green Forest*, 26 half hours, children's, Gene Wilkens Enterprises; *Family Feud*, 26 half hours, game, Viacom; *Fantasies Fulfilled*, 26 half hours, variety, Burt Rosen; *Fawlty Towers*, 16 half hours, comedy, Time-Life TV; *Features III*, 15 two

hours, features, Cinema; *Feelings*, five one hours, variety, Metromedia Program Sales; *Flannery and Quilt\**, 26 half hours, comedy, Syndicast; *For Christmas—a Barbi Doll*, one one hour, variety, Jim Owens Productions; *For the Young and Old*, 26 half hours, instructional, Vidistrib; *Fred Flintstone and Friends*, 26 half hours, children's, Taft, H-B (cash); *Fred Flintstone and Friends\**, 95 half hours, children's, Benton & Bowles; *Front Page Feeney*, 26 half hours, comedy, Yongestreet; *Fun and Fitness*, 26 half hours, instructional, Syntar; *Funny Farm*, 26 half hours, variety, Simcom.

## G

*Getting There From Here*, four half hours, instructional, Allworld Telefilm; *Gezorninplatz\**, 26 half hours, comedy, Benton & Bowles; *Gigglespreet!*, daily half hours, variety, Lexington Broadcast Services; *Golden Days of Radio Show*, 13 half hours, documentary, Frank Bresse Productions; *Good Taste*, daily two to five minutes, instructional, Mighty Minute Productions;

*Grab Hold of Today*, four half hours, talk, Allworld Telefilm.

## H, I

*Harold Lloyd Comedy*, 26 half hours, comedy, Time-Life TV; *Hawkins*, 8 75 minutes, features, MGM-TV (off-network); *Hey Coach!*, 26 half hours, sports, Gene Wilkin Enterprises; *Hocker*, 26 one hours, educational, Allworld Telefilm; *Hollywood Palace\**, 26 one hours, variety, Lexington Broadcast Services; *Hollywood Palace*, 26 one hours, variety, Youngstreet (cash); *How the West Was Won*, 6 one hours, adventure, MGM-TV; *Incredible Crimes*, 13 one hours, documentary, Viacom; *It's Tough To Make It in This League\**, 13 half hours, sports, Kenyon & Eckhart Productions.

## J, K

*Jackie Gleason Specials*, 11 one hours, variety, Metromedia Producers Corp.; *Jerry Reed Show*, one hour, variety, Jim Owens Productions; *John Gnagy Art Show*, 65 five minutes, instructional, Allworld Telefilm; *King of Kensington*, 39 half hours, comedy, Program Syndication Services.

## L

*Las Vegas Nites\**, 26 90 minutes, variety, Lexington Broadcast Services; *Lennon Sisters*, 26 half hours, variety, York Productions; *Life of Riley*, 26 half hours, comedy, Television Program Distribution Co.; *Little Vic*, six half hours or three one hours, adventure, Viacom; *Living Together*, 26 half hours, instructional, Metromedia Producer; *Look at Lady Now*, one one hour, documentary, Sports Eye Productions; *Lorne Greene's World of Tomorrow*, 26 half hours, documentary, National Telefilm Associates; *Loving Free*, 100 two and half minutes, instructional, Taft, H-B.

## M

*Mad Metric Minutes*, 104 three half minutes, instructional, National Telefilm Associates; *Magic World of Mark Wilson*, 85 five minutes, children's, J. Walter Thompson; *Marty Robbins Spotlight*, 26 half hours, variety, Show Biz Inc.; *Music Masters*, 26 half hours, variety, Vidistrib.

## N, O

*Nabors' Neighbors*, daily one hour, variety, Syndicast; *New Adventures of Robin Hood*, 26 half hours, adventure, Sandy Frank Film Syndication; *New Ones*, 18 two hours, feature, Avco Embassy TV; *New Truth or Consequences*, 26 half hours, game, Metromedia Producers Corp.; *New TV Dating Game*, 52 half hours (local live), game, Wesco Productions; *Off the Wall*, 85 five minutes, comedy, J. Walter Thompson.

## P

*Phantom Prince*, 26 half hours, children's, Syndicast; *Point of Order*, one two hours, documentary, Alan Enterprises; *Pop and Rock*, 26 half hours, variety, Vidistrib; *Premier Performances*, 26 90 minutes, drama, Baron Enterprises (off-network); *Premium Plus*, 28 two hours, feature, Metromedia Producers; *Prime 5*, 30 two hours, features, Worldvision Enterprises; *Pro Fan\**, 24 one hours, sports, Gene Wilkin Enterprises.

## R

*Rebus*, 18 half hours, instructional, Crackerjack Productions; *Roots*, 12 one hours, drama, Warner Bros. TV; *Rose on Broadway*, one one hour, variety, Premore Productions.

## S

*Search and Rescue*, 26 half hours, adventure, National Telefilm Associates; *Second City Revue*, 26 half hours, comedy, Rhodes Productions; *Sex and Society*, 26 half hours, instructional, All World Telefilm; *Sha Na Na\**, 26 half hours, variety, Lexington Broadcast Services; *Shirley Bassey Show*, six one hours, variety, Time-Life TV; *Showcase 10*, 30 two hours, features, United Artists TV; *Snippets*, 70 one minutes, instructional, Samuel Goldwyn; *So the Story Goes*, 26 half hours, documentary, Simcom; *Special Edition*, 52 half hours, variety, Columbia Picture Television; *Spirit of Adventure*, 104 five minutes, instructional, MG Films; *Strike It Rich*, 26 half hours, game, Allworld Telefilm; *Suzy\**, 39 half hours, instructional, Kenyon & Eckhardt Productions.

## T

*Tailor-Mades*, 13 two hours, features, MGM-TV (off-

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network): *Tattletales*, 26 half hours, game, Firestone Program Syndication; *Teen Angel*, 26 half hours, comedy, Bob Wood; *Ten Who Dared*, 10 one hours, documentary, Time-Life TV; *That's a Fact*, 130 one minutes, instructional, MG Films; *That's Hollywood*, 26 half hours, documentary, 20th Century Fox TV; *This Week in Baseball\**, 26 half hours, sports, Kenyon & Eckhardt Productions; *Time Capsule*, library one minute, documentary, M. A. Kempner.

#### U, V, W

*Unsolved Crimes*, 26 half hours, documentary, Alan Landsburg; *Venture Bay*, 26 one hours, adventure, NTA; *Volume 21*, 30 two hours, features, Warner Bros. TV (off-network); *We Wuz Robbed*, 26 half hours, sports, Sandy Frank Film Syndication; *We're Getting a Divorce*, eight seven minutes, instructional, Satellite Productions; *What Will They Think of Next*, 26 half hours, talk, Program Syndication Services; *Whatever Happened to —?*, 26 half hours, talk, Rhodes Syndication Productions; *Wild World of People*, 26 half hours, sports, Gene Wilkin Enterprises; *Wildlife Adventure Big Six*, six two hours, features, Bill Burrud Productions; *Winning Hand*, 33 two hours, features, American International; *Wolfman Jack Show*, 26 half hours, variety, Jerry Dexter Programming.

## NATAS casts adrift Hollywood chapter

**Trustees revoke charter of  
West Coast unit; awards  
to go on as planned on NBC**

The National Academy of Television Arts and Sciences, at least temporarily bereft of a Hollywood power base, pledged last week that the Emmy Awards will be telecast as scheduled over NBC-TV on May 15.

The academy severed its Hollywood link by revoking the chapter's charter at a meeting of national trustees in Los Angeles on Feb. 27. The trustees took this action on a motion that cited the failure of the Hollywood chapter trustees, officers and governors "to fulfill their obligations under the NATAS constitution to take part in the activities of NATAS; their boycott of its business and activities and their attempts to obstruct and prevent the forthcoming Emmy Awards and Emmy Awards show." The vote to revoke the charter was 20 to 2.

The West Coast branch had been jousting with the remainder of the organization for more than a year. Hollywood had attempted to reorganize NATAS along lines that other branches felt would have concentrated control in Hollywood. The plan advanced by Hollywood would have divided the academy into national and regional organizations. The national academy would elect trustees from peer groups—i.e., producers would elect producers. Only national members—those involved in the production of national shows—would have control over the national award structure, voting and telecast, effective with the 1977-78 season. The Hollywood tactic was resisted by other chapters, principally New York's and the reorganization proposal was defeated last December (BROADCASTING, Dec. 20, 1976).

Subsequently there were rumblings that

the Hollywood chapter would boycott the Emmy awards and set up its own organization. The recent special meeting of trustees was held to resolve the uncertainties surrounding the future of the Hollywood chapter. In revoking the charter, NATAS trustees said that Hollywood members could continue as members-at-large for the present. They added that NATAS would encourage the formation of a new chapter and the election of new officers.

The Hollywood leadership group that had been pressing for increased control over NATAS affairs have formed their own organization, The Academy of TV Arts & Sciences. It is governed by the same board that was in office when NATAS banished

the Hollywood chapter.

Larry Stewart, who had been president of the Hollywood chapter, said membership in the old group would be shifted automatically to the new organization. He reported he plans to inform members that they have an option of joining the new Hollywood organization or becoming members-at-large of NATAS.

Mr. Stewart said that many of the top Hollywood stars have advised him that they would not show up for the Emmy telecast. He added that the new Hollywood group plans to stage its own awards ceremony in either August or September.

Richard R. Rector of San Francisco, chairman of NATAS, said he had conferred with a number of top programming ex-

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executives from NBC-TV and had assured them that the Emmy telecast would proceed on schedule.

Craig Fisher, national awards co-chairman, said that award entry cards are coming in on schedule, all elements of the awards machinery are functioning and the awards telecasts will proceed without difficulty.

During the trustees meeting in Los Angeles, John Cannon of New York, was reinstated as NATAS president. He had stepped down temporarily as president when trustees explored the reorganization plan proposed by Hollywood chapter officials.

Jules Power of New York, who was a senior vice president of NATAS, was named vice chairman, replacing David Lawrence of Hollywood, who resigned in protest when NATAS rejected the reorganization plan last December. Don McCune of Seattle was elected senior vice president, succeeding Mr. Power, and Ray Hodges of San Diego was elected treasurer, succeeding Jerry Birdwell of Hollywood, who also had resigned last December.

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## Stand-off at Van Deerlin's session on TV violence

**Networks, while continuing to deny causal link to real life, say they're actively working to reduce hard action on the screen; critics aren't mollified, keep the heat on**

In a hearing so crowded that standing visitors were invited to sit among the congressmen on their raised dais, the House Communications Subcommittee considered the issue of TV violence last Wednesday. But for the warmth of the TV lights, there was little heat generated in the discussion, although from the standpoint of the networks, out in force for the all-day affair, it was clearly "us against them."

The three networks, represented by their respective TV or broadcast presidents and program standards vice presidents, attempted to defuse the opposition's arguments with uniformly rosey pictures of their progress in curtailing violence. Appearing elbow to elbow on a single panel, the officials agreed there is a problem with TV violence, but said they are doing something about it. "Unfortunately, the efforts of broadcasters in reducing the incidents of violence on television have seemingly gone unnoticed," said John A. Schneider, president of the CBS/Broadcast Group. Mr. Schneider, backed up by Van Gordon Sauter, CBS vice president for program practices, said CBS's preliminary figures for 1976-77 prime-time dramatic programming show that the network has maintained in prime-time the "same low level" of violent incidents that was

reached in the previous season, when by CBS's count there was a 36% decline in violence from the season before.

Frederick S. Pierce, ABC-TV president, who was accompanied by Alfred Schneider, vice president for program practices, said his network is placing increasing emphasis in prime-time on comedy and variety programs with an attendant cut in violent drama. And for NBC, TV President Robert Howard and Herminio Traviesas, vice president for program practices, said that network expects to reduce the number of hard-action dramatic programs in its prime-time schedule.

All made it clear, however, that it is not their aim to eradicate violence completely, partly because some violence is justified by context and partly because there is a large audience for it. TV viewing by the average household, Mr. Pierce pointed out, reached its highest level in January—seven hours, 16 minutes a day per home. "To us this says that the public continues to be enthusiastic about the over-all diversity and quality of the programs we offer," he said.

What all the networks intend to blot out, they said at the hearing, is "gratuitous" and "excessive" violent depictions.

Their presentations were not taken at face value by some on the subcommittee and the network men were placed on the defensive immediately. Said one of their chief attackers, Henry Waxman (D-Calif.), "I think it's insulting [for you] to come to members of Congress, to come to the American people, and say you are doing something about this problem." That statement was made in the context of debate about the family viewing policy which was ruled unconstitutional last year by Los Angeles District Court Judge Warren Ferguson, and which Mr. Waxman labeled a "smokescreen" by the networks and the National Association of Broadcasters. He charged that there is more violence than ever, even with the family viewing standard, and more children staying up late to watch it.

The network representatives refused to agree that there might be a causal link between violence on television and aggressive actions by young viewers because, they said, clinical evidence is lacking to prove such a link. That drew a snicker from Representative Timothy Wirth (D-Colo.), who likened their stance to that of the tobacco industry in refusing to acknowledge a link between smoking and lung cancer. Representative Edward Markey (D-Mass.) added, "I don't understand why there is a reluctance to admit that that kind of causal connection exists." Failing to obtain agreement from the network officials, he added in exasperation, "I would like to hear the networks say they are concerned about and take credit for TV violence."

Appearing for NAB were its chairman, Wilson Wearn of Multimedia Inc., Greenville, S.C., and President Vincent Wasilewski. Both described NAB's intention to write stronger and more specific antiviolence standards into the TV code. Representatives of the association's TV

code review board have held discussions with the network presidents, the Association of Independent Television Stations, a half-dozen Hollywood producers and plan further meetings with nonbroadcast groups that have opposed TV violence—the National Parent Teachers Association, the National Citizens Committee for Broadcasting and the American Medical Association.

There are no precise measurements of and no clear answers to TV violence, Mr. Wearn said, "but we are trying to do something about the total amount of violence and the programming that is offensive to the public. And I want to emphasize this point because I firmly believe that the NAB board has made a sincere and sustained effort to do something about offensive programming and I want that effort to continue and will work to see that it does."

The marathon session provided the subcommittee with no clearcut solution to the problem of violence—indeed, the members' views were as divergent as the testimony from the 11 groups of witnesses. But action was not necessarily the point, Chairman Lionel Van Deerlin (D-Calif.) said at the outset. Noting that the First Amendment and the Communications Act effectively prohibit government trespass in TV program territory, he said nevertheless "we have a duty . . . to give the public a chance to talk and consider the options available to us . . . I'm hoping that our dialogue may help improve the situation free of government threat or intimidation."

The dialogue that followed mirrored much of the comment to date in previous forums such as the subcommittee's hearings in Los Angeles and Denver last year and the PTA's regional hearings this year (BROADCASTING, Feb. 28).

A prominent witness was Dr. George Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications and perhaps the foremost researcher in the TV violence field whose latest "profile" (BROADCASTING, Feb. 28) purports to show that even with family viewing in force, the amount of violence on TV in 1976 hit an all-time high.

In the face of heavy fire from the networks, which are obviously disturbed by his findings, he proposed that both sides share and compare their data in deposit with a neutral authority, in this case the National TV Archive, a repository for tapes of TV programming established in the copyright law Congress passed last year. The networks agreed to such a deposit of information, but neither they nor Dr. Gerbner committed themselves to a cooperative effort to research violence. The closest anyone came to that was Jack Schneider, who told Representative Barbara Mikulski (D-Md.) that "We would like to have a dialogue." Ms. Mikulski urged cooperative research because "unless we all have the same standard [meaning a definition for violence] we could go on like this for another 20 years."

Among other points, Dr. Gerbner said his evidence does not show any relation-



**Under Mr. Staggers's watchful eye.** The House Communications Subcommittee officially opened for business for the 95th Congress last Wednesday with a hearing on TV violence, heavily attended by members, press and visitors. Seated behind the walnut panel (l to r): Martin Russo (D-Ill.), Thomas Luken (D-Ohio), Henry Waxman (D-Calif.), Albert Gore Jr. (D-Tenn.), Timothy Wirth (D-Colo.), John Murphy (D-N.Y.), sub-

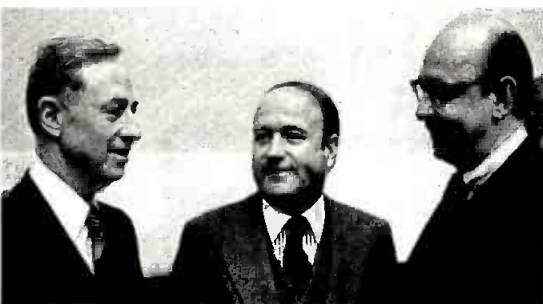
committee staff economist Alan Pearce (behind Mr. Murphy), subcommittee counsel Harry M. (Chip) Shooshan, Chairman Lionel Van Deerlin (D-Calif.), minority counsel Ronald Coleman, W. Henson Moore (R-La.), Carlos Moorhead (R-Calif.), Marc Marks (R-Pa.), and minority counsel George (Toby) Harder. The portrait is of Harley O. Staggers (D-W.Va.), chairman of the present Commerce Committee.



FCC Chairman Richard E. Wiley (l) and NAB President Vincent Wasilewski.



Representative Wirth, ABC TV President Frederick S. Pierce and ABC Washington Vice President Eugene Cowen (l to r).



Corydon B. Dunham, NBC vice president and general counsel, NBC-TV President Robert Howard and NAB Chairman Wilson Wearn (l to r).



John A. Schneider, president, CBS/Broadcast Group.



George Gerbner



Henry Geller

ship between the amount of violence on TV and the ratings, a contention that surprised some who have argued that it is pursuit of ratings that motivates the networks to program violence. Wilson Wearn, for one, disputed Dr. Gerbner, saying that although he has no hard evidence, "I have a lot of experience" to show that there is a link between viewing and violence.

Dr. Gerbner was questioned extensively on his methods, particularly on his definition of violence, which the networks have attacked for being so broad as to distort to their discredit the amount of violence on TV. Among other acts of aggression, the Gerbner indices give the same weight to violence in a humorous context—in cartoons for example—as to violence in a police drama. In defense of the practice, Dr. Gerbner said he has studies showing that humor "is a most effective way of imparting lessons" to a young audience. His definition, focusing on "clear-cut and unambiguous physical expressions of overt violence in any context," attempts to be objective, not subjective, he said. "Since we're dealing with all kinds of people who watch all kinds of TV, we have no way of differentiating."

Dr. Gerbner argued further that each count of violence requires the concurrence of four trained "coders" before it is included in the index.

Later, Dr. Gerbner told the panel that there has not been enough time yet to determine if family viewing has had any effect on children's responses.

Family viewing was among the many topics touched on at the hearing. Despite endorsements from the likes of Rep. Albert Gore Jr. (D-Tenn.) who said "it wasn't a bad idea," and Wilson Wearn, who said, "I was proud of it," most of the comment about family viewing was critical. Henry Geller, former FCC general counsel now with the Aspen Institute Program on Communications and Society, called in to assess the legal basis for it, concluded that Judge Ferguson was "clearly right that government intervened much too deeply in family viewing." Referring to the closed-door meetings between FCC Chairman Richard Wiley and network representatives prior to NAB enactment of the plan, Mr. Geller said: "I really don't know what the controversy is about. It really seems to me that the matter is open and shut. . . . The commission clearly acted with no authority."

Regarding statements in Judge Ferguson's decision which some have interpreted to mean that the TV industry cannot act jointly through an NAB TV code restriction to cut back on violence, Mr. Geller said he hopes that will be reversed on appeal. All three networks, the FCC and the NAB are appealing all or parts of the Ferguson decision.

Mr. Geller said in his opinion the limit of the government's involvement in the TV violence dilemma should be to "create a climate to permit broadcasters to act together" to stop violence. Toward that end he suggested: (1) a finding by the

Justice Department and the FCC that joint network action to produce quality children's programming would not be an antitrust violation; (2) completion by the FCC of its rulemaking docket proposing percentage guidelines on what constitutes substantial service, in broadcast comparative renewal proceedings, of local, news and public affairs programming; (3) adoption by the FCC of some form of the proposal from Westinghouse Broadcasting that would permit more prescreening of network programs by affiliates, and (4) further government sponsorship of research into the effects of TV violence.

FCC Chairman Wiley, in testimony at the hearing, repeatedly rejected inferences that he had purposely overstepped his authority in the discussions that led up to the adoption of family viewing. Mr. Van Deerlin tried to mollify him: "I don't think anybody ever questioned your motives," he said. "It was the way you did it." But, persisted Mr. Wiley, "My purpose was not to effect an agreement . . . I can only tell you that my conscience is serene."

Mr. Wiley had help from Representative Wirth, who said in prepared remarks that "it is easy to understand why Mr. Wiley acted as he did. Congress, after all, was saying to the FCC, 'You take some action or we will cut your budget.' So, as one who has locked horns with Mr. Wiley on this issue before, I would like to say that if the government has violated the Constitution, then those of us who have exhorted the FCC to do something about TV violence, should not let the FCC alone incur Judge Ferguson's wrath."

Further, Mr. Wiley sought to clear up some apparent confusion among subcommittee members that the percentage guidelines proposal Mr. Geller mentioned might apply directly to violent programs. "I don't think it's germane to the subject of this hearing," he said, because it would apply only to local news and public affairs programming, not violence.

In discussion of who is responsible for children seeing too much violence on TV—the viewers, the programmers, the parents, the writers—several witnesses wanted to place responsibility squarely on the networks' doorstep. One was Richard M. Powell, chairman of the Writers Guild of America West family-viewing-hour committee. Control over programming content begins in New York, he said. "The network programmers let it be known what they are looking for . . . The writer or writer-producer comes in with a format which is quickly reduced to the lowest common denominator by the network people—something like a group of men with large feet stamping out a grass fire. What is left, generally, is a series about two cops with a warm, human, caring relationship toward one another, leaving behind them—as they work their warm and caring way through the TV season—a mountain of dead bodies. In other words, the format is a vacuum—which must be filled by violence."

Mr. Powell charged that the network



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officials are more concerned with pushing the products advertised around programs than they are with the programs themselves—a situation analogous, he said, to the packaging of bubblegum in cartoon wrappers. “That is American television. Those who control it may put in some of their time on the cartoons, but their minds—and hearts—are in the bubblegum.”

TV violence, Mr. Powell said, lies to the viewer because it is sanitized, oversimplified and presented without emotional consequence. The writers do not object to violence being lessened, but they do not want it banished, he said. “What we do ask, and demand, is that we as writers be allowed to deal with violence as it really is, and that we be allowed to deal with all aspects of society as they are, were and could be.”

Hermínio Traviestas of NBC took exception to the charge that network programmers ask for more violence in programs. He said he has never heard of that happening and suggested that the writers think that because as network standards are interpreted three or four times down the ladder, “it sounds negative by the time it gets to the writer.” CBS’s Mr. Sauter added that as first scripts were polished into final product at CBS in 1976, violence was reduced by 24%.

Another indictment of the networks’ failure to respond on the violence issue came from Ted Carpenter, executive direc-

tor of the National Citizens Committee for Broadcasting, who compared the networks to the wizard of Oz. He said the government has acted to protect the economic marketplace for broadcasting, and asked for comparable action to give the audience greater access to the medium.

Another vocal critic at the hearing was Peggy Charren of Action for Children’s Television. She argued that a long-range solution to the problem of TV violence would be for Congress to require broadcast licensees to produce more and better children’s programming. Using the license renewal process, she would have the government mandate specific standards to judge whether renewal applicants have programed adequately for children and require that licensees program to children of different ages during the hours when children watch TV; that licensees maintain tapes or transcripts of children’s shows; that the renewal applicant propose specific shows to meet the needs of the children in the community and that licensees program for children even if they have to draw from the profits of other programs. “It is ACT’s conviction,” she said, “that the problems with children’s television viewing are not merely that the numbers of violent incidents per hour are so many, but that the opportunities to select something different are so few.”

Another quantitative look at TV aggression was given at the hearing in the form of a study by Professors Bradley S. Green-

berg and Charles K. Atkin of the Michigan State University Department of Communication. Their analysis of 92 episodes of television series aired during peak children’s viewing hours in 1975-76, purports to show that: There was more than twice as much physical aggression in Saturday morning cartoons as in prime-time programs, but the noncartoon programs Saturday mornings contained one-third that level. The study examines other antisocial acts besides physical violence (including deceit, cheating, verbal aggression) and concludes that the family-viewing period displayed almost as much antisocial behavior as the post-9 p.m. period; verbal aggression was substituted for physical aggression in the family-viewing time; ABC was the most violent network, showing twice as much physical aggression as NBC, a third more than CBS; “Children are not especially attracted to antisocial programming,” and preferred shows are no more violent and less verbally aggressive than unpopular shows.

The American Medical Association, one of the more formidable groups actively seeking curtailment of TV violence, was represented at the hearing by Robert L. Stubblefield, a psychiatrist and medical director of the Silver Hill Foundation, New Canaan, Conn. Dr. Stubblefield urged broadcasters to join the antiviolence movement and look for ways to communicate prosocial behavior and more “thoughtful portrayals of human relation-

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ships" in their shows.

"Apparently some television industry spokesmen want to be left alone until we have absolute proof that viewing televised violence directly causes destructive behavior," he said. "If the television industry will think, not only of the healthy children in intact compatible families, but also of the high-rise children, in broken homes, in emotionally and economically deprived families, we believe that responsible policy leaders will not cry 'censorship.'"

## Music license with a different beat

**New organization, backed by Iranian oil money, is making plans to get in on the action that BMI and ASCAP now has**

A new music licensing organization with hopes of becoming competitive with Broadcast Music Inc. and the American Society of Composers, Authors and Publishers is beginning to make a move among broadcasters.

The organization is the International Audio Clearance Association, based in Hollywood, and Jack Millman, its executive director of production, says it has 10,000 to 12,000 hours of music—mostly foreign music—in its catalogue and millions of dollars of Iranian oil money behind it.

IACA has been writing broadcasters, offering a "new single payment service [that] will eliminate the 'piece-meal' acquisition of license rights for musical usage and cover your clearance problems where necessary." Enclosures include a license form that upon payment—on a scale ranging from \$42.06 for 12 months (\$105.16 for 36 months) to \$92 for 12 (\$230 for 36)—purports to give "world-wide rights complete and full, providing nonlimited and nonrestricted use of [specified] authorized clearance contracts to transfer, synchronize and publicly broadcast therein . . ."

The first reaction of some broadcasters was that this might be a way to omit conventional music-license payments to BMI and ASCAP, for example. Others suggested that IACA hoped it would be so interpreted. Music sources said the trick, if there was one, was that IACA seemed to be offering mechanical licenses to specified music, but that these have nothing to do with performing rights and would be of value only to those who themselves wanted to record the music involved or synchronize it on film.

Mr. Millman didn't quarrel much with those interpretations when they were reported to him. He said IACA initially dealt in this country primarily in synchronization rights, but that it has "our own copyrights" on "thousands and thousands of hours" of music of all types, from trios to symphonies, and that IACA thinks there is a market for performing rights to them among U.S. stations. And they can

be performed only with an IACA license, he said. Asked for some of the titles in the IACA catalogue, he said titles alone would be meaningless because the music has had little chance to be heard in this country.

Mr. Millman said the organization's home base is in Johannesburg, South Africa, and that it has the backing of Iranian oil interests, so that money is no problem. IACA, he said, may spend \$3 million to \$6 million in development over the next few years.

He said that unlike ASCAP and BMI, IACA is not looking to sign up "thousands and thousands" of writer-composer members. At present, he estimated, IACA represents "at most" about three dozen writers and composers. And he said station response to IACA's solicitations "is picking up . . . it's going to snowball."

He left no doubt IACA wants to compete: "BMI and ASCAP have got things locked up," he said. "We decided to hell with the front door—there're side doors, backdoors, chimneys—and we'll come up through the floor if necessary."

## Oops . . . 'Phyllis' goofs

**Reference to a real person in the CBS sitcom brings threats to sue but network airs retraction**

San Francisco Supervisor Bob Mendelsohn got a call from his aunt in Washington, on Jan. 23. It seemed the supervisor had been mentioned on that evening's *Phyllis* program on CBS-TV, and why didn't he tune in the West Coast broadcast and hear what it was all about? He did, and he was not amused.

It so happens that the fictional Phyllis, played by Cloris Leachman, is employed as an administrative assistant to a San Francisco supervisor. Near the beginning of the show, she asked another supervisor if he could keep a secret. "Sure," he replied. "Did I ever tell you about Supervisor Mendelsohn fooling around with his secretary in the records office?"

Mr. Mendelsohn, who is married, proceeded to his lawyer. His lawyer in turn dispatched letters to CBS's offices in New York and Los Angeles and to MTM Productions, which produces *Phyllis* in Los Angeles. The letters said, in essence, retract or we'll sue. They did with a voice-over apology during the opening credits of the Feb. 27 program. It read, in part:

"The sentence was not intended to refer to a real person, and certainly not to the well-regarded, real Supervisor Bob Mendelsohn of San Francisco. Our use of Supervisor Mendelsohn's name was an error and CBS and the program producers regret any conceivable embarrassment to Supervisor Mendelsohn or his staff."

The statement was drafted jointly by lawyers for the producers and the network and Mr. Mendelsohn's lawyer, William Coblentz. All agreed that the error was, indeed, coincidental, and further legal action will not be pursued. "I don't think it was maliciously done," said Mr. Coblentz.

## ABC continues its reign in the Niensens

**A 22.9 weekly rating pushes network to a 22.1 season-to-date score**

As ABC-TV continued to dominate the prime-time ratings, NBC-TV sprung a surprise for the week ended Feb. 27 by finishing in the runner-up spot after being third for six weeks in a row. ABC had a 22.9 rating to NBC's 18.3 rating and CBS's 17.7.

CBS still has the edge over NBC in the 23-week season-to-dates, however, with an 18.7 rating to NBC's 18.5. ABC has all but left its competitors in the dust, with a 22.1 rating.

In addition to the regular series—like *Happy Days*, *Laverne and Shirley* and *Charlie's Angels*—that have kept it on top all season long, ABC came through with three movies and one special during the last week in February that helped it to increase its sweep-period lead week by week: "The Challenge of the Network Stars" special (Monday, Feb. 28, 9-11 p.m. NYT), which racked up a 28.8 rating and 45 share; *The ABC Sunday Movie* (Feb. 27, 9-11 p.m.) telecast of the theatrical movie "Survive," which got a 28.6 rating and 44 share; *The ABC Friday Movie* (Feb. 25, 9-11 p.m.) showing of the made-for-TV picture "SST: Death Flight," with a 28.0 rating and 44 share, and an *ABC Monday Movie* (Feb. 21, 9-11 p.m.) reprise of the early James Bond "From Russia With Love" (23.7 rating, 38 share).

NBC's second-place finish for the week was boosted by a high-rated Walt Disney movie called "The Strongest Man in the World" (Sunday, Feb. 27, 7-9 p.m.), which hit a 26.0 rating and 39 share; a theatrical documentary movie about Bigfoot (Monday, Feb. 28, 8-9:30 p.m.), with a 24.2 rating and 36 share, and a Neil Diamond musical special (Monday, Feb. 21, 9-10 p.m.), with a 22.3 rating and 33 share.

### Programing Briefs

**Branching out.** Madison Square Garden has produced first non-Garden TV special, *Chita Plus Three*, taped in Waldorf-Astoria Hotel in New York. One-hour special stars entertainer Chita Rivera and is being made available to both TV stations and cable systems. A show without **A show without Anita.** According to singer Anita Bryant and her agent, Richard Shack, Singer Co. canceled plans to produce TV pilot starring Miss Bryant after widespread publicity of her fight against homosexual civil rights bill in Dada county, Fla. Both Singer and production firm, Tele-Tactics, refused comment. Spokesman for Dancer-Fitzgerald-Sample which handles Florida Citrus Commission account, said there are no plans to drop Miss Bryant as spokeswoman for Florida oranges.



## Out-of-office politicians join ranks of broadcast personalities

Figures such as Ford, Kissinger and Simon are turning to radio/TV as commentators/consultants

"Welcome to the fiscal follies of 1977. My name is Bill Simon. I used to be a bureaucrat."

William E. Simon, in fact, used to be secretary of the treasury under former Presidents Gerald Ford and Richard Nixon. He is now on the verge of being a nationally syndicated radio commentator on economic issues. The comment above was made somewhat facetiously in New York last Tuesday, while taping a practice introduction to his new program scheduled to go into syndication via O'Connor Creative Services, five days a week, beginning in late March. The "fiscal follies" referred to were President Carter's economic policies.

Mr. Simon is one of several out-of-office Republicans who has moved rapidly into broadcasting, not only for the income but presumably to maintain a presence in the political arena.

Mr. Simon's ex-boss, Gerald Ford, and former Secretary of State Henry Kissinger both signed lucrative contracts with NBC-TV to appear on a number of special programs about their years in power and, in Dr. Kissinger's case, to act as a sort of house expert on foreign affairs. And James L. Buckley, former U.S. senator from New York, on March 10 will become a bi-weekly commentator on National Public Radio's *All Things Considered*. His four-minute messages will be heard over some 180 stations.

Does the fervor with which broadcasters pursued Mr. Ford, Dr. Kissinger and, to a lesser degree, Mr. Simon and Mr. Buckley indicate that politics and broadcasting have become so closely related that practitioners of one can move almost automatically into the other? And what about the adversary relationship that is presumed desirable between government and its watchdog?

Richard Wald, president of NBC News, sees nothing new in the signing of Gerald Ford. He points out that every President since Truman who survived the office participated or will participate in programs about their administrations. Mr. Ford's appearances for NBC, according to Mr. Wald, will "remain very closely tied to his presidential activities."

"I think this is a useful and interesting public service," Mr. Wald said. "He [Mr. Ford] can make reflective comments like, 'Gee, I should have done it this way,' or 'The problems that people didn't under-

stand at the time were these...' He'll offer a historical perspective."

Dr. Kissinger, however, not only will share the elder statesman role but also will act as a historian and scholar on world affairs for the network, appearing on panels and working with the NBC news team off the air as a consultant. But Mr. Wald denies the comment by Dr. Kissinger's agent that the former secretary would appear on an NBC program when he had "something special he wants to say."

"When he [Dr. Kissinger] was in office," Mr. Wald said, "he was in control of the interview situation. Now we will have the editorial control. Kissinger will appear at our request. We do plan to be in touch with him (as a consultant), but we will balance what he has to say just like we would with anyone else."

Mr. Buckley's and Mr. Simon's role as commentators, on the other hand, will be more openly opinionated. David Creagh, executive producer of *All Things Considered*, said he approached Mr. Buckley with the \$65-per-program offer because "I wanted a well-known conservative who would challenge the preconceptions of our more liberal listeners."

"This is an extension of what I was doing in government," Mr. Simon said during a break in the taping, "in the sense that I'll be giving a running commentary. But now I'm in the position of being the loyal opposition." Carlyle said that economics is "the dismal science. It's a subject that's boring to people, yet it changes their lives. I'm promoting economic literacy."

Mr. Simon is the second prominent politician introduced to radio syndication by the O'Connor firm, whose stable of radio features includes such other proper-



Simon says. The former Treasury secretary tapes his first program in the studio. Syndicator Harry O'Connor is in the foreground.

ties as Art Linkletter's *Kids Say the Darndest Things*, an Eliot Janeway economics series, a Jack Webb series on consumer rip-off's and Arch Oboler's *The Chiller* mysteries. The first was Ronald Reagan, former governor of California, who began his *Viewpoint* series after leaving office. Mr. Reagan had to suspend his personal participation while a candidate for the Republican presidential nomination, but is now back on the air and sold in more than 280 markets.

Mr. Reagan's sense of ease with the broadcasting medium is widely admired. His syndicator, Harry O'Connor, says that the former governor regularly tapes 15 scripts at a sitting with hardly a slip of the tongue. But many broadcasters say they are leery of amateurs entering the field.

Richard Salant, president of CBS News, says his network has a flat dictum against using nonprofessionals on the air.

"Our basic policy is to keep journalism in the hands of journalists," Mr. Salant said last week. "I think there is a sharp line to be drawn between political writing and journalistic writing, and we insist that they [commentators and newsmen] have established journalistic credentials."

William Lord, vice president in charge of ABC's television news, agrees. "I'm not convinced that someone who was in the public eye in government is automatically qualified to be a newsmen," Mr. Lord said. "And I haven't been convinced that it's that easy for a politician to divest himself of the trappings of having been with the government—of past situations he was involved in or was aware of. I think those of us in the broadcasting business have to be very careful about where these people are coming from."

Not all broadcasters agree, however. Paul Harvey, the Chicago-based radio commentator for ABC, for example, finds the flow of political figures into broadcasting "refreshing."

"We need the continuing benefit of the experience and judgment of men like these," he said. "It would be a tragic waste otherwise." But what about their lack of broadcast expertise? "Oh, I think those of us in the profession over-dramatize that a bit," Mr. Harvey said. "We're not all that mysterious."

Perhaps the most common observation by broadcasters, however, is that the signings of the Fords and Kissingers represent more of a bow to the star system than to the contributions they might make to newscasts. Woody Fraser, producer of ABC-TV's *Good Morning, America*, says that the politician is replacing the movie star as the most popular show guest.

"The politician today is more geared toward television," Mr. Fraser said. "His personality is more outgoing, he has a better sense of humor—they make very good guests. When you've had the stars of *Laverne and Shirley* on for the 10th time, what do you talk about? Whereas with politicians you've always got something that's new and important and that people are interested in."

John Scali, senior correspondent for

ABC-TV in Washington, is one broadcaster who has also spent time on the government side, as an adviser to Presidents Kennedy and Nixon and as U.S. ambassador to the U.N. under President Nixon. He was asked if the hiring of politicians as broadcasters disturbed him.

"Yes, it does," he said. "If we have the beginning of a trend which puts [into broadcasting] high government officials who must sometimes defend their pasts, I question how good an interpreter of events they could be for the public. These men would be honored more for their names and glamor appeal than for their capabilities as reporters."

Mr. Wald of NBC laughed out loud when he was asked if Dr. Kissinger and Mr. Ford were hired because of their "star" qualities.

"You can't really equate Ford and Kissinger with handsome anchormen," he said. "I don't think they'll pull in anything like a mass rating, but they will pull in a class audience, as opposed to a mass audience—the people who are interested in public affairs."

## WNUS sues NBC for terminating its NIS contract

**Massachusetts station asks \$1 million in damages because it cannot fulfill its obligation to use the news service**

WNUS(AM) Springfield, Mass., has sued NBC for \$1 million in damages, plus triple damages under the Massachusetts Consumer Protection Act, in the projected ter-

mination of the NBC News and Information Service (NIS).

The suit accuses NBC of "deceptive trade practices, breach of contract and deceit." Jeffrey Levitan, president of the station, said WNUS attorneys are also exploring the possibilities of a class action suit on behalf of other NIS subscriber-stations, some of which he said had already expressed interest. He said he was not at liberty to identify them, however.

An NBC statement following WNUS's filing of the suit in Hampden County Superior Court in Springfield on Feb. 25 said NBC had worked closely with NIS stations to make the transition as smooth as possible and "believes the suit by WNUS has no merit."

The spokesperson said NBC "regrets that WNUS has taken this course, particularly since the station has not paid any of its subscriber fees since the first two months after joining NIS in January 1976. We intend to defend the suit vigorously."

Jordan Ring, Boston attorney for WNUS, said in response to the claim of nonpayment that WNUS was told at first to put the fee into advertising and promotion and that later WNUS learned other stations in comparable markets were being charged different rates. In any case, he said, NIS made no demand for payment until after WNUS filed its suit, at which time NIS also threatened to cut off service immediately.

As a result, he said, WNUS obtained a temporary restraining order from the Springfield court last Wednesday barring termination of NIS service to WNUS pending a hearing this week.

WNUS claimed it bought WTXL(AM) in November 1975 conditioned on plans to operate the station (now WNUS) as an all-news station using the NIS service; that NBC represented that the NIS service would not be terminated during the initial

two-year period of service and that it therefore must continue furnishing service until Jan. 1, 1978. In its termination announcement last fall, NBC said NIS would be shut down as of May 29, 1977.

WNUS President Levitan said the station will continue to operate as an all-news outlet. He said it is a founding member of the News and Information Radio Association set up by NIS subscribers last month (BROADCASTING, Feb. 21) and has also signed with AP Radio and expects to take on other news material sources.

NBC had no immediate comment on WNUS's claim that there had been no demand for payment until after the suit was filed, or on the temporary restraining order issued last week against termination of NIS service to WNUS.

## Television inches toward House floor

**90-day trial of In-House system promised by Speaker O'Neill**

"I can tell you that the House is going to be televised in the long run," said Speaker Thomas P. O'Neill (D-Mass.) last week in announcing a 90-day test of closed-circuit coverage of floor proceedings. Mr. O'Neill said that the trial could begin March 15, although no firm date had been set.

The live coverage will be transmitted to offices in the Capitol and the Rayburn office building, the only locations wired to receive the closed-circuit transmissions, which will be in black and white. Pictures will come from three cameras in fixed positions; the equipment will be manned by House employees. One camera will focus on the speaker's rostrum, one on the area



'The Sunday paper.' The presses may have stopped rolling but columnists from the *Philadelphia Inquirer* and its sister newspaper, the *Philadelphia Daily News*, were given a chance to read their copy on kyw-tv there during the Newspaper Guild's strike against Knight-Ridder Newspapers' Philadelphia Newspapers Inc. Participating on the 60-minute special aired on Sunday (Feb. 27) were (l-r): Larry McMullen, *Daily News*; Sara Kay Cohen, *Inquirer*; Bill Curry, *Inquirer*; Wooly Bubbles, actor and impressionist (seated); Harry Harris, *Inquirer*; Bill Fleischman, *Daily News*; Dick Sheehan, kyw-tv reporter (seated); Bill

Collins, *Inquirer*; Larry Swindell, *Inquirer*; Frank Leeming, *Inquirer*; Gary Haynes, *Inquirer*; Dorothy Storck, *Inquirer*; Desmond Ryan, *Inquirer* (hidden behind Ms. Storck); Jonathan Takiff, *Daily News*, and Carole Shaeffer, *Inquirer*. The strike, which began Feb. 8, ended last Thursday (March 3), had also curtailed distribution of the *Evening Bulletin* there. On Feb. 15 kyw-tv presented a 60-minute prime-time special on the dispute with both labor and management represented, and which, according to the station, helped move negotiations forward to resolving the dispute.

from which the majority leader and Democratic members speak and the other on the Republicans' corresponding area. Mr. O'Neill said he would prefer that the cameras remain in the hands of House staffers and not be turned over, if the telecasts, eventually, go public, to either the Public Broadcasting Service or the commercial networks.

A closed-circuit set-up is also a strong possibility for the Senate. Last month, Majority Leader Robert Byrd (D-W. Va.) and Minority Leader Howard Baker (R-Tenn.) co-sponsored a resolution to allow just such a system (BROADCASTING, Feb. 14).

### Journalism Briefs

**Looking for a second opinion.** Appeal was granted for court order in libel suit against CBS's *60 Minutes* program requiring newsman Mike Wallace and producer Barry Lando to provide evidence of "thought processes" in research for show (BROADCASTING, Jan. 24). Original discovery-stage order was to surrender notes and explanation of journalistic decisions "certified" Feb. 23 for review by federal court of appeals.

**Out of the closet.** Noncommercial KQED(TV) San Francisco has appointed Randy Shilts freelance reporter to cover city's large and diverse homosexual community. Mr. Shilts is reporter for *Advocate*, national gay newspaper, and will appear once weekly on KQED's *Newsroom*.

### Almost everything went Fine at WHNPA awards

The White House News Photographers' Association named Paul R. Fine of WMAL-TV Washington cameraman of the year in its 34th annual photo, film and tape judging. Mr. Fine won six awards in the individual categories competition.

First place in the spot-news category went to Harold Hoiland, WTOP-TV Washington; second place winner was Dave Moubray, WTOP-TV, and George Fridrich of NBC was third.

Chuck Fekete of NBC was named first and third winner in the general and day feature category; Mr. Hoiland was second.

Personalities category's first-place and second-place awards were given to Mr. Fine; Pete Hakel, WMAL-TV, won third place.

Mr. Hakel received first-place honors in the feature category, with the second, third and honorable mention awards going to Mr. Fine.

First place in documentary went to Mr. Fine; second place to Bob Boyer, WTOP-TV, and third to Steve Affens, WMAL-TV.

Clyde Roller, WMAL-TV, came in first and third in sound; John Laureau, WMAL-TV, was second.

In the editing category, Gordon Swenson, NBC, was first; Robert Mole, NBC, was second, and Mr. Boyer, WTOP-TV, was third.

### Cablecasting®

## Broadcasters and cable are in separate corners on exclusivity

**Stations say cable erodes audience by importing duplicate programs on which they have rights, and want protection in all markets, while CATV doesn't agree**

A classic case of the broadcasting and cable industries lining up on opposite sides of the field to do battle emerged at the FCC last week in the form of comments on the commission's notice of inquiry into its rules protecting major-market television stations' syndicated programming against duplication by programming imported by cable systems.

The notice was issued last year (BROADCASTING, Nov. 8, 1976) and stemmed from a promise made by FCC Chairman Richard E. Wiley for a review of the rules once Congress approved copyright legislation, which it did last September. The commission also noted that the rules had been in effect for five years.

The rules require the deletion of all syndicated programming from signals imported into the top-50 markets if the programs are under contract to local stations or if the programs were sold in syndication anywhere in the nation in the preceding 12 months. Protection is less extensive in the second-50 markets—there is no presale protection, for instance, and protection is not required of systems with fewer than 1,000 subscribers.

There was no middle ground expressed in the approximately 50 comments. Broadcasters were in favor of the rules and wanted them extended to cover all markets, not just the top 50. Cablecasters said that since the copyright regulations were adopted, the rules are obsolete and should be done away with.

The broadcasters' point of view was expressed by the National Association of Broadcasters which said that "Cable transmission of duplicate syndicated programs erodes the local station's audience for those programs. Broadcast stations without full protection suffer loss of revenue. The loss of potential audience also would create a tremendous disincentive to purchase a program already retransmitted by cable systems in the station's market," resulting, the NAB said, in most viewers, not cable subscribers, being deprived of the opportunity to see the most popular syndicated programs. "Program diversity," NAB continued, "would become for them a hodge-podge of low-budget, low-quality syndicated programs."

The Association of Maximum Service Telecasters agreed with the NAB and said that program suppliers "are not only will-

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## accuracy in media by reed irvine

# NBC uses McCarthyism to lambast McCarthy

NBC's "Tailgunner Joe," aired on February 6, was a perfect example of what has come to be known as McCarthyism. Introducing the drama, NBC said the story it was going to tell was "incredible but true." It then spent three hours ripping a man to shreds with lies, half-truths and innuendo.

Ironically, the victim of this smear job was the late Senator Joseph McCarthy, whose name came to mean the tactic of destroying reputations by using falsehoods, half-truths and innuendo.

This is not the first time NBC has falsified the facts in its "true-to-life" dramas. A year ago I took them to task for badly twisting the facts in "The Deadly Tower," a recreation of a sniper incident at the University of Texas that took place several years ago.

Recently Richard Reeves, writing in TV Guide, lambasted an NBC drama about the late President Kennedy called "Johnny, We Hardly Knew Ye." He called it an "addition to the pseudo-history that is replacing documentaries on television." He chided the TV critics for not exposing the lack of fidelity to history in these dramas.

### False implications

Reeves complained that NBC falsified to make J.F.K. look better than he was. In the case of McCarthy it was just the opposite. Early in the story, they had a McCarthy aide saying that they were going to "jew" an agent down. The statement was then repeated, obviously to make sure that no one missed the point.

The implication was that McCarthy and his aides were anti-semitic. Atrociously crude innuendo to use against a man whose fall resulted from charges that he obtained preferential treatment for two of his aides, Roy Cohn and David Schine.

Trying hard to evoke the racist image, NBC garbled a McCarthy speech, creating the impression that the senator had singled out "members of minority groups who have been traitors to this nation." What McCarthy actually said was just the opposite.

He said: "It has not been the less fortunate, or members of minority groups who have been traitorous to this nation . . . but rather those who have had all the benefits that the wealthiest nation on earth has had to offer . . . the finest homes, the finest college education and the finest jobs in government we can give."

NBC tried jerking tears with what purported to be the widow of a man allegedly driven to suicide by McCarthy. The story was that he had been involved with a radio transmitter the "Voice of America" had planned to build in Seattle. NBC had the widow saying, "McCarthy decided that the Seattle transmitter should be in California, not in Washington," even though the Seattle location had been decided by "M.I.T., the Bureau of Standards and Army Signal Corps."

### Phoney episode

Congressman Larry McDonald of Georgia has exposed the phoniness of this episode in the *Congressional Record*. His research shows that M.I.T. had at first recommended the Seattle site for the transmitter, but they later found that it posed serious technical problems and recommended a site much farther south.

McDonald says the Bureau of Standards had issued a report criticizing the Seattle site for the same reason. Senator Henry Jackson of Washington, despite his desire to have the transmitter built in his own state, is said to have played a role in obtaining the facts that showed the superiority of the California location.

On the other hand, the record includes a memo written by a "Voice of America" official who favored sticking to the Seattle site. He said: "If the decision is to move to California, we must be prepared to explain fully to the Congress and to the press our reasons for doing so. Such exposure may result in congressional investigation and would not be conducive to our obtaining additional construction funds in the near future."

These are but a few of the dirty tricks employed by NBC in "Tailgunner Joe." There are enough to justify coining a new word for this sort of thing—NBCism.

ing to provide stations with CATV exclusivity rights, they are anxious to insure that stations enforce those rights so that the resale value of the programs after the first station's rights are exhausted will not be unduly impaired."

The exclusivity rules, the NAB contended, are necessary for broadcasters to serve the public interest since they "maintain an environment in which broadcast services will continue to improve and expand. Because the lack of full protection leads to reduced revenue and diminished ability, less than full protection in all markets will raise additional barriers to entry into broadcasting."

The "protection in all markets" was one of the broadcaster proposals to toughen the exclusivity requirements. The three basic requests were for the FCC to: (1) provide full syndicated exclusivity protection in all markets; (2) eliminate the present "grandfather" exception that says exclusivity need not be provided for distant signals carried by cable systems on or before March 31, 1972, and (3) enlarge the zone in which cable systems are required to provide protection from the current 35 miles to 55 miles (the same now allowed for network programing non-duplication).

Program suppliers joined the broadcasters in calling for more exclusivity protection. In joint comments, Columbia Pictures Television, MCA and Warner Brothers insisted that two recent developments in the industry underscore the need for tougher rules. The first, said the three firms, is the "production and distribution of high-quality, first-run syndicated entertainment shows" for both network affiliated and independent stations. "This fulfills," the programers said, "one of the major public-interest objectives underlying the prime-time access rule and on which the commission relied in designing the protections of the syndicated exclusivity rules."

The second development, the programers said, "is the use of satellite technology to relay the broadcast signals of major independent stations to cable systems across substantial segments of the country. Typified by the recent grant of a common carrier authorization to Southern Satellite Systems to relay the signal of WTCG(TV) Atlanta, this development, if unchecked, promises to have substantial adverse repercussions on the production and distribution of television programs."

Also concerned about satellite distribution of programing to cable systems was the Motion Picture Association of America. Along with the FCC's deletion of leapfrogging restrictions, MPAA said, the satellite actions "provide for low-cost cable retransmission of broadcast signals over great distances, and, very likely, will result in the development of broadcasting super stations. The syndicated exclusivity rules are the only protection local stations will have against crippling unfair competition from such super stations."

The cable industry on the other hand did not agree with these claims by broadcasters that the rules must stay and be

Reed Irvine is Chairman of Accuracy in Media, Inc. (AIM). His outspoken syndicated column goes to over 75 newspapers and magazines. Responding to numerous requests, AIM is planning to make available 90-second commentaries on the media for use on radio. For information about these commentaries write to AIM, 777 14th St., N.W., Washington, D.C. 20005 or call 212-783-4407.

toughened or TV stations would lose money. Cable people see no need for any rules in this area at all. Indeed, the Community Antenna Television Association said, "There is no evidence that program suppliers suffered any loss of revenues or profits in the absence of syndicated program exclusivity during the first two decades of CATV's existence. Moreover, there had been no indication of loss of revenue to broadcasters because of the absence" of the rules or "due to the absence of protection in the smaller markets since the adoption of the cable television rules in 1972."

"If, in fact," CATV went on, "syndicated exclusivity is a needed protection for broadcasters, it is incumbent upon broadcasters to provide definitive data justifying the continuance of syndicated exclusivity and its implementation in the markets where such protection does not exist."

The rules, contended the National Cable Television Association, are stunting the development of cable systems, especially in major markets. It cited markets where new systems, according to NCTA estimates, would lose 43%-50% of the distant nonmovie programming.

In contrast to broadcaster claims that cable has hurt television stations, NCTA said that: (1) Current CATV impact to over-the-air broadcast in all markets is minimal since in many markets where CATV penetration has increased significantly there have been "even larger gains in market revenue for the broadcasters. There is clearly no correlation between CATV activity and broadcaster revenues." (2) Benefits from protection of syndicated programming "accrue to the network affiliates who are least in need of such protection." (3) "There is no evidence to support claims by program syndicators that such protection is needed (or must be expanded) to protect the supply of programming."

Cable MSO Communications Properties Inc. also said that the protection given to broadcasting has deterred cable's growth in the top-50 markets. "By retarding cable's growth in the major markets," CPI said, "insufficient capital has been available to encourage research and development. The result has been a stifling of technological development and progress."

"The commission," CPI felt, "should not be concerned with the possible adverse effect of competition until it deprives the public of service, and the burden of proving that adverse effect is on the party who alleges it."

This was also stated by the National Citizens Committee for Broadcasting which proposed "that the broadcasting industry be required to specifically account for the alleged detrimental effects caused by distant signal importation."

Another reason for eliminating the rules, according to the cable people, is that the adoption of copyright legislation is enough protection. "The existing rationale for syndicated exclusivity protection," said CATA, "is now a moot point" because of the new copyright law.

"Syndicated exclusivity," it continued,

"in the context of the existence of a copyright law requiring payments from cable television, simply is an added burden giving disproportionate marketplace protection against competition to the broadcast industry."

In the joint comments of 72 cable firms this same idea was expressed: "Now that compulsory licensing has been imposed on cable TV, it can no longer be said that syndicated exclusivity is in any way a 'reasonable' means of protection. If cable TV is to be allowed to live up to its technological capabilities of promoting and offering a wealth of diversity, the commission must eliminate those artificial and unnecessary barriers such as syndicated exclusivity, placed in its way."

The cable operators went on to accuse the FCC of attempting "to usurp Congress' sole authority in the area of copyright by adopting these rules." In addition, the group described the rules as being "among the very worst written, most complex and incomprehensible regulations ever promulgated by any federal agency. They were adopted to pressure the cable industry into copyright liability. They succeeded. They should be abandoned forthwith."

The copyright law is not enough protection for TV stations, said the Association of Independent Television Stations. "In sum," INTV said, "the new copyright law fulfills only half of the two-fold purpose which the commission envisioned for the syndicated program exclusivity rules. While it may possibly eliminate the need to protect program producers, it does not insulate local stations from the audience fragmenting effects of cable importation of duplicate distant signals."

INTV and Metromedia were concerned that the present rules were not being followed by cable systems. Metromedia said, "The commission's first order of business should be to bring the cable industry into compliance with the rules already promulgated" since the "cable industry has flagrantly ignored and made a mockery" of them. And, INTV said, since the commission can't fine cable systems that don't offer protection, "it should place the cable industry on notice that it will withdraw operating authority for any repeated unjustified refusal to abide by commission regulations and that the first unjustified refusal to provide program exclusivity to a local station will automatically, permanently forfeit the system's right to carry any independent signals."

On the matter of copyright the NAB said that "Congress and the commission have been explicit: Syndicated exclusivity is a matter for commission regulation and Congress did not intend the new copyright law to interfere with the commission's regulation in any way." It continued, "Congress, while establishing a scheme of normal payments to copyright holders, clearly intended that the commission continue to determine the extent to which a copyright holder would retain control of the exhibition of his products."

Reply comments are due at the FCC by April 1.

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## FCC gets earful on franchising

**In rulemaking comments, cable seeks less regulation; there also are calls for shifting CATV powers to the states**

The federal-state-local regulation controversy was of prime concern to cablecasters, citizen groups and government officials as they tried last week in comments filed at the FCC to nudge the commission into accepting their points of view regarding franchise standards and certificates of compliance.

The FCC opened up the matter last November when it asked for comments on revising or eliminating the franchise requirements, and on reducing the filing requirements for certificate applicants. The rulemaking came along with the commission's decision to postpone the March 31, 1977, refranchising deadline for a year (BROADCASTING, Nov. 22, 29, 1976).

The National Cable Television Association concentrated on four basic issues: the FCC should continue to pre-empt "excessive franchise fees"; continue applying "due process" requirements regarding the initial franchise award and extend it to renewal times; continue limiting calculation of franchise fees to basic subscriber services, and that no cable operator should have to renegotiate a franchise before its

natural expiration date (or in cases where the commission determines renegotiation is necessary, no sooner than 1987, 15 years after the 1972 cable rules were adopted).

As for certificates of compliance, NCTA recommended that the commission continue requiring them. However, it encouraged the FCC to trim the filing requirements down in such areas as listing signal carriage. "The local broadcaster can be relied upon in this area to be a vocal and effective police officer," NCTA said.

NCTA also filed a petition for separation and immediate resolution of the franchise-fee issue, claiming that the FCC proceeding has created "serious deficiencies" which run counter to the announced goal of maintaining the status quo. Presently, franchise fees are generally limited to 3% of gross subscriber revenues, and can go as high as 5% if special showings by franchisors are made.

Becker Communications Associates, Cox Cable Communications Corp. and Newchannels Corp., a subsidiary of Newhouse Broadcasting, went a step further, asking the commission to limit the franchise fee to 2%.

The Community Antenna Television Association (whose petition, along with that of the California Community Television Association, prompted the FCC rulemaking) also called for "natural termination of existing franchises" as the time to renegotiate. And, CATA continued, "if the commission decides that it

cannot allow the few '99-year' franchises to stand, then simply require some type of review proceeding, at the franchising level" every 15 years. This review process, CATA suggested, should be left to local officials. The commission could then issue a new certificate and FCC rules would only apply to pre-empt franchise agreements with fees higher than 3% or calling for systems with more than 20-channel capacity.

In general, CATA called on the commission to restructure some of its present rules into "voluntary guidelines." CATA said that "the chaos and uncertainty that the commission reacted to in the late 1960's and early 1970's in the field of cable television franchising no longer exist." Furthermore, CATA continued, "Because of the nature of the commission's current ancillary jurisdiction over cable television, a jurisdictional basis which in terms of franchise standards is overdrawn, the commission is unable to truly enforce its franchise standards against franchising authorities violating the rules."

Warner Cable Corp. said that the FCC generally should hold on to its franchise standards by enforcing the rules by "fiat" rather than having them written into franchising agreements. Warner said the commission could make cable operators and franchising authorities aware of the rules or modifications through form letters. The multiple-system operator also called for the FCC to enact provisions to prevent cable operators' franchises from being "raided."

It said that the existing operator should have a "presumptive right to renewal," and only if insufficient service can be proven should the operator lose the franchise. If lost, the new operator, Warner said, should be required to pay a "fair market value" in advance for the existing plant, at a price determined by an independent appraiser.

ABC Inc., however, opposed franchise revisions "because we believe that they will improperly annul the very limited supervisory control which the commission presently exercises over the cable television industry." In the long run, however, ABC suggested that the commission provide for a system of "periodic licensing" of cable systems rather than the present certification procedure. It said that licensing wouldn't have to be as extensive as that for broadcasters and could involve simple renewals. ABC asked the commission to start moving toward shifting "regulatory responsibility at the non-federal level from localized entities to the states."

A joint comment from several TV licensees also supported the concept "periodic federal licensing" and more state authority.

The Public Broadcasting Service said it supported lessening the regulatory "burden" on cable but wanted provisions to make sure that systems continue notifying noncommercial educational stations of their signal carriage.

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Utilities Commissioners was another to call for more state authority, claiming that the likes of construction arrangements, franchise fees and complaint procedures are "not appropriate matters for federal regulation."

Five employees of the Cable Television Information Center said that franchise fees should be left to the determination of local authorities, as did the city of Rochester, N.Y., which also suggested that, if the FCC doesn't eliminate the 3%-5% limit, it should raise it to 5%-7%.

Storer Broadcasting Co., a group broadcaster and multiple cable system operator, urged that only basic subscriber revenues be included in computing the franchise fee. The California cities of Huntington Beach and San Diego, however, asked that all receipts be included.

The New York State Commission on Cable Television, claiming that the "power to franchise rests with the states and not the federal government," asked that the FCC's franchising standards be eliminated. The Massachusetts Community Antenna Television Commission also called for less federal regulation.

The Office of Communication of the United Church of Christ characterized the commission's consideration of revisions as "whether and to what extent . . . it can abandon its promise to cable viewers." It told the FCC not to remove the federal requisite for local public hearings regarding franchises, but rather to inform the citizenry about pertinent franchise issues. Among its other suggestions were that the FCC free up franchise fees, renew franchise for no more than five years after an initial 15-year period and have pay services subsidize access programming.

Reply comments are due at the FCC by April 1.

## CBS takes away ball from cablecasting

### Network cites contract provision in preventing live carriage of Nets game on CATV systems

CBS-TV invoked its contract with the National Basketball Association to prevent a Long Island-based cable company from sending out live a New York Nets-Golden State Warriors NBA game last week.

The Nets-Warriors game on Sunday, Feb. 27, at 1:45 p.m. NYT, from New York's Coliseum, was not one of the games on CBS's regional network pickups. So John Tatta, the executive vice president for Cablevision, the company that does the Nets games, made preparations to cablecast the game live. But he ran afoul of the CBS-NBA contract, which forbids any cablecasting of a pro-basketball game that's in direct competition with a network telecast.

Mr. Tatta ended up taping the 1:45 p.m. Nets-Warriors game for cablecasting three hours later to the approximately 500,000 homes on the various systems involved. (Viacom, Teleprompter and Home Box

Office are among the companies that pick up Nets home games for New York-area customers.)

Mr. Tata said he would press both CBS and the NBA to grant him an exception so that he can serve his cable customers with live Nets cablecasts. But sources at CBS and at the NBA said that if an exception were granted to Cablevision, other cable companies in other NBA cities might try to get into the act. So far, an NBA spokesman said, the problem of competition between CBS and a local cable hasn't cropped up anywhere else.

## Complaints registered against L.A. cable

### Petition is filed with the FCC requesting that regulations for franchising be enforced

Two Los Angeles doctoral candidates are urging the FCC to "enforce its regulations" in its franchising of cable systems in Los Angeles and other cities.

They have filed a petition with the commission asking for the denial of a certificate of compliance for King Videocable's system in the Upland-Tujunga area in the upper northeast section of the city, which renewed the system's franchise in 1976.

There will be additional petitions against the certificate applications of the three other systems in the city—Theta Cable of California, owned by Teleprompter Corp. and Hughes Aircraft; Sammons Communications, and Palos Verdes Cable, a subsidiary of the Times-Mirror Corp.

The petitioners, Robert E. Jacobson and Walter R. Siembab, said in a news release that their goal "is not to have the cable operators make small changes in their operating standards but to have the FCC enforce its regulations, calling for cities to offer substantial remedies for 'skimming' [serving only wealthy areas of a city] and all the other problems inherent in the present status quo in Los Angeles and other cities—and to give the citizens a real voice in devising those remedies."

Mr. Jacobson was a doctoral candidate at the Annenberg School of Communications at the University of Southern California, who last week was transferring to the Architecture and Urban Planning program at the University of California at Los Angeles. Mr. Siembab is a doctoral candidate in the latter program.

Both have served, although at different times, on the city's Citizens Task Force on Cable Communications during a "master planning" process, in late 1975 and early 1976. Also, both have denounced the task force's master plan, which has yet to be accepted by the city, as "superficial."

Mr. Jacobson says he has no complaint against King Videocable, but he feels it is necessary to file against all of the four systems in order to make a case against the procedures the city is using in franchising systems.

The petition against King Videocable

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contends that the city violated the commission's regulations by failing to allow complete citizen participation in the franchise application hearing; verify the franchisee's qualifications; provide equitable service throughout the city, and consider the public's needs.

## NCTA accused of coloring report on translators

It wants to squash competition, translator association says

The National Translator Association has denounced a "white paper" released by the National Cable Television association that calls for an overhaul of FCC regulations for translators (BROADCASTING, Feb. 7) as "propaganda." The translator association said the cable industry is trying to avoid competition.

In response to the NCTA's comment that an FCC proposal would give translators unrestricted importation of distant signals, NTA said that is not what the translators want. "All translators ever wanted is to get the three networks and an ETN signal into every home," the NTA asserted.

Another area of NCTA's concern was with a pending FCC action that would allow commercial substitution on VHF translators. According to NTA, "this could make advertising pay for the translators and give it to the public free, as it was intended to be. The cables don't want this to go to the public free. They want to charge the public for it so that they will have two classes of viewers in the country: (1) the pay viewers and (2) the free viewers; and eventually, of course, the free viewers will become second-class viewers. That's the aim and ultimate end of cable TV." NTA said it had asked the commission for one half-minute per hour of substitution—about 4% of the average commercial time.

The recent copyright legislation that included cable payments for distant signals did not include a provision for translators since it was not anticipated that translators would be allowed to import such signals. NCTA noted this and called it a disparity. NTA doesn't feel that way. "We don't want to import distant signals," NTA said. "We want to import three of the closest commercial signals. Importing a fourth would be a duplicate and fraud on the public, which the cables seem to enjoy doing. But we do not," NTA stated.

"In fact," NTA concluded, "the whole purpose of the white paper is to avoid the competition translators can offer to cables. Competition is in the public interest, and cables give their hand away when they want to throttle translators. They want to preserve their monopoly—which they are in any town where there is no station—a complete monopoly. This is a to-hell-with-the-public-interest attitude."

## Cable Briefs

**Cable commendables.** Awards committee of National Cable Television Association is seeking nominees for awards to be presented at annual convention April 17-20 in Chicago. Five are presented each year for outstanding man, woman, NCTA committee chairman, state or regional association and associate member. Nominations should be sent to NCTA no later than March 11.

**NATO-cable common goals.** Martin H. Newman, director of membership services, National Association of Theatre Owners, told cable operators that even though their two groups are competitive, there are areas of mutual interest. In Feb. 21 talk before North Central Cable Television Association in Lansing, Mich., he urged cable TV to back NATO's stand that feature films should be released first to theaters; later to pay cable and still later to commercial TV.

**High finance.** Firstmark Financial Corp. and Hazelton, Pa., National Bank announced closing of \$3 million senior debt financing with Joseph S. Gans for purchase of Northeastern Pennsylvania TV Co. Mr. Gans, cable MSO, owned 10% of Northeastern whose systems serve 14,500 subscribers. Other 90% of Northeastern was owned by more than 10 other stockholders.

**Speaking out.** New York State Cable Television Association has set March 16 as Legislative Day in Albany to focus on state legislature and bills affecting cable. Day will include sessions on legislature's operation, meeting with government officials and evening cocktail reception for legislators and cable operators. Meetings will be in Empire State Plaza.

**College cable.** Columbia University, New York, has activated student-operated cable system. Programming plans include nightly student news program, documentaries, sports and theatrical events. System is fed to sets in dormitory lounges and has hook-up to Teleprompter's system, which is carrying the college's first month's programming on its public access channel and will offer selected shows later.

**Earth station order.** Clearview Cable TV, division of Westinghouse Broadcasting Co., has contracted with Scientific-Atlanta for three five meter receive-only earth stations to be installed in Tallahassee, Fla.; Panama City, Fla., and Valdosta, Ga. Stations will be installed to bring Home Box Office and Channel 17 programming to Clearview Cable subscribers.

**CPI in Connecticut.** Communications Properties Inc. will construct cable TV system in Hartford, Conn., at estimated cost of more than \$4 million. Austin, Tex.-based CPI hopes to have first phase completed by fall, passing 32,653 homes with 300 miles of plant and 35-channel capacity. RCA Community Television Systems is general contractor supplying headend, cable, amplifiers and electronic components.

## Equipment & Engineering

### Section 73.52: put it another way

FCC is rewriting specifications for antenna input power rules after judge overturns fine because regulation is unclear

FCC staff members are drafting an amendment to a commission rule, that limits an AM's "actual antenna input power . . . as near as is practical to the authorized antenna input power and [in any event] not . . . less than 90% nor greater than 105% of the authorized power."

Not surprisingly, the aim of the amendment will be to "clarify" the rule (73.52 [a]), staff members say. For instance, what is "actual power?" what about that loose phrase, "as near as is practical?" Amendments to similar rules in the FM and TV services are also being drafted.

Officials say clarification of the rule had been under consideration for some time. But they concede that a court case the commission lost in November focused attention on the matter.

At issue in the court case was a government attempt to collect \$1,000 fine the commission had imposed on WRNL(AM) Richmond, Va., for allegedly violating the rule. Rust Communications Group Inc., the licensee, had refused to pay on the ground that, according to its interpretation of the rule, it was not in violation. And U.S. Judge Robert R. Merhige Jr., who presided at the trial of the government's suit, agreed—at least to the extent of asserting that the rule is too vague to justify the imposition of a commission fine and that the broadcaster's interpretation was a reasonable one.

The commission had charged that on seven days in 1972 the station, which is authorized to operate with 5 kw, had operated with excess power. But a question in court was whether the meter readings reflected "actual" power.

Given the latitude built into the rule, the commission said the station was in violation whenever it operated with more than 5.25 kw. But Judge Merhige said commission rules permit margins of error in the primary and remote meters involved of up to a total of 5%. And Rust Communications, Judge Merhige added, demonstrated that the meters were "sufficiently inaccurate to approximate the boundaries of the legal limitations."

Judge Merhige factored that "error range" into the equation the commission prescribes for determining antenna power, and found that the instruments could validly cause a 12.5% error in antenna power calculations. And WRNL, Judge Merhige noted, operated within 12.5% of the maximum permissible power setting on five of the seven days involved in the commission's notice of forfeiture.

Judge Merhige said that ordinarily the interpretation of a statute or rule by the



agency charged with enforcing it is accorded great weight. But, he said, "Section 73.52, applied penally, was not written with the specificity required to support the commission's position." And the licensee, he said, cannot be punished for its interpretation of the rule which, although different from the commission's, was reasonable.

As for the other two days at issue, the station's logs indicate that the station exceeded the authorized power limit by more than 12.5%. However, Judge Merhige said that Rust Communications introduced "independent and uncontradicted evidence" to the effect that the high readings were the result of "isolated periods of meter malfunction."

Despite Judge Merhige's decision, which the commission has decided not to appeal, some commission officials say forfeitures for violations of the rule will continue to be imposed, though not in the Eastern District of Virginia, where Judge Merhige's ruling is binding. However, commission lawyers say they would probably raise a question about a proposal to fine a station in a factual situation similar to that in the WRNL case.

In any event, officials say, the revision of the rule should eliminate the problem of ambiguity cited by Judge Merhige.

## Taft TV system aids in space-shuttle tests

**Experimental flights are covered with broadcast quality via microwave**

A television system developed by Taft Broadcasting is being used to provide coverage of test flights of the space shuttle at Edwards Air Force Base in Kern county, Calif. The system is producing NTSC-quality color transmissions at distances up to 100 miles, according to the National Aeronautics and Space Administration, for which Taft is the prime TV contractor.

The system includes four cameras: a Fernseh studio camera operating from a mobile van, an Ikegami hand-held camera used in a T-38 chase plane, another Ikegami camera on top of the headquarters building and a Sony color camera with



**Out of the blue.** A hand-held Ikegami camera set up in a T-38 chase plane transmitted this picture of the space shuttle test flight from 16,000 feet. The space shuttle rides piggyback on the Boeing 747 for the tests.

long-range optics tracking system, also on top of the building.

According to NASA and to Laymon Stewart, manager of Taft's Contract Division, the Ikegami camera has been supplying studio-quality pictures while it is used to cover the test flights. Set up in the back seat of the T-38, the hand-held camera shots are transmitted via microwave to a 20-foot dish. Some of the pictures taken as far away as 70 to 100 miles have been of NTSC quality.

Pictures taken by the cameras are electronically fed to six monitors set up in a mobile trailer where broadcasters can select coverage from any one monitor or a composite view provided by NASA.

## White wants to keep options open on UHF spectrum space

**FCC commissioner tells meeting of land-mobile people that it's impossible to determine future needs for that portion of the broadcast band**

After six months as a member of the FCC, Commissioner Margita White is emerging as something less than a hard-liner in spectrum-management matters. She believes in the "flexible approach," one which would avoid freezing the band for any service—including UHF—without the information on which to predict future needs.

Commissioner White, who spoke to the Land Mobile Communications Council in Washington last week, discussed her spectrum-management views in terms of commission preparations for the 1979 World Administrative Radio Conference, which will be concerned with needs of various spectrum users through the year 2,000.

And as for UHF, she noted that broadcasters have said a full complement of UHF-TV channels, including those shared with or used exclusively by land mobile, will be required for television by the year 2,000. But she said that of more than 1,200 UHF-TV channels in the table of allocations, slightly more than 400 are occupied. Thus, to fill the unoccupied channels by the year 2,000, she said, new stations would have to go on the air at the rate of 40 each year. "It could well be that the industry will grow at that rate," she said. "We can all speculate. But do we need to?"

Nor did she have any promises for land mobile. She said land-mobile operators predict a 5.5-7-fold increase in land-mobile use. But, she said, "Can we be sure of those figures?"

Questioning the reliability of information projecting the growth of UHF television or land-mobile usage for the next 20 years, she said, "is it in the public interest for spectrum usage to be carved into stone for the remainder of this century?"

Commissioner White indicated she

# New in Audio from Harris

## The MSP-100

Harris introduces the advanced MSP-100 (Maximum Signal Processor) which combines tri-band Automatic Gain Control (AGC) and a limiter which automatically adjusts attack and release time based on music content. Incorporated into a single unit, this system will increase flexibility for varying formats and provide the highest possible modulation with minimum distortion.

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realized her remarks might cause uneasiness among broadcasters. "I trust that my friends in broadcasting will not misunderstand my motivation or message," she said. She was not, she added, suggesting a reallocation of the UHF band to other services.

"Indeed, I believe that the public interest in wider and more diverse television broadcast service should continue to have first call on the UHF band," she said. "What I am suggesting is that if we freeze the band for one service without the facts to predict future needs and demands on the spectrum, the commission may be abdicating the responsibility under the Communications Act to 'encourage the larger and more effective use of radio in the public interest.'"

## International group set up

More than 60 companies from several countries have formed the International Association of Broadcasting Manufacturers.

A committee made up of representatives of 15 companies has elected Tom McGann, Philips/Pye TVT Ltd., as chairman of the organization and David Bryan, Michael Cox Electronics Ltd., as secretary.

Objective of the association is to foster the interests of manufacturers of broadcasting equipment from all countries. The group will initially concentrate on organizing broadcast conventions and exhibitions.

Address of the new association is Tavistock House East, Tavistock Square, London WC1H 9HR.

## Technical Briefs

**New for ENG.** GBC Closed Circuit Corp. has introduced backpackless ENG camera—model CTC-7X—priced at less than \$20,000. Camera has viewfinder, 6X zoom lens, pick-up tubes and battery belt with charger. GBC is at 74 Fifth Avenue, New York 10011.

**Moving.** Dynair Electronics Inc., video and communications equipment manufacturer, has moved to 5275 Market Street, San Diego, Calif. 92114.

**Marconi winner.** Dr. Arthur L. Schawlow, co-discoverer of laser and now chairman of physics department at Stanford University, will be presented 1977 Marconi International Fellowship award by King Carl Gustav XVI of Sweden on April 25 in Stockholm.

**On order.** International Video Corp., Sunnysvale, Calif., has received orders of more than \$1.6 million to equip two TV production houses with IVC-9000 video-tape recorders and IVC-7000 studio and remote cameras. Buyers are Houston Video Center, new teleproduction facility, and Worldstage, Hollywood producer of syndicated and network prime-time programs.

**Editing.** JVC Industries has introduced electronic editing control unit for use with

company's two CR-8300U VCR's. New RM-83U console is designed for remote operation for high-speed bidirectional search and manual or automatic assemble, insert and preview of edits, and unit allows slow-motion and still-frame viewing. Price is \$2,150.

**Small size.** R.F. Systems Inc. of Orlando, Fla., has new five-meter satellite earth terminal with polar mount and aluminum construction. For further information contact R.F. Systems, 8720 South Orange Avenue, Orlando, Fla. 32809.

**At long range.** Nurad Inc., Baltimore, has new antenna system for extended-range ENG operations in 2 ghz band. System is called 20 SQ1 Superquad and consists of quad-polarized, pedestal mounted antenna assembly with enclosed radome and operator's control panel. Superquad's quad-polarization capability is designed to allow operator select optimum receive signal. For further details contact Les Lear, director of marketing, Nurad, 2165 Druid Park Drive, Baltimore 21211.

**Edit comparison.** BTX Corp., Weston, Mass., has new 4220 frame edit code comparator designed to compare present SMPTE time code with parallel decoded SMPTE data off tape and to provide command signal to start or stop VTR's and audio recorders. Comparator operates in both play and rapid shuttle modes and in both forward and reverse tape motion. It sells for \$495.

**In support.** Portaped—new camera mounting column manufactured by W. Vinten Ltd.—is designed to support 100 pounds total load and can be locked at any point in 18-inch column. Weighing 30 pounds, it uses no fluids and is designed for use on terrain with up to 40-degree tilt. Vinten also has new fluid head with 50-pound capacity and is designed to adjust for vertical center of gravity up to nine-inches, eliminating need for spring or cam changes. Portaped costs \$2,400 and fluid head is \$1,495, both available from Listec Television Equipment Corp., 39 Cain Drive, Plainview, N.Y. 11803.

**RCA's \$800,000 kiss.** WITF-TV Hershey, Pa., noncommercial educational station, has ordered \$800,000 worth of RCA transmitting equipment, to replace and upgrade transmission facilities. Order includes new TTU-60, 60 kw transmitter, transmission line, tower and refurbishing of station's existing broadcast antenna.

**Introduction.** Automation Electronics Inc. has opened offices at 1001 South Street, Lafayette, Ind. 47902. Larry E. Zaiser, president, announced that initial products include in-house broadcast minicomputing systems, including automatic scheduling, logging, analysis, billing, payables, payroll, general ledger, ATS interfaces and program automation interfaces.

**Grade, please.** FCC, within next few weeks, plans to change policy on revealing scores from commercial radio operator tests. Currently applicants are given pass/fail rating by examiner; detailed results are available, on request, only to those per-

sons who have failed repeatedly. Motive for secrecy was to prevent examiners in field from getting into long discussions with applicants. FCC, however, found it also takes considerable time to fuss with those who want scores. Still, scores will be given only when requested. Although commission received numerous complaints, FCC staff changed policy following objection from Dick Miller, first-class license applicant from Farmington Hill, Mich., who enlisted support from Senator Robert Griffin (R-Mich.) and Representative William Brodhead (D-Mich.).

**Sales slip.** Ampex has delivered three AVR-3 video-tape recorder/reproducers to KTVT(TV) Dallas-Fort Worth, which is upgrading facilities and is replacing Ampex's VR-2000 quad broadcast video-tape recorder. Sale is reported to be more than \$300,000. Ampex has received order from CTP Inc., production-post production facility, for four VPR-1 helical teleproduction recorders and one BCC-2 hand-held color broadcast camera. Order is approximately \$130,000.

## Broadcasters also are endangered species

**Survey conducted by University of Southern California puts TV-radio people on list of 33 professions that have greater chances in getting lung cancer; 14 cases reported in industry**

Workers in broadcast occupations have been added to a list of 33 professions that face greater risks of developing lung cancer.

In a statistical survey conducted by the University of Southern California's cancer center, researchers studied industries as a whole and occupations in particular of approximately 4,000 white males between the ages of 20 and 64 who developed or died from lung cancer in Los Angeles county during a five-year period. Fourteen cases of the disease were reported from the radio-television industry, although researchers had expected to find only six in relation to all industries combined. Though the study suggests that occupational exposure to cancer-causing substances in some jobs creates the higher risks, no one broadcast occupation was found to contain greater risk than any other; the cases were scattered among the different job categories.

According to Herman Menck, senior author of the report, smoking histories of the cancer patients were not available and therefore were not a factor in the study. Black males were not included because the risk of lung cancer is higher for them than for white males and women were excluded because, although they run a lower risk of contracting the disease, Mr. Menck said, the occupation data supplied for the female patients was found to be questionable by the researchers. (In many cases the occupations of the females were not listed.)

## Billion-dollar sales year sets record for ABC

**Revenues hit highest mark ever; profits climb to \$71 million, an increase of more than 300%**

ABC Inc., bolstered by its first billion-dollar year in broadcast revenues, reached record high levels of both sales and earnings in 1976, Chairman Leonard R. Goldenson and President Elton H. Rule reported last week.

Net income reached \$71,747,000, up 319.7% from 1975's \$17,096,000, on revenues of \$1,342,181,000, up 26% from the previous record of \$1,064,648,000 in 1975. Earnings per share were put at \$4.05 as compared with \$.99 the year before.

The fourth quarter also set new records, Messrs. Goldenson and Rule reported, with revenues for the period reaching \$391,228,000 and net income \$24,387,000. In 1975, a decline in network TV profits, a write-down of the company's investment in a scenic attraction in Maryland and losses and write-downs in its domestic recorded music company combined to produce a fourth-quarter loss of \$3,953,000 and slowed its full-year profits.

The 1976 income of \$71.7 million was 43.7% higher than the previous record of \$49,945,000, set in 1974.

"The broadcasting industry in general experienced an unprecedented year in 1976, and the gains of ABC's television and radio operations substantially outpaced those of the industry," Messrs. Goldenson and Rule said. "For the first time, our broadcasting revenues exceeded \$1 billion. The ratings of the ABC-TV network were dominant in prime time and strong in most other time periods, and they were a major contributor to the gains we are reporting today. Our owned television stations, as well, reported exceptional revenue and profit gains, reflecting their own sales and program strengths and their leadership in their respective markets. Our radio network, AM and FM station groups all were again the best performers in the industry, posting sizable gains."

ABC said its recorded music operations

increased their revenues and reduced their loss of 1975 and that all units of the company's publishing operations experienced "strong" revenue and profit increases. ABC's motion picture theater division was down in both revenues and profits, "reflecting the scarcity of strong theatrical film product in release," while profits at ABC scenic attractions in Florida declined due to "severely reduced attendance" at Weeki Wachee Spring caused by "a pollution problem we do not expect to recur." The ABC Entertainment Center, the report said, continued to be unprofitable.

ABC did not disclose how far beyond the billion-dollar mark its broadcasting revenues reached, but financial observers estimated it was somewhat short of the \$1,042,800,000 recorded for CBS's broadcasting operations last year.

As for 1977, Messrs. Goldenson and Rule said "we expect that this will be an exceptionally strong year for ABC."

### Teleprompter reports a good year for 1976

For the first time since 1972, Teleprompter Corp. had a profitable year in 1976. The company reported last week that net income for last year climbed to \$445,000 (three cents per share) from a loss of \$5,325,000 (32 cents per share) in 1975.

Revenues for 1976 rose to \$112,952,000 from \$95,254,000 in the previous year. The brightest spot in 1976 was the fourth quarter, which showed net income at \$1,946,000 (12 cents per share), up from a loss of \$967,000 (six cents per share) in the corresponding 1975 period.

Teleprompter's financial picture was darkest in 1973 when the company suffered a loss of almost \$30 million.

### Only 'Jaws' year better

MCA Inc. announced the second highest annual net income, earnings per share and revenues in the company's history in 1976. Lou Wasserman, chairman, said that only 1975, which included the "unprecedented" results from the domestic release of the motion picture, "Jaws," exceeded the 1976 levels. For the year ended last Dec. 31, net income was \$90,234,000 (\$5.02 per share), as against

\$95,513,000 (\$5.35 per share) in 1975. Revenues decreased slightly to \$802,918,000 from \$811,484,000 in 1975. Mr. Wasserman said that television operations had an outstanding year in 1976 with revenues reaching a record \$249,658,000, up from \$189,616,000 in 1975.

### IVC powers down

In an economy move and amidst reports that it will be acquired by another firm, International Video Corp., Sunnyvale, Calif., has cut back its work force by 63 employees.

IVC said it has reduced its staff by 41 hourly employees and 22 administrative and engineering personnel, reducing its current staff to 320 employees.

Ronald Fried, president and chief executive officer of IVC, said the reduction brings work personnel in line with current sales levels. The company reported a net loss of \$933,000 and net income of \$114,000 in the quarter ended Oct. 31, 1976, and sales were down to \$4.9 million compared to \$6.8 million a year earlier.

IVC officials refuse to comment on the acquisition rumors.

## Finance Briefs

**Loan increase.** Wometco Enterprises, Miami, has agreed to increase its long-term loan from Prudential Insurance Co. of America from \$35 million to \$55 million at over-all interest rate of 8 3/8%. Earlier loan, made in 1973, carried 7 3/4% interest. Wometco said first \$5 million will be borrowed immediately for expansion of CATV operations; remaining \$15 million will be borrowed when company receives FCC approval for purchase of wzzm-TV Grand Rapids, Mich., from West Michigan Telecasters (BROADCASTING, Dec. 20, 1976).

**Extended.** Starr Broadcasting, Westport, Conn., has extended expiration date of its exchange offer to debenture holders from Jan. 31 to Aug. 15, at which time company expects to conclude sale of properties totaling "in excess of \$10 million." Proceeds are to be used to reduce existing senior debt. Debenture holders who had exchanged before Feb. 14 were given right to revoke acceptance of offer to exchange.

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

Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
John Blair.....	Year 12/31	115,020,000	+32.7	6,021,000	+108.7	2.50	86,671,000	2,885,000	1.20
Fairchild Industries.....	Year 12/31	263,610,000	+20.6	4,904,000	+ 53.7	1.07	218,538,000	3,198,000	.70
Meredith.....	6 mo. 12/31	114,691,000	+31.7	6,818,000	- 14.5	2.22	87,081,000	7,972,000	2.61
Ogilvy & Mather.....	Year 12/31	112,226,000	+14.2	7,736,000	+ 35.5	4.09	98,229,000	5,708,000	3.10
Post Corporation.....	Year 12/31	25,505,474	+21.0	2,087,250	'	2.38	21,068,172	(989,953)	(1.14)
Zenith Radio.....	Year 12/31	978,200,000	+ 8.6	38,600,000	+ 25.3	2.05	900,500,000	30,800,000	1.64

\*Change too great to be meaningful.

# The Broadcasting Playlist Mar 7

## Contemporary

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	<b>Torn Between Two Lovers</b> (3:40) Mary MacGregor—Ariola America/Capitol	1	1	2	1
7	2	2	<b>Year of the Cat</b> (4:32) Al Stewart—Janus	3	2	1	2
5	3	3	<b>Love Theme from "A Star Is Born" (Evergreen)</b> (3:03) Barbra Streisand—Columbia	2	3	3	4
2	4	4	<b>New Kid in Town</b> (5:02) Eagles—Asylum	4	4	4	3
3	5	5	<b>Blinded by the Light</b> (3:48) Manfred Mann—Warner Bros.	6	5	5	7
8	6	6	<b>Night Moves</b> (3:20) Bob Seger—Capitol	5	6	6	8
12	7	7	<b>Dancing Queen</b> (3:50) Abba—Atlantic	7	8	7	6
4	8	8	<b>Fly Like an Eagle</b> (3:00) Steve Miller Band—Capitol	8	7	9	5
11	9	9	<b>I Like Dreamin'</b> (3:29) Kenny Nolan—20th Century	9	10	8	9
9	10	10	<b>Weekend in New England</b> (3:38) Barry Manilow—Arista	10	9	10	10
6	11	11	<b>Hot Line</b> (2:59) Sylvers—Capitol	12	11	12	13
13	12	12	<b>Go Your Own Way</b> (3:34) Fleetwood Mac—Warner Bros.	19	12	13	11
19	13	13	<b>Rich Girl</b> (2:23) Hall & Oates—RCA	16	19	11	12
16	14	14	<b>Things We Do for Love</b> (3:32) 10cc—Mercury	17	16	14	14
18	15	15	<b>Carry On, Wayward Son</b> (3:26) Kansas—Kirshner/Epic	13	17	15	15
21	16	16	<b>Don't Leave Me This Way</b> (3:35) Thelma Houston—Tamla/Motown	11	18	16	19
10	17	17	<b>Enjoy Yourself</b> (3:24) Jacksons—Epic	14	13	17	16
14	18	18	<b>Car Wash</b> (3:18) Rose Royce—MCA	18	14	18	17
15	19	19	<b>I Wish</b> (4:12) Stevie Wonder—Tamla/Motown	15	15	19	18
24	20	20	<b>Don't Give Up on Us</b> (3:30) David Soul—Private Stock	20	20	20	23
29	21	21	<b>Crackerbox Palace</b> (3:52) George Harrison—Dark Horse/Warner Bros.	22	21	23	22
22	22	22	<b>Maybe I'm Amazed</b> (3:13) Wings—Capitol	23	25	22	21
33	23	23	<b>Hotel California</b> (6:09) Eagles—Asylum	21	22	24	24
23	24	24	<b>Long Time</b> (3:03) Boston—Epic	25	31	21	20
26	25	25	<b>Isn't She Lovely</b> (6:33) Stevie Wonder—Tamla/Motown	26	23	31	25
—	26	26	<b>So Into You</b> (3:19) Atlanta Rhythm Section—Polydor	24	26	26	31
17	27	27	<b>You Make Me Feel Like Dancing</b> (2:48) Leo Sayer—Warner Bros.	33	24	33	26
30	28	28	<b>Do Ya</b> (3:45) Electric Light Orchestra—United Artists	30	30	27	28
32	29	29	<b>The First Cut Is the Deepest</b> (3:19) Rod Stewart—Warner Bros.	31	27	30	30
28	30	30	<b>Lost Without Your Love</b> (2:56) Bread—Elektra	28	29	29	36
36	31	31	<b>Boogie Child</b> (3:30) Bee Gees—RSO/Polydor	29	36	28	32
31	32	32	<b>Say You'll Stay Until Tomorrow</b> (3:30) Tom Jones—Epic	27	32	32	34
25	33	33	<b>Walk This Way</b> (3:31) Aerosmith—Columbia	36	37	25	35
27	34	34	<b>Hard Luck Woman</b> (3:29) Kiss—Casablanca	35	35	34	27
—	35	35	<b>Trying to Love Two</b> (3:05) William Bell—Mercury	34	34	36	33
39	36	36	<b>I've Got Love on My Mind</b> (4:20) Natalie Cole—Capitol	32	38	37	37
20	37	37	<b>Dazz</b> (5:35) Brick—Bang	*	33	39	29
—	38	38	<b>Lido Shuffle</b> (3:40) Boz Scaggs—Columbia	38	39	38	38
35	39	39	<b>Tonight's the Night</b> (3:55) Rod Stewart—Warner Bros.	37	*	35	40
34	40	40	<b>After the Lovin'</b> (3:50) Engelbert Humperdinck—Epic	*	28	40	*

## Playback®

**Glen's gleaming.** *Southern Nights* (Capitol), Glen Campbell's latest, is crossing both the nation and the charts. From its country "Playlist" beginning two weeks ago (bolts to 10 this week), to its emergence on contemporary (at 41), this mass appeal tune is proving a successful addition to MOR formats as well. The song was written by Allen Toussaint, but the style is Mr. Campbell's. Bouncing guitars, banjos and a female back-up provide harmonies. In Nashville, it's getting "phenomenal sales and requests," says WLAC(AM)'s Dick Kent. Reception was strong in Winston-Salem, N.C., too, where it's number one in sales, according to Jimmy Dean of WTOB(AM). **More from Manilow.** Adult-contemporary WASH(FM) Washington is betting on an alternative to Barry Manilow's latest single *Weekend in New England* (Arista). *Daybreak*, from *This One's for You LP* is one of the strongest cuts, says Bob Duckman, music director: "It's good programming... bright, bouncy, a nice, happy kind of tune." **One down for Elton.** *Bite Your Lip (Get Up and Dance)* (Rocket/MCA) is Elton John's latest single from *Blue Moves*. The tune, a cross between rock 'n' roll and disco, entered "Playlist" three weeks ago, peaked at 35 and disappears today. "It was el stiffo. He's had some slippage—but the LP is doing phenomenally well," says Mr. Kent.

## Country

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
20	1	1	<b>She's Just an Old Love ...</b> (2:33) Charley Pride—RCA	1	1	1	1
1	2	2	<b>Heart Healer</b> (2:31) Mel Tillis—MCA	3	2	2	4
3	3	3	<b>Torn Between Two Lovers</b> (3:40) Mary MacGregor—Ariola America/Capitol	2	3	3	2
4	4	4	<b>Desperado</b> (3:16) Johnny Rodriguez—Mercury	4	4	4	6
7	5	5	<b>Say You'll Stay Until Tomorrow</b> (3:30) Tom Jones—Epic	5	6	5	3
9	6	6	<b>Moody Blue</b> (2:48) Elvis Presley—RCA	7	5	7	14
10	7	7	<b>There She Goes Again</b> (3:01) Joe Stampley—Epic	8	8	8	5
6	8	8	<b>If Love Was a Bottle of Wine</b> (3:14) Tommy Overstreet—ABC/Dot	9	7	6	7
11	9	9	<b>Two Less Lonely People</b> (2:44) Rex Allen Jr.—Warner Bros.	12	9	9	10
16	10	10	<b>Southern Nights</b> (2:58) Glen Campbell—Capitol	11	10	10	8
13	11	11	<b>Mansion on the Hill</b> (2:46) Ray Price—ABC/Dot	10	11	11	15
8	12	12	<b>The Movies</b> (2:59) Stallor Bros.—Mercury	6	13	12	18
—	13	13	<b>Don't Throw It All Away</b> (3:09) Dave & Sugar—RCA	14	14	15	11
—	14	14	<b>Lucille</b> (3:39) Kenny Rogers—United Artists	13	15	19	9
2	15	15	<b>Near You</b> (2:21) George Jones & Tammy Wynette—Epic	16	12	13	20
24	16	16	<b>You're Free to Go</b> (2:40) Sonny James—Columbia	15	18	16	16
—	17	17	<b>Adios Amigo</b> (3:35) Marty Robbins—Columbia	17	17	17	12
18	18	18	<b>Uncle Sam's Day</b> (3:03) Willie Nelson—Columbia	19	16	14	22
—	19	19	<b>It Couldn't Have Been Any Better</b> (3:00) Johnny Duncan—Columbia	18	20	22	13
5	20	20	<b>Ridin' Rainbows</b> (2:40) Tanya Tucker—MCA	20	19	18	24
21	21	21	<b>Saying Hello ... Saying Goodbye</b> (2:28) Jim Ed Brown & Helen Cornelius—RCA	21	22	21	*
12	22	22	<b>Let My Love Be Your Pillow</b> (3:14) Ronnie Milsap—RCA	*	21	20	25
22	23	23	<b>Whispers</b> (2:37) Bobby Borchers—Playboy	*	23	23	*
17	24	24	<b>Crazy</b> (3:53) Linda Ronstadt—Elektra/Asylum	*	24	25	*
15	25	25	<b>Llars One, Believers Zero</b> (2:39) Bill Anderson—MCA	22	*	*	*

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

# Fates & Fortunes

## Media

**Leonard Lucas**, manager, facilities planning/broadcast operations, NBC-TV, New York, appointed manager, broadcast operations. **Ronald S. Korda**, marketing services supervisor, NBC-TV New York, appointed manager, broadcast ratings. **Vincent Vacca**, manager, broadcast operations, named communications manager.

**Max R. Vowel**, partner with accounting firm of Arthur Anderson & Co., Tulsa, Okla., joins Swanco Broadcasting there as VP/chief financial officer.

**Paul M. Hughes**, executive VP, Telerep, New York, joins WCCO-TV Minneapolis-St. Paul as VP/general manager. **Loren E. Lucke**, controller/chief accountant of parent, Midwest Radio-Television, named treasurer.

**Mike Hall**, assistant treasurer, Avco Broadcasting, Cincinnati, joins WLW(AM) there as finance VP.

**Thomas P. Shelburne Jr.**, general manager, WNEP-TV Scranton, Pa., elected executive VP of parent, NEP Communications.

**Jim Schwab**, officer in controller's department, Chase Manhattan Bank, New York, joins KGO-AM-TV-KSFX(FM) San Francisco as controller.

**Jeff Evans**, executive VP/general manager, WLCY-TV Largo, Fla., appointed executive VP, special projects, succeeded as VP/general manager by **Todd A. Spoerl**, general manager, wis-TV Columbia, S.C.

**Ron Tillery**, promotion director, KGBT-TV Harlingen, Tex., appointed director of station development, KRGV-TV Waco, Tex.

**Todd M. Bltts**, general sales manager, KVI-FM Seattle, promoted to general manager.

**Carl Wenhold**, manager of planning, WCAU-TV Philadelphia, appointed director of finance and planning, succeeding **Timothy Reynolds**, now VP, finance and planning, CBS/Broadcast Group (BROADCASTING, Feb. 21).

**Byington Colvig**, from KNXT(TV) Los Angeles, joins KHJ-TV there as research director.

**Kenneth Price**, account executive, WSGM(FM) Staunton, Va., joint WSWA(AM)-WQPO(FM) Harrisonburg, Va., as controller.

**James H. Myers**, national sales manager, KRON-TV San Francisco, appointed assistant to general manager.

**Gary R. Fries**, VP/general manager, WMAY(AM) Springfield, Ill., appointed station manager, KOIL(AM)-KEFM(FM) Omaha.

**Craig L. Whetstone**, account executive, KSDO(AM) San Diego, named Western regional manager of station relations, Mutual Broadcasting System, Arlington, Va.

**Mark A. Cooper**, music director, KWST(FM) Los Angeles, appointed director of research and special projects.

Newly elected officers, Wisconsin Broadcasters

Association: **Richard Dudley**, Forward Communications, Wausau, president; **Jack Severson**, WCUB(AM) Manitowoc, radio VP; **Joseph Loughlin**, WVTM(TV) Milwaukee, TV VP; **Henry Davis**, WITI-TV Milwaukee, secretary, and **Nathan Goetz**, Goetz Broadcasting, Marshfield, re-elected treasurer.

**Joe Anderson**, director of film operations, noncommercial WGBH-FM-TV Boston, promoted to director of operations for WGBH Educational Foundation, which also operates WGBX-TV there. **Phil Collyer**, director of WGBH captioning center where he also served as executive producer of *Captioned ABC News*, appointed director of TV operations.

**Gordon Sclar**, promotion manager, WKBD-TV Detroit, joins Western Educational Television Association, Buffalo, N.Y. (including noncommercial WNED-TV-WEBR(AM)-WNED(FM)), as director of public information.

senior VP **Ronald S. Burns**, account supervisor, New York, office, named VP.

**Fred B. Thomson Jr.**, marketing VP, Norton Simon Communications, New York, joins Norman Craig & Kummel there as senior VP/management supervisor.

**Barbara Ames**, **William J. Donnelly**, **Constantine J. Kazanas**, media executives, communication services, and **Stuart E. Krackow**, manager operation systems, Young & Rubicam, New York, named VP's.

**Kenneth J. Domanski**, manager, commercial production and talent group, broadcast administration, Campbell-Ewald, Detroit, named director of broadcast administration.

**Joseph W. Vincent**, VP in charge of regional sales for Radio Advertising Bureau, promoted to senior VP.

**William R. Bone**, president, W. R. Bone & Associates advertising, Columbia, Md., joins Henry J. Kaufman & Associates, Washington, as VP/account supervisor.



Vincent

**Lee Tredanari**, freelance television producer/director, joins AC&R Advertising, New York, as VP/director of TV broadcasting.

**Cliff Hahne**, account executive, TV sales, Katz Television, Dallas, appointed sales manager, Katz Television Continental there. **Wanda Tucker**, sales executive, Dallas, named sales manager, Katz American TV there. **Pam Gold**, sales executive, Katz TV, New York, named assistant sales manager, White sales team, Katz American TV there.

**Dick Logan**, general sales manager, NBC's WMAQ(AM) Chicago, named general sales manager of co-owned WNBC(AM) New York.

## Broadcast Advertising



Minicus



Malfa

**Robert Minicus**, senior VP and creative director, and **Horace Malfa**, senior VP/management supervisor/director of business development, Cunningham & Walsh, New York, named executive VP's. **Diane Whitehead**, group creative director, elected VP.

**Roy Glah**, senior VP, J. Walter Thompson, San Francisco, named assistant to president, JWT, New York. **Terry Valeski**, VP/management supervisor, San Francisco office, promoted to

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**Thomas G. Del Priore**, broadcast negotiator/coordinator, Ted Bates & Co., New York, joins N.W. Ayer there as assistant manager of network negotiation.

**Sanford Evans**, creative director/group head, William Esty, New York, rejoins Clinton E. Frank, Chicago, as VP/creative director/group head.

**Sheila O'Leary**, production assistant, Television Bureau of Advertising, New York, named production manager. **Barbara Ann Zeiger**, assistant to communications VP, named manager, public relations, TVB. **Judith Terry**, secretary to VP, appointed manager, sales training. **Henry Dunleavy**, film and tape supervisor, named manager, video tape production. **Eileen Heaney**, creative assistant and librarian, appointed manager, word processing.

**Thomas J. Nathan**, VP/creative director, Cunningham & Walsh, New York, joins DKG Advertising there as VP/creative supervisor.

**Albert H. Crane III**, **John Brooks** and **Richard A.R. Pinkham Jr.**, account executives, CBS Television Network Sales, New York, named daytime sales director, news program sales director and sports sales director, respectively. **Richard Loftus**, general sales executive, appointed director of regional sales and services. **Michael O. Presbrey**, sports sales director, named general sales executive.

**James P. Murphy**, research group manager, national analysts division of Booz, Allen & Hamilton, management consultant, Washington, joins Weightman advertising, Philadelphia, as director of marketing research.

**Ronald DeWayne Powers**, account executive, Abert, Newhoff & Burr advertising, Los Angeles, joins Foote, Cone & Belding/Honig there in same post. **Roger Honkanen**, creative director, Parker advertising, Palo Verde, Calif., joins FC&B/H as creative group head.

**Curt Olsen**, art director/producer, D'Arcy-MacManus & Masius, St. Louis, promoted to associate creative director. **Phillp N. Baker**, head of his own market research consulting firm there, joins DM&M as associate research director.

**James C. McAward Jr.**, commercial producer, Leo Burnett, Chicago, named manager, production services, New York office. **David B. Geeting**, **Al Lira** and **Norris K. Nelson**, commercial producers, Chicago, named executive planning directors.

**Bill Buchanan**, freelance film director/editor, joins Witherspoon & Associates, Fort Worth, as broadcast producer.

**Mark Oran Hughes**, assistant account executive, Bozell & Jacobs, Minneapolis, promoted to account executive.

**David L. Roberts**, manager of McCann-Erickson's Media Investment Service, San Francisco and Detroit, joins National Bankamericard, Inc., San Francisco, as head of media operations for NBI Communications, full-service in-house agency.

**Stuart Reich**, manager of Philadelphia office for Peters Griffin Woodward, joins Bolton/Burchill as manager for radio in its Detroit office. **Michael Adachi**, from WFYR(FM) Chicago, joins B/B as account executive, Chicago.

**James R. Bloom** and **John T. Bray**, sales manager, respectively, Blair Television's Na-

tional and American market division sales teams in New York, appointed VP's.

**Donald Berman**, salesman, WTHR(TV) Indianapolis, joins Peters Griffin Woodward as salesman on Chicago national team.

**Chris J. Stolfa**, account executive, KCMO-TV Kansas City, Mo., joins KBEQ(FM) there as general sales manager.

**Richard Shoudt**, general sales manager, KNWZ(AM) Albuquerque, N.M., appointed sales VP.

**Lou Sweeney**, VP/general sales manager, KMEX-TV Los Angeles, named VP/director of sales, West Coast, for parent, Spanish International Communications Corp. and its U.S. television stations. **Charles Barry**, KMEX-TV account executive, replaces Mr. Sweeney as general sales manager. **Pablo Ortiz**, market representative for Dun & Bradstreet, joins KMEX-TV as account executive.

**H. Dean Hinson**, general sales manager, WNEP-TV Scranton, Pa., elected VP, sales/development for parent, NEP Communications.

**Dean Phelps**, salesman, WLW(AM) Cincinnati, promoted to sales manager.

**Dick Tracy**, account executive, WAVA-AM-FM Arlington, Va. (Washington), appointed sales manager.

**Ray Mack**, local sales manager, WAPE(AM) Jacksonville, Fla., promoted to general sales manager, succeeded by **Jeffrey L. Poll**, general manager, WIOQ(FM) Philadelphia.

**Will Shearer**, account executive, WJKS-TV Jacksonville, Fla., promoted to local sales manager.

**John Laton**, account executive, CBS/FM Spot Sales, New York, named general sales manager, WJMO(FM) Bethesda, Md.

**Michael R. Ewing**, sales manager, WEEL(AM) Boston, appointed director of sales.

**Ross (Skip) Schmidt**, account executive, WOW(AM) Omaha, joins KOIL(AM)-KEFM(FM) there as general sales manager.

**Jim Conley**, sales manager, KRAK(AM) Sacramento, Calif., assumes additional duties as sales manager of co-owned KEWT(FM) there.

**Joseph Tursi**, air personality Gene Packard at WSPD(AM) Toledo, Ohio, named creative services director.

**Coy Davis Jr.**, account executive, WAGA-TV Atlanta, named to same post, WWJ-TV Detroit.

**John F. Gorski**, salesman, WWTC(AM) Minneapolis-St. Paul, joins WCCO-TV there in same post.

**Dave Frederick**, account executive, Atlanta Constitution, joins WEVU-TV Naples, Fla., in same capacity.

**Cliff Ancier**, promotion specialist, Arbitron, New York; **Cartha Smith**, former account executive, WGAN-AM-FM Portland, Me., and **Jack Van Kullenburg**, from WGUY(AM) Bangor, Me., join WVII-TV Bangor as account executives.

**Christine Hauri**, advertising manager, White Hen Pantry, division of Jewel Co., joins WFYR(FM) Chicago as account executive.

**Nancy Karsh** and **Christine Halverson**, account executives from Denver station KTLK(AM) and KXX(FM), respectively, join KMGH-TV there in same positions.

**Ruth F.M. Furman**, from WIVY-AM-FM Jacksonville, Fla., named account executive, WAPE(AM) there.

**Jacob Einstein III**, account executive, WHFS(FM) Bethesda, Md., named to same post, WSUX-FM Seaford, Del.

## Programing

**Jacqueline Smith**, special programs director, CBS-TV, Hollywood, named VP, daytime programs, ABC Entertainment, replacing **Michael Brockman** who was named VP, tape productions and operations, ABC-TV, West Coast.

**John J. Matthes**, research associate, NBC, Burbank, Calif., appointed administrator, program research.

**Bernie Sofronski**, director, program development, CBS-TV, New York, named VP, special programs, succeeding **Tony Converse**, who is resigning from CBS to join EMI Television Programs Inc., New York.

**Sheldon Pinchuk**, director and manager, film program operations, NBC-TV West Coast, named director, motion pictures for TV, NBC-TV.

**Jedidiah Horner**, member of University of Southern California drama faculty and former talent coach for Columbia Pictures Television, Burbank, Calif., rejoins CPT as manager of movies and long-form programing.

**Charlie Van**, from WRR(AM) Dallas, named executive director, McLendon Programing Services there.

**Robin Meredith**, account executive, Dimensional Marketing, Coral Gables, Fla., named to same post, Video City television production center, Miami.

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

**David Kenin**, production manager, WFLO-TV Chicago, promoted to program manager.

**Robert J. Hamilton**, program director, WFIF(FM) Philadelphia, named to same position, KRTH(FM) Los Angeles.

**Ken Correll**, from WLVA(AM) Lynchburg, Va., joins WTAC(AM) Flint, Mich., as program director.

**George Joachim**, program operations manager, WHLO(AM) Akron, Ohio, named program director, WBNS-AM-FM Columbus, Ohio.

**John Runde**, weekend anchor/reporter, WESH-TV Daytona Beach, Fla., named sports director/announcer, WEVU-TV Naples, Fla.

**Kevin Slaten**, weekend sports reporter/anchor, KOTN-TV Portland, Ore., joins KMOX-TV St. Louis in same capacity.

**Cal Stout**, music director, WHO(AM) Des Moines, Iowa, named assistant program director for WHO and co-owned KLYF(FM) there. **Bob Williams**, who air personality, promoted to public affairs director for WHO-KLYF.

**G. Paul Sullivan**, program director, KNAC(FM) Long Beach, Calif., named to same post, KWST(FM) Los Angeles.

**Ken Rabac**, organizer of his own theater company in Evanston, Ill., joins WEAW(AM)-WOJD(FM) there as public affairs director.

**Bill Dodd**, assistant program director, KSFO(AM) San Francisco, appointed program director,

KOGO(AM) San Diego.

**Peter McLane**, operations director, KIOA(AM) Des Moines, Iowa, and **Gary Mack**, program director, KLEO(AM) Wichita, Kan., appointed program directors of KFJZ(AM) and KFJZ-FM Fort Worth, respectively.

**Len Hathaway**, sports director and Redskins (football) play-by-play announcer, WMAL(AM) Washington, has been released by station and replaced by **Tim Brant**, part-time sportscaster for station. Mr. Hathaway has announced no future plans. **Ken Beatrice**, sportscaster, WBZ(AM) Boston, joins WMAL to handle sports coverage and talk show.

**Joe Roma**, music librarian, noncommercial WSKG(FM) Binghamton, N.Y., appointed program manager.

## Broadcast Journalism

**Michael F. Casserly**, executive news coordinator, KMOX-TV St. Louis, named news director, KCMO-TV Kansas City, Mo.

**Mike Beecher**, assignment editor/reporter, KTIV(TV) Sioux City, Iowa, named news director. **Charles Tornell**, anchor/producer, WWAY-TV Wilmington, N.C., named KTIV executive producer/anchor.

**John Ravencroft**, executive producer, WGN-AM-TV Chicago, named assistant news director. **James Disch**, producer/writer, appointed executive producer/night news supervisor.

**Shelly Stewart**, reporter, WWWJ(FM) Johnstown, Ohio, joins W5VA(AM)-WQPO(FM) Harrisonburg, Va., as news director.

**Patricia Loew**, reporter, Wisconsin TV Network, Madison, name anchor, WKOW-TV there.

**Dennis Troute**, freelance reporter and former Saigon bureau chief/correspondent for NBC News, joins WFAA-TV Dallas as reporter.

**Rick Sallinger**, reporter, NBC Radio News, Chicago, joins WRTV(TV) Indianapolis in same capacity.

**Nancy Duffy**, reporter, WTVH(TV) Syracuse, N.Y., named to same position, WNY5-TV there.

**Steve Zager**, news/sports reporter, WRBL-TV Columbus, Ga., joins WJKS-TV Jacksonville, Fla., as reporter.

**Patricia Bennett Sagon**, assistant editorial director, WMAQ-TV Chicago, and former reporter for *Wall Street Journal*, appointed general assignment reporter, WPLG(TV) Miami. **Bill Urbizu**, Latin news editor, WCKT(TV) Miami, and **Gary Franklin**, city reporter, KFWB(AM) Los Angeles, join WPLG as reporters. **John Huddy**, entertainment editor, *Miami Herald*, becomes same for WPLG.

**Dave Blackshear**, reporter, WAYS(AM) Charlotte, N.C., named to head station's Raleigh (state capital) bureau.

**Wyatt Andrews**, reporter, WTVR-TV Richmond, Va., and **Tony Zumbado**, ENG cameraman, WPLG(TV) Miami, join WFTV(TV) Orlando, Fla., as ENG reporter and cameraman, respectively.

**Don Gomez**, member of news staff, KXTI(TV) Sacramento, Calif., joins KNTV(TV) San Jose, Calif., as reporter/minidocumentary producer.

**Jon Smith**, reporter, KRAY(FM) Tulsa, Okla., promoted to news director. **Mark O'Connell**, reporter, WRIT(AM) Milwaukee, and **Lisa**

**Breeden**, KRAY copywriter, named KRAY reporters.

Newly elected officers, Washington Metropolitan chapter, Radio and Television News Directors Association: **Ed Tobias**, WASH(FM), president; **Sam Zelman**, WMAL-TV, VP, and **Monroe Benton**, Radio Free Europe, treasurer. **Bill Pemble**, Agricultural Research Service, re-elected secretary.

**Scott Dillard**, program manager, noncommercial WSKG-FM-TV Binghamton, N.Y., appointed news/public affairs manager.

## Cable

**Cari U.J. Rossetti**, VP/treasurer, Oceanic Cablevision and Home Communications Services Corp. Honolulu, appointed to same post for parent, Cablevision Holdings.

**Thomas A. Kanarian**, head of customer service, Theta Cable TV, Santa Monica, Calif., joins Warner Cable TV as system manager of Hampton, Va., facility.

**William D. Laughinghouse Jr.**, technician, Danville (Va.) Cablevision, promoted to assistant general manager.

**Christine K. Chapin**, account executive, WATH(AM) Athens, Ohio, joins Continental Cablevision of Findlay, Ohio, as business manager of local origination channel.

## Equipment & Engineering



Markim

**Alfred Markim**, executive VP, Teletronics International, New York, appointed president and chief operating officer, succeeding **George K. Gould**, who continues as board chairman and chief executive officer.

**Donald E. Greer**, headquarters executive officer/director of general services, Communications Satellite Corp., Washington, elected assistant VP/general services.

**Dennis J. Picard**, assistant general manager, operations, equipment division, Raytheon, Wayland, Mass., elected VP. **Raymond J. Dowling**, manager of distributor products and

medical electronics, Raytheon, Burlington, Mass., named executive VP of Switchcraft, Raytheon subsidiary in Chicago, and elected to board of directors there.

**B.A. Harris**, head of service operations, Collins division of Rockwell International, Dallas, appointed VP of Collins's International Telecommunications Systems.

**Jay Luber**, from Program Learning Systems, Silver Spring, Md., joins JVC Industries, Maspeth, N.Y., as district manager in Washington area. **Dan Roberts**, Southeast government marketing manager, Sony Corp., Atlanta, joins JVC as national government sales manager, Washington.

**Mark Mougol**, national sales manager, Digital Development Corp., San Diego, named marketing VP, Dataflux Corp., manufacturer of fixed-head disk drives, controllers and related equipment, Sunnyvale, Calif. **Jules D. Jet-telson**, senior sales engineer, Ampex Corp., Redwood City, Calif., joins Dataflux as Eastern regional sales manager, based in Great Neck, Long Island, N.Y.

**Thomas R. Humphrey**, marketing VP, McMartin Industries, Omaha, joins Broadcast Electronics, Silver Spring, Md., as audio products manager.

**Hector Martinez**, technical editor, James B. Lansing Sound, Northridge, Calif., appointed technical services coordinator, JBLS manufacturers audio equipment.

**Motoo Shinjo**, president, Toshiba of England, elected to same post, Toshiba America, New York, succeeding **Yoshihiro Nagatake**, who returns to parent, Tokyo Shibaura Electric, in Japan.

**Erwin Bernstein**, electronic systems salesman, Lockheed Aircraft, Burbank, Calif., joins Dynasciences, Blue Bell, Pa., as marketing director. **Joseph B. Waltrich**, Dynasciences video products manager, appointed engineering director.

**Norman W. Ealy**, engineer, WPTV(TV) West Palm Beach, Fla., promoted to assistant chief engineer, as **Lew Evenden**, director of engineering, retires after 20 years with station and **Ed Roos** chief engineer, assumes those duties.

**Catherine Christovich**, technician, WRC-TV Washington, and **Keith L. Hunter**, from Professional Academy of Broadcasting, Knoxville, Tenn., join engineering staff of WGHP-TV High Point, N.C.

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## Allied Fields

**Mark V. Rosenker**, deputy press secretary to President Ford Committee, Washington, joins Electronic Industries Association's communications division as director of public relations.

**Constance Musso**, sales service coordinator, ABC Radio Spot Sales, New York, joins Arbitron there as promotion specialist.

**Dick Drury**, manager of special projects, Bonnevill Broadcast Consultants, Tenafly, N.J., appointed sales manager.

## Deaths

**Bill Camperson**, 51, news editor, KFWB(AM) Los Angeles, died of cancer Feb. 22 at UCLA Medical center. He was associated with KYW(AM) Philadelphia and WBBM(AM) Chicago before joining KFWB four years ago. He is survived by wife and three sons.

**Eddie Anderson**, 71, actor who portrayed Jack Benny's chauffeur, Rochester, in radio and television series, died of heart attack Feb. 28 at Motion Picture Country House and hospital,

Woodland Hills, Calif. Written as single role for Easter Sunday 1937 show, Rochester became regular character, lasting 23 years. Mr. Anderson was first black to win regular network radio role.

**Lewis V. Peterson**, 71, retired audio-visual consultant, died Feb. 21 at Alexandria (Va.) hospital after stroke. He helped organize educational television station at University of Illinois in 1947 and served as its producer/director. He retired in 1973 as consultant to American Science Film Association. Survivors include his wife, Augusta, and three daughters.

# For the Record

As compiled by BROADCASTING for the period Feb. 18 through Feb. 25 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

## New stations

### TV applications

- Baltimore—Jesus Lives Inc. seeks ch. 24 (530-536 mhz); ERP 1315 kw vis., 131.5 kw aur., HAAT 571 ft.; ant. height above ground 512 ft. P.O. address: 701 Frederick Rd., Catonsville, Md. 21228. Estimated construction cost \$1,107,000; first-year operating cost \$300,000; revenue \$1,200,000. Legal counsel James A. Gannon, Washington; consulting engineer Edward F. Lorentz. Applicant is non-stock, non-profit religious organization, Rev. Philip C. Zampino, president. Rev. Zampino is host of syndicated talk show *Jesus Lives*. Ann. Feb. 14.
- Baltimore—Peter and John Radio Fellowship Inc. seeks ch. 54 (710-716 mhz); ERP 518 kw vis., 52 kw aur., HAAT 809 ft.; ant. height above ground 705 ft. P.O. address: Box 6234, Baltimore 21206. Estimated construction cost \$238,020; first-year operating cost

\$162,000; revenue \$150,000. Legal counsel Fletcher, Heald, Rowell, Kenahan & Hildreth, Washington; consulting engineer Serge Bergen. Applicant in non-stock corporation, John O. Bisset, president, and Peter Bisset, vice president. Principals are brothers. They operate WRBS(FM) Baltimore. Ann. Feb. 25.

■ Memphis—Reel Broadcasting Co. seeks ch. 24 (530-536 mhz); ERP 841.8 kw vis., 163.2 kw aur., HAAT 990 ft.; ant. height above ground 996 ft. P.O. address: Box 90764, Nashville 37209. Estimated construction cost \$534,500; first-year operating cost \$483,600; revenue \$600,000. Legal counsel Boasburg, Hewes, Finkelstein & Klores, Washington; consulting engineer John H. Mullany, Principals: Robert K. Zelle (70%), Ian N. Wheeler (10%) and five others. Mr. Zelle has various business and retail interests. Reel owns WZTV(TV) Nashville. Martha Wheeler, wife of Mr. Wheeler, owns 69% of applicant for new AM at Hilton Head, S.C. Ann. Feb. 25.

■ \*Flower Mound (Denton), Texas—Public Communication Foundation for North Texas seeks ch. 2 (54-60 mhz); ERP 100 kw vis., 10 kw aur., HAAT 1671 ft.; ant. height above ground 1539 ft. P.O. address: 3000 Harry Hines Blvd., Dallas 75201. Estimated construction cost \$2,946,795; first-year operating cost \$385,659. Legal counsel Pierson, Ball and Dowd, Washington; consulting engineer Thomas A. Wright. Applicant is public television authority, Raiph B. Rogers, chairman, Edward J. Pfister, president. Ann. Feb. 25.

■ Manassas, Va.—National Capital Christian Broadcasting Inc. seeks ch. 66 (782-788 mhz); ERP 310.5 kw vis., 46.6 kw aur., HAAT 585 ft.; ant. height above ground 857 ft. P.O. address: 9008 Center St., Manassas 22110. Estimated construction cost \$116,652; first-year operating cost \$111,352; revenue \$400,000. Legal counsel Milden & Reddy, Washington; consulting engineer A.D. Ring & Associates. Applicant is non-stock corporation, Lester R. Baker, president. Mr. Baker is engineer with ABC, Washington. Ann. Feb. 18.

### AM applications

■ Vernon, Conn.—Tolland County Broadcasting Inc. seeks 1170 khz, 1 kw-D. P.O. address: Box AA, Duxbury, Mass. 02332. Estimated construction cost \$87,026; first-year operating cost \$55,000; revenue \$60,000. Format: MOR. Principals: Edward F. Perry Jr. (80%), Bruce Blanchard and Albert C. Pryor III (10% each). Mr. Perry is engineering and sales consultant with Marine Associates Advertising and Engineering and with Educational FM Associates, Duxbury. He is also president (75% owner) of Hampshire County Broadcasting Inc., FM applicant for Amherst, Mass. He has also applied for an FM at Marshfield and an AM at Webster, both Massachusetts. Mr. Blanchard is \*WTCC(FM) Springfield, Mass., general manager. Mr. Pryor is legislative aide in Massachusetts. Ann. Feb. 18.

■ Lillington, N.C.—Harnett Broadcast Inc. seeks 1370 khz, 2.5 kw-D. P.O. address: Box 295, Lillington 27546. Estimated construction cost \$63,275; first-year operating cost \$57,500; revenue \$125,000. Format: MOR. Principal: Bobby R. Etheridge (100%). Mr. Etheridge owns building supply company and is president of investment firm. He has no other broadcast interests. Ann. Feb. 18.

### AM license

■ Broadcast Bureau granted following license covering new station: WRNJ Hackettstown, N.J. (BL-14,197). Feb. 14.

### FM applications

■ \*Thousand Oaks, Calif.—Conejo Public Broadcasters Inc. seeks 91.1 mhz, 4.75 kw, HAAT 1275 ft. P.O. address: Suite 415, 223 E. Thousand Oaks Blvd. Thousand Oaks 91360. Estimated construction cost \$258,388; first-year operating cost \$286,750. Format educational. Applicant is non-profit corporation Alfred J. Miller, president. Ann. Feb. 25.

■ \*Bangor, Me.—Bangor Christian Schools seeks 88.1 mhz, 50 kw, HAAT 239 ft. P.O. address: Rte. 1, Box 6 Outer Broadway, Bangor 04401. Estimated construction cost \$71,570; first-year operating cost \$35,000. Format: educational. Applicant is private school, Herman C. Frankland, president. Ann. Feb. 25.

■ Greenfield, Mass.—Poet's Seat Broadcasting Inc. seeks 95.3 mhz, 713 kw, HAAT 553 ft. P.O. address: Box 823, Greenfield 01301. Estimated construction cost \$49,741; first-year operating cost \$10,000 revenue \$25,000. Format: mixed. Principals: Marshall Bacherman, Melvin H. Shalek (22.22% each), William J. Bacherman, Hy George Mallen, Scott J. Bacherman Frederick Gramer and Marc L. Berman (11.11% each) Marshall Bacherman is building contractor, and Mr. Shalek is securities dealer. No principals, have broadcast interests other than AM application for Greenfield. Ann. Feb. 25.

■ \*Owatonna, Minn.—Pillsbury Baptist Bible College seeks 90.5 mhz, 10 kw. P.O. address: 3155 Grove St. Owatonna 55060. Estimated construction cost \$3,010 first-year operating cost \$12,116. Format: educational religious. Applicant is religious affiliated private college. Richard Paige, chairman of board of trustees. Ann. Feb. 25.

■ Newport, N.C.—Jones Co. seeks 103.3 mhz, 10 kw, HAAT 451 ft. P.O. address: 2405 Hardee Rd.

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Kingston, N.C. 20501. Estimated construction cost \$131,758; first-year operating cost \$73,000; revenue \$100,800. Format: Contemporary. Principal: Janice M. Rider (100%), who is office manager and news director of WFTC(AM)-WRNS(FM) Kingston. Miss Rider's father, Wilbur J. Rider, owns 50% of Kingston stations. Ann. Feb. 25.

■ Pendleton, Ore.—Pendleton Broadcasting Co. seeks 107.7 mhz, 27.5 kw, HAAT 610 ft. P.O. address: Box 278, Pendleton 97801. Estimated construction cost \$38,000; first-year operating cost \$29,000; revenue \$34,000. Format: MOR. Principal: Theodore A. Smith (100%), who also owns KUMA(AM) Pendleton and 50% KJDY(AM) John Day, both Oregon. Ann. Feb. 25.

■ \*Chattanooga—University of Tennessee seeks 88.1 mhz, 50 kw, HAAT 746.88 ft. P.O. address: 232 Communications and Extension Building, Knoxville, Tenn. 37916. Estimated construction cost \$24,166; first-year operating cost \$3,000. Format: educational. Applicant is branch of state university, Raymond Shirley, director of communications. UT also operates WUOT(FM) Knoxville. Ann. Feb. 25.

■ \*Nashville—Tennessee State University seeks 91.7 mhz., 813 kw, HAAT 580 ft. P.O. address: 3500 Centennial Blvd., Nashville 37203. Estimated construction cost \$54,716. Format: educational. Applicant is state university, Dr. Jamey Williams, head of communications department. Ann. Feb. 25.

■ Terrell, Tex.—George Darwin Farmer seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Rte. 4, Terrell 75160. Estimated construction cost \$44,365; first-year operating cost \$36,000; revenue \$85,000. Format: popular. Principal: Mr. Farmer is rancher and farmer with no other broadcast interests. Ann. Feb. 25.

■ Terrell, Tex.—Terrell Radio seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 1728 Ridge Rd., Rockwell, Tex. 75807. Estimated construction cost \$63,497.90; first-year operating cost \$42,300; revenue \$60,000. Format: C&W. Principal: Kenneth R. Jones, owner of DAL-Land Advertising, Dallas. Mr. Jones also owns sandblasting and memorial marker firms. Ann. Feb. 25.

#### FM action

■ \*San Juan, P.R.—University of Puerto Rico—Broadcast Bureau granted 89.7 mhz, 50 kw, HAAT 796 ft. P.O. address: Box AU, University Station, San Juan 00931. Estimated construction cost \$50,400; first-year operating cost \$24,600. Format: Spanish, variety. Principal: Applicant is university (BPED-2293). Action Feb. 9.

#### FM starts

■ WVOK-FM Birmingham, Ala.—Authorized program operation on 99.5 mhz, ERP 50 kw, HAAT 810 ft. Action Feb. 14.

■ \*WTSU-FM Troy, Ala.—Authorized program operation on 90.1 mhz, ERP 50 kw, HAAT 285 ft. Action Feb. 15.

■ KNAS Nashville, Ark.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 85 ft. Action Feb. 8.

■ \*KRER-FM Billings, Mont.—Authorized program operation on 88.9 mhz, TPO 10 w. Action Feb. 15.

■ KIOF Orange, Tex.—Authorized program operation on 106.1 mhz, ERP 100 kw, HAAT 1060 ft. Action Feb. 11.

■ WRRF-FM Rainelle, W. Va.—Authorized program operation on 96.7 mhz, ERP 1.2 kw, HAAT 440 ft. Action Feb. 11.

#### FM license

■ Broadcast Bureau granted following license covering new station: WTTX-FM Appomattox, Va. (BLH-7189), Jan. 31.

## Ownership changes

#### Applications

■ KCFM(FM) Santa Maria, Calif. (99.1 mhz, 1.8 kw)—Seeks assignment of license from California Broadcast Media Inc. to Tepusquet Rolling Rock Co. for cancellation of indebtedness of \$122,000 and assumption of debts equaling about \$75,000. Seller is Leonard N. Kesselman, who has also sold KZON(AM) Santa Maria. Mr. Kesselman also owns 90% of KZEN(AM) Seaside Calif. Buyers are Paul W. Hallock (51%), his father George V. (44%) and Joe

Herbst (5%). Mr. Paul Hallock is director of station, but he has no ownership interest. His father is retired businessman. Mr. Herbst is salesman with station. Ann. Feb. 18.

■ KWBB(AM) Wichita, Kan. (1410 khz, 5 kw-D, 1kw-N)—Seeks assignment of license from Wichita Broadcasting Inc. to Mr. D's Radio Inc. for \$600,000. Sellers are C. Hewell Jones, president; William Schueler, Paul Taft, Edgar Keltner and film actor James Stewart, who also own KRXXV(AM) Fort Worth. Mr. Taft also owns KODA-AM-FM Houston. Buyer is owned equally by Lowell D. Dcniston, Robert D. Freeman and Frank L. Carney, who also own KBUL(AM)-KEYN(FM) Wichita, KCSJ(AM)-KDJQ(FM) Pueblo, Colo. and KOFM(FM) Oklahoma City. Buyers have contracted to sell KBUL (BROADCASTING, Feb. 14). Ann. Feb.-18.

■ WKOA(AM)-WKSD(FM) Hopkinsville, Ky. (AM: 1480 khz, 1 kw-D; FM: 100.3 mhz)—Seeks transfer of control of Pennyrite Broadcasting Co. from William and John Higgins (100% before; none after) to Harold B. King and others (none before; 100% after). Consideration: \$68,500. Principals: Sellers are retiring from broadcasting and have no other broadcast interests. Buyers, other than Mr. King (10%) are Henry C. Clayton, Russell E. Croft Jr., Milburn C. Keith, John M. Newsom and Dr. Gabe A. Payne Jr. (18% each). Mr. King is sales manager of Pennyrite. Other principals have various business and professional interests. Ann. Feb. 18.

■ KCYL(AM)-KLTD(FM) Lampasas, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw)—Seeks assignment of license from Lampasas Broadcasting Co. to Group Seven Broadcasting Co. for \$308,750. Seller is Stephen S. Sampson, who has no other broadcast interests. Buyer is owned equally by Kenelm W. Herschel, Richard E. Fain and Donald E. Fain. Mr. Herschel is partner in Tulsa, Okla., restaurant. Mr. Richard Fain is president of Creative Advertising Inc., Tulsa, and former operations manager of KCNW(AM) Tulsa. His brother Donald owns Canton, Ohio, food store. Ann. Feb. 18.

■ WDMP-AM-FM Dodgeville, Wis. (AM: 810 khz, 250 w-D; FM: 99.3 mhz, 1.1 kw)—Seeks transfer of control of Dodge Point Broadcasting Co. from estate of Wendell D. Hamlin (100% before; none after) to Mrs. W.D. (Louise) Hamlin and children (none before; 100% after). Consideration: none. Transfer is resolution of estate of Mrs. Hamlin's late husband. Mrs. Hamlin will hold 53% personally and 35% as guardian for her three minor children. Her son Wendell F. Hamlin will receive remaining 12%. Ann. Feb. 18.

#### Actions

■ WMSL(AM) Decatur, Ala. (1400 khz, 1 kw-D); WLAY-AM-FM Muscle Shoals, Ala. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of New Decatur Radio Inc. from Slatton-Quick Co. (100% before; none after) to C.H. Quick (none before; 100% after). Consideration: \$120,000. Slatton-Quick, parent of New Decatur, is owned by John L. Slatton (42.3%), D.M. Self (15.4%) and Mr. Quick (42.3%). Messrs. Slatton and Self are transferring WMSL plus consideration to Mr. Quick. Mr. Quick, in turn, will relinquish his holdings in Slatton-Quick (owner of WLAY-AM-FM), and Messrs. Slatton and Self will obtain full ownership of Muscle Shoals stations. (BTC-8221, 8243). Action Feb. 11.

■ WKSS(FM) Hartford-Meridian, Conn. (95.7 mhz, 14.5 kw)—Broadcast Bureau granted assignment of license from Communico Inc. to Covenant Radio Corp. for \$1,689,500. Seller, principally owned by Frederic D. Constant, also owns KPOI(AM)-KHSS(FM) Honolulu, and has bought, subject to FCC approval, KQIV(FM) Lake Oswego, Ore. (BROADCASTING, May 31, 1976). Buyer is owned by publicly held Broad Street Communications Corp. which also owns WEL1(AM) New Haven, Conn., WGSO(AM)-WQUE(FM) New Orleans, and KTOK(AM)-KAFG(FM) Oklahoma City. (BALH-2380). Action Feb. 17.

■ KOYY-AM-FM El Dorado, Kan. (AM: 1360 khz, 500 w-D; FM: 99.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Neosho County Broadcasting Inc. to KIKZ Inc. for \$320,000. Principals in seller are Dale W. McCoy Jr., W.R. Murfin and E. Glenn Strange. Seller also owns KKOY-AM-FM Chanute, Kan., and Mr. McCoy owns 10% of KTTR(AM)-KZNN(FM) Rolla, Mo. Principals in buyer are Michael Horne (51%) and Guy P. Russell (49%), who also own KIKZ(AM) Seminole, Tex. Mr. Horne owns KARV(AM) Russellville and KWCK(AM)-KSER(FM) Searcy, Ark. Arkansas (BAL-8852). Action Feb. 17.

■ WCER-AM-FM Charlotte, Mich. (AM: 1390 khz, 5 kw; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Eastern County Broadcasting Co. from Roy W. McLean and Craig E. Davids to Mid-America Broadcasting Inc. for \$288,000. Mr. Davids has 90% interest in KCKY(AM) Coolidge, Ariz. Buyer is owned by Ralph S. Gregory (70%) and Charles S. Hayes (30%). Mr. Gregory is account executive at WCCO-FM Minneapolis and has 60% interest in application for new FM in Little Falls, Minn. Mr. Hayes has interest in Chicago investment firm. (BTC-8190). Action Feb. 11.

■ KQIN(AM) Burien, Wash. (800 khz; 500 w-D)—Broadcast Bureau granted assignment of license from Suburban Broadcasters to Thomas W. Reed for \$160,000. Seller is owned by John W. Mowbray and Anthony E. Thein who have no other broadcast interests. Buyer owns TWR Enterprises, Spokane, Wash., advertising, rep and radio production company (BAL-8841). Action Feb. 11.

## Facilities changes

#### TV actions

■ WTVY Dothan, Ala.—Broadcast Bureau granted mod. of CP to change ERP to 100 kw; max. ERP 100 kw; ant. height 1880 ft.; change trans. location to W. of Route 177, 2.1 miles S. of Miller Crossroads, Fla. (BMPCT-7630). Action Feb. 1.

■ KBSC-TV Corona, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to 1139 Grand Central Ave., Glendale, Calif. (BMLCT-822). Action Feb. 11.

■ KDUB-TV Dubuque, Iowa—Broadcast Bureau granted CP to decrease ERP to 537 kw; max. ERP 646 kw; ant. height 840 ft.; make changes in transmitting equipment (BPCT-4978, BMLCT-815). Action Feb. 11.

■ \*WCBB Augusta, Me.—Broadcast Bureau granted

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## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
WKXN	Butler County Broadcasting Co., Greenville, Ala.
KMIX	John M. and Mary C. Hall, Turlock, Calif.
WOZY	Dublin Broadcasting Co., Dublin, Ga.
*KLCD	Minnesota Public Radio Inc., Decorah, Iowa
KIOL	Iola Broadcasting Inc., Iola, Kan.
KASO-FM	Cook Enterprises Inc., Minden, La.
WNBV-FM	Newberry Broadcasting Co., Newberry, Mich.
KDEM	Luna County Broadcasting Co., Deming, N.M.
KRKT-FM	Linn-Benton Broadcasters, Albany, Ore.
KJAK	Faith Broadcasting Service, Slaton, Tex.
WEMI	Evangel Ministries Inc., Neenah-Menasha, Wis.
<b>Existing TV</b>	
WJLA-TV	WMAL-TV Washington
<b>Existing AM's</b>	
WXLK	WKSJ Pritchard, Ala.
WXLL	WQAK Decatur, Ga.
WLEJ	WEGB Ellijay, Ga.
WZZI	WKYZ Madisonville, Tenn.
<b>Existing FM's</b>	
WJWY	WAVV Tampa, Fla.
WDUN-FM	WWID Gainesville, Ga.
KMHD	KBOW-FM Butte, Mont.
WPHD	WYSL-FM Buffalo, N.Y.
WRTN	WVOX-FM New Rochelle, N.Y.
WSRD	WHOT-FM Youngstown, Ohio
WNNE	WOBOS-FM San Juan, P.R.
KKHJ	KKLS-FM Rapid City, S.D.
KMJO	KLYX Clear Lake City, Tex.
WGMO	WKCF Shell Lake, Wis.

### Grants

Call	Assigned to
<b>New FM's</b>	
KICY-FM	Arctic Broadcasting Association, Nome, Alaska
KCMS	Classic Broadcasting Corp., Indio, Calif.
*WWEB	Choate Rosemary Hall Foundation, Wallingford, Conn.
*WINO	Nathan B. Stubblefield Foundation, Tampa, Fla.
KWLW	WLV-TV Inc., Many, La.
WUPM	Big G Little o inc., Ironwood, Mich.
WYAK-FM	Lower Grand Strand Broadcasting Co., Surfside Beach-Garden City, S.C.
*WDCE	University of Richmond, Richmond, Va.
*WCCX	Carroll College, Waukesha, Wis.
KWYO-FM	Wycom Corp., Sheridan, Wyo.
<b>Existing AM's</b>	
WDDL	WGAL Lancaster, Pa.
WOYL	WRKZ Oil City, Pa.
<b>Existing FM's</b>	
WWLV	WDNJ Daytona Beach, Fla.
WZWZ	WKMO Kokomo, Ind.
KWIT	KWIT-FM Sioux City, Iowa
WMGO	WQMR New Brunswick, N.J.
WNCE	WGAL-FM Lancaster, Pa.
WRJS	WDJR Oil City, Pa.
WTMX	WKBI-FM Ridgway, Pa.
KYYX	KYAC-FM Seattle
WWJR	WHBL-FM Sheboygan, Wis.

request for waiver of rules to identify station as Augusta-Lewiston-Portland, Me. Action Feb. 9.

- **WDHO-TV Toledo, Ohio**—Broadcast Bureau granted mod. of license covering increase in ERP to 363 kw; max. ERP 2690 kw; ant. height 1410 ft. (BMLCT-821). Action Feb. 4
- **\*WHRO-TV Hampton-Norfolk, Va.**—Broadcast Bureau granted mod. of licenses covering changes in name to Hampton Roads Educational Telecommunica-

tions Association Inc. (BMLET-1444, BMLTS-817). Action Jan. 31.

- **WDBJ-TV Roanoke, Va.**—Broadcast Bureau granted CP to change type aux. trans.; ERP 309 kw; max. ERP 316 kw; ant. height 2000 ft. (BPCT-4967). Action Jan. 31.

### AM applications

- **KFYV Arroyo Grande, Calif.**—Seeks CP to increase nighttime power to 2.5 kw; increase daytime power to 5 kw; install DA-2. Ann. Feb. 22.
- **WAZA Bainbridge, Ga.**—Seeks CP to increase daytime power to 500 w; add nighttime power with 1 kw DA-N; change hours of operation to unlimited. Ann. Feb. 18.
- **WKCM Hawesville, Ky.**—Seeks CP to increase power to 2.5 kw. Ann. Feb. 18.
- **WDTM Selmer, Tenn.**—Seeks CP to change frequency from 1130 khz to 1150 khz; increase power to 1 kw. Ann. Feb. 22.
- **KSUB Cedar City, Utah**—Seeks CP to increase daytime power to 5 kw. Ann. Feb. 18.
- **WYVE Wytheville, Va.**—Seeks CP to increase power to 2.5 kw. Ann. Feb. 18.

### AM actions

- **KKZZ Lancaster, Calif.**—Broadcast Bureau granted mod. of license covering change in studio location to 44748 N. Elm Ave., Lancaster and operate by remote control from studio location; conditions (BRC-3859). Action Feb. 14.
- **WIIN Atlanta**—Broadcast Bureau granted CP to change ant. trans. location to 2034 Cheshire Bridge Rd., N. W. Atlanta; redesignate studio location and remote control to 3340 Peachtree Road, N. E., Hotel Sonesta, Atlanta and change type trans.; conditions (BP-20,698). Action Feb. 9.
- **KHAD Desota, Mo.**—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans; conditions (BP-20,126). Action Feb. 9.
- **WAYC Bedford, Pa.**—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans.; remote control permitted (BP-20,130). Action Feb. 7.

### AM starts

- Following stations were authorized program operating authority for changed facilities on dates shown: **KBOP Picasanton, Tex.**, Feb. 3; **WFTW Fort Walton Beach, Fla.**, Feb. 3; **KPCO Quincy, Calif.**, Feb. 14; **KQEN Roseburg, Ore.**, Feb. 14; **KDLK Del Rio, Tex.**, Feb. 15.

### FM applications

- **\*KUOR-FM Redlands, Calif.**—Seeks CP to change trans. location and studio location to same site; make changes in ant. system (decrease height); change ERP 1.849 kw and HAAT -509 ft. Ann. Feb. 25.
- **\*WCLK Atlanta**—Seeks CP to install new trans.; install new ant.; change TPO; ERP 2.5 kw and HAAT 330 ft. Ann. Feb. 25.
- **WLTE Waycross, Ga.**—Seeks CP to make changes in ant. system (increase height); change HAAT 511 ft. Ann. Feb. 25.
- **\*WVCS California, Pa.**—Seeks CP, to change trans. location to 3/4 miles S. of California on Brownsville Rd., California; operate trans. by remote control from studio location; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 3 kw and HAAT 157 ft. Ann. Feb. 25.

### FM actions

- **KFMF Chico, Calif.**—Broadcast Bureau granted mod. of CP to make change in ant. system; increase height; ERP 10 kw (H&V); ant. height 330 ft. (H&V); remote control permitted; conditions (BMPH-15,024). Action Feb. 11.
- **WKXI Jackson, Miss.**—Broadcast Bureau granted CP to redesignate trans. location as 6 miles S. W. of State Capitol on Highway 51, Jackson; install new trans.; install new ant.; make changes in ant. system (increase height); ant. height 430 ft. (H&V); ERP 68 kw (H&V); remote control permitted (BPH-10,327). Action Feb. 14.
- **WBJH Trenton, N. J.**—Broadcast Bureau granted mod. of CP to change trans; change ant.; make change in ant. system (increase height); ERP 50 kw (H&V); ant. height 120 ft. (H&V); condition (BMPH-14,866). Action Feb. 10.
- **WNCI Columbus, Ohio**—granted mod. of CP to change ant. system (increase height); change ERP;

max. ERP 175 kw (H), 105 kw (V); ant. height 560 ft. (H&V); remote control permitted; conditions (BMPH-10,027). Action Feb. 14.

- **WYSP Philadelphia**—Broadcast Bureau granted mod. of CP to change ERP; ERP 16 kw (H&V); ant. height 900 ft. (H&V); remote control permitted; condition (BMPH-15,018). Action Feb. 8.

- **WBOZ-FM Hormigueros, P. R.**—Broadcast Bureau granted mod. of CP to change trans. location to 2.5 miles N. W. of junction of highway and 343, Barrio Guanajibo, P. R.; change studio location to site to be determined, Hormigueros; operate trans. by remote control from proposed studio location; add circular polarization to ant.; make changes in ant. system; increase height; ant. height—110 ft. (H&V); ERP 3 kw (H&V); remote control permitted (BMPH-15,020). Action Feb. 8.

- **\*WTGM Norfolk, Va.**—Broadcast Bureau granted mod. of license covering change in corporate name to Hampton Roads Educational Telecommunications Association Inc. (BMLED-110). Action Jan. 31.

- **WFGM Fairmont, W. Va.**—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main studio location to be operated on 97.9 mhz; ERP 2.7 kw; ant. height 100 ft.; remote control permitted (BPH-10,343). Action Feb. 8.

### FM starts

- Following stations were authorized program operating authority for changed facilities on dates shown: **KMKF Manhattan, Kan.**, Feb. 3; **KVMV-FM McAllen, Tex.**, Feb. 3; **KTIM-FM San Rafael, Calif.**, Feb. 15; **WFLY-FM Troy, N.Y.**, Feb. 11; **WEZX Scranton, Pa.**, Feb. 11; **WAZI Morristown, Tenn.**, Feb. 10; **KRSP-FM Salt Lake City**, Feb. 14; **\*WUTS Sewanee, Tenn.**, Feb. 10.

## In contest

### Designated for hearing

- **Brownsville, Tex., FM proceeding:** El Rio Broadcasting, Bagdad Broadcasting Corp. and Brownsville Radio Corp., competing for 99.5 mhz (Docs. 21-029-31)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick and scheduled hearing for May 12. Action Feb. 16.

### Procedural rulings

- **Stockton, Calif., FM proceeding:** Barnes Enterprises, Carson Communications and McLean Communications Corp. competing for 100.1 mhz (Docs. 20,925-7)—ALJ Walter C. Miller continued March 8 hearing to March 28. Action Feb. 17.
- **Lares, P.R., AM proceeding:** Radio Lares and Lares Broadcasters (Docs. 20,968-9)—Commission named Pepino Broadcasters Inc., licensee of WFBA (AM) San Sebastian, P.R., party to proceeding. Action Feb. 23.
- **Dallas, AM-FM proceeding:** Belo Broadcasting Corp. competing with Maxwell Broadcasting Corp. for 570 khz and 97.9 mhz. (Docs. 20,945-8)—ALJ Thomas B. Fitzpatrick canceled April 5 hearing and rescheduled for April 12. Action Feb. 17.

### Initial decision

- **WJMO (AM)-WLYT (FM) Cleveland Heights, Ohio renewal proceeding:** Friendly Broadcasting Co. (Doc. 19,412)—ALJ John H. Conlin denied applications for renewal of licenses, finding that Friendly had violated FCC rules, policies and Communications Act on numerous occasions, which established "monumental record of licensee indifference." Ann. Feb. 25.

### Review board decision

- **Edna, Tex., AM proceeding:** International Broadcasting Corp. (KWKH [AM] Shreveport, La.) petition to deny Cosmopolitan Enterprises (KWBY [AM] Edna) CP for 5 kw (Doc. 20,075)—Review Board denied application by Cosmopolitan to reduce power from 10 to 5 kw. Action Feb. 18.

## Allocations

### Petitions

- **Federalburg, Md.**—Philip G. D'Adamo requests assignment of FM ch. 296A. Ann. Feb. 22.

# Summary of Broadcasting

## FCC tabulations as of Dec. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,464	7	26	4,497	39	4,536
Commercial FM	2,798	1	74	2,873	153	3,026
Educational FM	844	0	26	870	73	943
<b>Total Radio</b>	<b>8,106</b>	<b>8</b>	<b>126</b>	<b>8,240</b>	<b>265</b>	<b>8,505</b>
Commercial TV	720	1	7	728	37	765
VHF	513	1	3	517	6	523
UHF	207	0	4	211	31	242
Educational TV	241	3	12	256	8	264
VHF	92	1	8	101	2	103
UHF	149	2	4	155	6	161
<b>Total TV</b>	<b>961</b>	<b>4</b>	<b>19</b>	<b>984</b>	<b>45</b>	<b>1,029</b>

\*Special temporary authorization

\*\*Includes off-air licenses

■ Cape Charles, Va.—J. Grayson Duer requests FM ch. 241. Ann. Feb. 22.

■ Falmouth, Va.—Vincent L. Carr requests reassignment of FM ch. 240A from Lexington Park, Md. Ann. Feb. 22.

### Actions

■ Broadcast Bureau proposed assignment of first FM chs. to five communities: ch. 265A for McConsville, Ohio, at request of John Wharff (RM-2794); ch. 269A for St. Mary's, W.Va., D. Robert Eddy (RM-2795); ch. 288A for Boulder City, Nev., Robert H. Ruark (RM-2804); ch. 276A for Canadian, Tex., Cable FM Six (RM-2805); ch. 280A for Yakutat, Alaska, Lakeside Broadcasting Inc. (RM-2807). Comments are due March 28, and replies April 18. Action Feb. 11.

## Rulemaking

### Petition

■ Boston, Mass.—Boston Broadcasters Inc., licensee of WCVB-TV Boston, requests amendment to rules permitting television stations to employ subcarriers on their aural transmitters for purpose of cueing and coordinating ENG crews in field. Ann. Feb. 22.

## Translator

### Action

■ Burley, Rupert and Albion, all Idaho—Commission granted application by Post Co. for 100 w translator rebroadcasting KIFI-TV Idaho Falls. Action Feb. 23.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 15 (stations listed are TV signals proposed for carriage):

■ Greenwood Cable TV, for Greenwood, Ark. (CAC-07980): Requests interim authorization for existing operation.

■ Shadix Radio and TV Inc., for Beverly, Ohio (CAC-07981): Requests interim authorization for existing operation.

■ Tower Communications Inc., for Ironton and Coal Grove, both Ohio (CAC-07982-3): WUAB Lorain, Ohio.

■ Sammons Communications Inc., for Oihello, Wash. (CAC-07984): Requests certification of existing operations.

■ Cablecom-General Inc., for Roswell, N.M. (CAC-07979): Requests certification for existing operations.

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 22 (stations listed are TV signals proposed for carriage):

■ Tygart Valley Cable Corp., for Elkins, W. Va. (CAC-07985): Requests interim authorization for existing operation.

■ Urban TV Cable Systems Inc., for Quaker City, Ohio (CAC-07986): Requests interim authorization for existing operations.

■ FNI Communications Inc., for Algood, Tenn. (CAC-07987): Requests certification of existing operations.

■ Tucker County Cable Co., for Parsons, Hendricks, Hambleton, Davis, Thomas, all West Virginia (CAC-07988-92): Requests interim authorization for existing operations.

■ Ohio Valley Cable Corp., for Marietta, Reno, Crooksville, Roseville, Philo, Duncan Falls, all Ohio, Williamstown, Boaz, Sistersville, St. Marys, Belmont, Eureka, all West Virginia (CAC-07993-8004): Requests interim authorization for existing operations.

■ Fredericksburg Cable Corp., for Fredericksburg, Tex. (CAC-08005): Requests certification of existing operations.

■ Tower Communications Inc., for Tuscarawas, Ohio (CAC-08006): Requests certification of existing operations.

■ Columbia Cablevision, for Tenafly, N.J. (CAC-08007): WCBS-TV, WNEV-TV, WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WPIX, WNBC-TV New York; WNET, WBTB-TV Newark, N.J.; WPHL-TV, WTAJ-TV Philadelphia; WLIV Garden City, N.Y.; WNJU-TV Linden, WNJM Montclair, WXTV Paterson, all New Jersey.

■ Belington TV Co. Inc., for Junior, W.Va. (CAC-08008): Requests interim authorization for existing operations.

■ Urban TV Cable Systems Inc., for Macksburg, Ohio (CAC-08009): Requests interim authorization for existing operation.

■ Blue Ridge Cable Television Inc., for Jim Thorpe, Pa. (CAC-08010): Requests certification of existing operations.

■ Clinton County Cable Corp., for Wilmington, Ohio (CAC-08011): Requests interim authorization for existing operations.

■ Nashville TV Cable Co., for Nashville, Ark. (CAC-08012): Requests certification of existing operations.

■ Sammons Communications Inc., for Whittier, Calif. (CAC-08013): Requests certification of existing operations.

■ Southwest Cable Inc., 239 Onate St. NW, Espanola, N.M. 87532, for Espanola, N.M. (CAC-08014): KOAT-TV, KOB-TV, KGGM-TV, KMXN-TV, KNME-TV Albuquerque, N.M.; KHJ-TV, KTLA, KTTV, KCOP Los Angeles.

■ Tri-City CATV Co., for Copperhill, Tenn. (CAC-08015): Requests certification of existing operations.

■ Orange County Cable, for Trabuco Canyon, Calif. (CAC-08016): Requests certification of existing operations.

■ Big Valley Cablevision Inc., for Stockton and San Joaquin, both California (CAC-08017-8): KTSF-TV San Francisco.

■ El Reno Cablevision, for El Reno, Okla. (CAC-08019): WTCC Atlanta.

■ Sammons Communications Inc., for Marseilles, Ill. (CAC-08020): Requests certification of existing operation.

■ Yukon Cablevision Inc., for Yukon, Okla. (CAC-08021): WTCC Atlanta.

■ Sammons Communications Inc., for Reading, Ill. (CAC-08022): WCIU-TV Chicago.

■ Tower Communications Inc., for Keams Canyon, Ariz. (CAC-08023): Requests interim authorization for existing operations.

■ Newport TV Cable, for Newport, Ohio (CAC-08024): Requests interim authorization for existing operations.

■ Lee TV Cable Co., for Pennington Gap, Va. (CAC-08025): Requests interim authorization for existing operations.

■ Lafayette Cable TV, for Lafayette, La. (CAC-08037): WTCC Atlanta.

■ Cable TV Inc., for Bloomfield, Ind. (CAC-08028): WTCC Atlanta.

■ Sunflower Cablevision, for Lawrence, Kan. (CAC-08029): WTCC Atlanta.

■ Colville TV Cable Co., for Chewelah, Wash. (CAC-08030): Requests certification of existing operations.

■ Cable TV Systems Inc., for Hutchinson, Kan. (CAC-08031): WTCC Atlanta.

■ Indevideo Co., for Tuba City, Ariz. (CAC-08032): Requests interim authorization for existing operations.

■ Urban Systems Inc., for Waverly, W.Va. (CAC-08033): Requests interim authorization for existing operations.

■ Tower Communications Inc., Gnadenuhnen, Ohio (CAC-08034): Requests certification of existing operations.

■ Sammons Communications Inc., for Palmer, Pa. (CAC-08035): Requests certification of existing operations.

■ Colville TV Cable Co., for Colville and Kettle Falls, both Washington (CAC-08036-7): Requests certification of existing operations.

■ Cable TV Inc., for Linton, Ind. (CAC-08038): WGN-TV Chicago.

■ Colville TV Cable Inc., for Northport, Wash. (CAC-08039): Requests certification of existing operations.

■ Texas Community Antenna Inc., for Winnsboro, Quitman, Sulphur Springs, Mineola, Lindale and Henderson, all Texas (CAC-08040-5): Requests interim authorization for existing operations.

■ Belington TV Cable Co., for Belington, W. Va. (CAC-08046): Requests interim authorization for existing operations.

■ Westover TV Cable Co., for Medowdale, W. Va. (CAC-08047): Requests interim authorization for existing operations.

■ Five Channel Cable Corp., for New Martinsville and Paden City, both West Virginia. (CAC-08048-9): Requests interim authorization for existing operations.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Midwest Diversified Communications Inc., for Lake Ozark, Mo.; Crystalvision CATV, for Frankfort, Mich.; Glenburn Cable TV Inc., for Glenburn, N.D.; Napa Valley Cablevision, for Napa, Calif.; Micro-Cable Communications Corp., for Bogota, N.J.; Ultracom of Sweetwater, Inc., for Sweetwater, Tenn; Sullivan Cable Systems Inc., for Du Quoin, Gary, Centralia, Central City, Wamac, all Indiana; Okeairo Inc., for Okeechobee, Fla.; United States Cablevision Corp., for Douglasville, Ga.; Wastach Community TV Inc., for Kaysville, North Salt Lake, Bountiful, Sunset City, Clearfield City, Davis, Layton, all Utah; Statesboro CATV Inc., for Statesboro, Ga.; Lawrenceburg Cable TV Inc., for Lawrenceburg, Tenn.; Pulaski Multiple Channel Cable Systems Inc., for Pulaski and Fayetteville, both Tennessee; Vision Cable Television Co., for Fort Lee and Edgewater, both New Jersey; Webster All Channel Cablevision Inc., for Providence, Ky.; Dawson Springs TV Cable Co., for Dawson Springs, Ky.; Princeton Cablevision Co., for Princeton, Ky.; Full Vu TV, for Bridgeport, Ill.; Nation Wide Cablevision Inc., for Bremerton, Wash.; Putnam TV Cable Inc., for Glandorf and Columbus Grove, both Ohio; Nation Wide Cablevision Inc., for Thurston, Wash.; General Television of Michigan, for Ausable, Mich.; Alpine TV Cable Inc., for Alpine, Tex.

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# Classified Advertising

## Rates

Help wanted display: \$60 per inch. Situation Wanted display: \$30 per inch.  
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## RADIO

### HELP WANTED MANAGEMENT

**Station-Salesmanager for Ohio.** "Super country sound." Automated FM in medium market. Must build and lead separate sales staff and develop station promotions. Salary plus excellent commission. Excellent future with growth company. Send resume to Box B-129, BROADCASTING.

**Sales Manager** for established radio station in major Midwestern market. Seeking mature executive to train, administer and motivate sales staff. Good working conditions, fringe benefits, EOE employer. Send resume, references to Box C-5, BROADCASTING.

**My client has a great daytimer** in a small market in the Northeast. Community image is excellent. Programming is the talk of the town. Sales good but not great. Boss wants them Great! If you are a sales manager who is creative, ambitious and is capable of carrying most of the sales load, look into this. Excellent remuneration. If chemistry mixes with boss's, possible piece of action. Only those who fill above and are ready to settle, apply. Please. All replies confidential. Box C-45, BROADCASTING.

**Excellent opportunity** for experienced Sales Manager with growth company, excellent salary and commission, call Mr. Jack Rubins, Station Manager, WAAM Radio, Inc., Ann Arbor, MI 313-971-1600.

**WIQT-WQIX** needs aggressive-selling General Manager to head up a currently successful operation. Rush resume and income requirements to Box 288, Horseheads, NY 14845.

**AOR Sales Manager Wanted!** Top pay for top performer. See our display ad, this issue. WJKL/Elgin, Ill.

**Need Station Manager** in fastest growing small market in U.S. Must be experienced salesperson with good track record, overall knowledge radio operation. Outstanding opportunity, rapidly growing group. EOE. Contact GM at 605-343-0888.

**Attn Management Personnel.** Expand small mid-Florida market. Looking for right experience in management, SALES, and programming. Send resume to Gables Secretarial, Suite D, 110 Giralda Ave., Coral Gables, FL 33134.

### HELP WANTED SALES

**Male/Female sales.** 50 kw, Pittsburgh, Metro. EOE. Resume to Box B-193, BROADCASTING.

**Major market midwest daytimer** needs sales manager. Excellent opportunity for top income. Box C-32, BROADCASTING.

**Sunny, warm and exciting south Texas,** 5000 watt AM and soon FM looking for two aggressive self starters who want to work and make money. Half million pop market, top biller, rated No. 1 seventeen years. 20% commission, draw arranged, health and life ins., gas allowance, live where oranges and grapefruit grow. KRIO Radio, Box 3097 Mc Allen, TX, 78501. 512-686-5454.

**Executive sales position** available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916-441-2345.

**Sales Manager** for 1,000 watt AM. Real opportunity or someone qualified, with proven sales record. Send resume to John Weeks, WCJW, Warsaw, NY 14569. EOE.

**Salesperson** for FM station. Excellent future for competent person. WEFA, 4 South Genessee, Naukegan, IL 60085.

### HELP WANTED SALES CONTINUED

**Experienced Salesperson** For No. 1 contemporary station in Gainesville, Florida. Must be an aggressive, self-starter. Contact Elsie Mercer, WGGG, 904-376-1234.

**South Florida account executive** with desire to become sales manager. Medium sized market with great sales potential for hard worker. Easy Listening format with Air Traffic Watch. Let's both make some money. Contact Mark Prichard, W-KAO Radio, P.O. Box 1510, Boynton Beach, FL. Phone: 305-737-5000.

**Sports Active Station** seeks young, aggressive play-by-play/sports director/salesman. Will run sports department, work active account list. Rush tape and resume to Steve Turner Station Manager, KDKD AM-FM, P.O. Box 448, Clinton, MO 64735 or call 816-885-6141.

**Florida East Coast.** \$18,000.00 potential first year commission at our 100,000 watt leading regional contemporary station for one experienced, successful and proven sales person. Good list with growing company. Definite future management opportunity. Guaranteed draw up to six months plus car expenses. Interested? Call Jim Lord or Randolph Millar 305-464-1400 or write WOVV P.O. Box 3192 Ft. Pierce, FL 33450.

**Aggressive, self starter types** needed to join group-owned AM/FM Buffalo, New York sales team. Experience helpful but not essential—contact Mike Plunstead, General Manager, or Ken Dodd, General Sales Manager, WWOL, 716-854-1120. WWOL, an equal opportunity employer.

**Midwest Family station** seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

**Afraid?, of competitive selling,** then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512-782-3515.

**Expanding Weekly Newspaper** seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609-447-4311 or write Box 349, Newport, WA 99156.

**Sales Manager** for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: \$700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

**Midwest, FM Soul** is looking for experienced Salesperson to join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.

**Custom Jingle House** seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, PA. 19010 215-525-9873.

**Aggressive AM/FM** taking sales applications. Top opportunity in ideal family community. Base, commission, travel, insurance, stock plan and advancement opportunities. All inquiries answered. Send resume to R. Swanson, Apache Broadcasting Corporation, P.O. Box 1005, Hastings, NE 68901. EOE/IF.

### HELP WANTED SALES CONTINUED

**FM General Sales Manager.** First rated station in America's fastest growth area. Send resume: Manager, Box 940, Sarasota, FL 33578.

**Sales Manager Wanted** for Southern New England radio station. Must be agency experienced. Excellent opportunity. Liberal benefits ... salary negotiable. Send resume to P.O. Box 309, Windsor, CT 06095.

### HELP WANTED ANNOUNCERS

**Maryland Small Market Station** has announcer opening. Also, part time sales opportunity. Box B-80, BROADCASTING.

**Morning drive Announcer/Chief Engineer** for well established Mid-Atlantic non-directional daytime C&W. Fine opportunity. Salary commensurate ability. Send resume, requirements to Box B-108, BROADCASTING.

**4 or more years experience?** Handle both country and rock? Ability to move up to Program Director? We need you. Box B-194, BROADCASTING.

**Immediate openings** at heavy news, sports, information station with M-O-R personalities. We intend to be the best. Tapes and resumes to PD, KBYR, 1007 West 32nd Ave., Anchorage, AK 99503. Phone 907-272-3456. No drifters.

**Personality Radio Announcer/Newsreader.** Maybe it's the impossible we search for. KCMO Radio, an equal opportunity employer, M/F, is conducting a search for an individual to join our morning programming. Successful candidate must have a passion for life, current events and his fellow man; and have the background and experience to convey his or her enthusiasm on the air... radio. Express your interest in the job and Kansas City in a letter first. Please no tapes or phone calls. Address: General Manager, KCMO Radio, 125 E. 31st Street, Kansas City, MO, 64108. Our people are aware of our specs.

**Immediate opening** for announcer with First Phone. Send tape, resume, references to Ed Collins, WEED Rocky Mount, NC 27801.

**Morning Person Wanted,** who is creative in production and has a good voice. We're good people to work for. Send resume, tape and salary requirements to Larry Newcomb, WEYE, Box 2457, Sanford, NC 27330.

**WFMB top rated C&W** in Illinois, capital city, looking for morning and evening jocks. Good opportunity for person on the way up. Call 217-528-3033, PD or GM. EOE.

**WIRL** needs a strong 7-midnight rock personality. Superior working conditions. If you're creative, bright, dedicated, and talented, with decent pipes, send tape, resume, salary: Bill McClugage, WIRL, Box 3335, Peoria, IL 61614. No Calls! Equal Opportunity Employer.

**Experienced Country Music Announcer,** age not important, if you are mature. Must be knowledgeable in country music, and be a conversationalist. Production ability important. We are a growing, small market organization and have a lot to offer, to the right person. If you are a reliable self-starter, send resume/tape to Dave Walden, WJIL Radio, P.O. Box 235, Jacksonville, IL 62650 ... No Calls Please!

**10,000 watt small market** award winning station in Morris County seeks enthusiastic announcer with first ticket news and production required for contemporary adult MOR. EOE/IF. Contact: Richard Bailey WRAN Box 1510 AM Dover, NJ 07801. 201-366-1510.

**MOR Personality Station** has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRMT, PO Box 283 Rocky Mount, NC 27801.

## HELP WANTED ANNOUNCERS CONTINUED

**Beautiful Music Station** in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSIV AM&FM, 28 S. 4th St., Pekin, IL 61554.

**Experienced Adult Personality/Communicator** heavy on MOR and information. Brand new stereo voice in vacation area near New York City. Writing and verbal creativity a must. Send air check and resume immediately to Program Manager, WSUL, 250 Broadway, Monticello, NY 12701.

**PM Drive Personality** sought by Cont/MOR. Must be serious professional with 3 years experience or more. Tapes and resumes to: WTON, Box 1085, Staunton, VA 24401. EOE.

**Wanted . . . Announcer** for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

**Illinois top rated C & W station** looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Bldg, Springfield, IL 62701. EOE.

**Smooth CW announcer**—Virginia small market. Some production; sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

**Immediate opening** in Houston, Texas for a top D.J. to make a progressive, contemporary Gospel format tight and professional. For the right talent we pay competitive salary. Call 713-797-9850.

**Morning personality** at progressive, expanding group in small Midwest city with superior quality of life. Production duties. Permanent position. Opening due to company expansion. Mr. Charles 507-452-4000.

**Top rated East Coast C&W** will soon have an opening for a mid-day man. Mature voice & delivery—we want a personality to join a professional team. Call 804-420-1050.

## HELP WANTED TECHNICAL

**Chief engineer, Excellent** working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

**Chief engineer** for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.

**Asst. Chief Engineer** for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

**Experienced Chief Engineer** for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

**Chief Engineer Wanted** for Midwest daytimer. Must have complete engineering experience including proofs, maintenance, etc. Must be stable and mature, \$13,500.00 to start plus fringe benefits. Send complete resume, Box C-22, BROADCASTING.

**Maintenance Engineer** for major network O & O. Should know stereo, DA's, STL, Remote Control, Audio and RF. Willing to train hard working beginner Chief Engineer. An Equal Opportunity Employer. Send complete resume to Box C-67, BROADCASTING.

**Chief Engineer** must know AM directional FM stereo, studio maint. Group operator in deep south. Will oversee engineering in three other mkt. EOE resume to Box C-70, BROADCASTING.

**Chief Engineer**—Wanted for FM Stereo station. Experience necessary. Salary negotiable. Contact G.M.—WAAL-FM P.O. Box 997, Binghamton, NY 13901. 1-607-772-8850.

## HELP WANTED TECHNICAL CONTINUED

**Assistant Chief Engineer.** First Class License. Some experience in production, board work and maintenance. Good growth opportunity with expanding group. EOE. Resume including salary requirements and references to: C. Dingman, WCTC, 385 George St., New Brunswick, NJ 08901.

**Cleveland, Ohio, WGAR** looking for qualified engineer. Experience in digital, audio, maintenance, and RF required. Send resume and salary requirements to Robert Reymont, 9446 Broadway Road, 44147. An Equal Opportunity Employer.

**Chief Engineer-experienced** and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2605. EOE.

**Kentucky-AM/FM** looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard. 606-248-5842.

**Chief Engineer**—Fully capable and responsible in preventive maintenance, professional-type installer and week-end relief announcing for 5 KW, DA-2, that is building a complete new facility and new FM with STL. Salary open—resume and tape with references—J. M. Hall, P.O. Box 979, Modesto, CA 95354.

## HELP WANTED NEWS

**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**Our News Department is No. 1,** and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

**Experienced newperson,** good voice, delivery, ability to separate news from editorializing essential. Car, third endorsed required. \$9-11,000 to start plus miniscule expense allowance. Send narrative description of present duties and compensation, when we may hear you on-air, and writing samples. Central New Hampshire location. Box C-2, BROADCASTING.

**Deep voice, smooth reading ability!** Journalism major preferred. Combo—news, announcing, sales, production. Willing to learn. Small—Northeast. Box C-24, BROADCASTING.

**Fulltime Top Rated** well established Florida AM—seeking telephone talk host. Must be articulate with minimum two year established talk track record and numbers. All replies confidential. Resume and all details first letter. Box C-38, BROADCASTING.

**Newperson for award-winning** New Mexico 50kw. Experience and ability to gather and deliver local/regional news. Send tape to Dyan King, KBCQ, Box 670, Roswell, NM 88201.

**Newperson** for Denver's KIMN. Large news department with plenty of drive. Must be experienced in all facets of news operation and be strong on air, in studio and outside. Tapes, resumes and writing samples to Bruce Kamen, KIMN Radio, 5350 W. 20th Ave, Denver, CO 80214.

**Looking for qualified newperson,** preferably with radio experience for small market station in Southwest. Address replies with full information to Russ Beckman, KTAN Box 1566, Sierra Vista, AZ 85635. Equal Opportunity Employer.

**WBBO, Augusta, GA** has an immediate opening for a News Reporter/Announcer. Send non-returnable tape and resume immediately to the General Manager, Box 2066, Zip 30903. An Equal Opportunity Employer.

**Sports Director Wanted.** Very active KY station. PBP all sports. Light board shift. Tape, resume, pic to: Jim Casto, WDHR, Pikeville, KY 41501. Beginners considered. EOE. NO CALLS.

**Ambitious, Hard-hitting** reporter, unending curiosity, dedication to excel. Not afraid to work or step on toes. Can tell Joe Lunchbucket what he wants and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZM Z-93, La Crosse, WI. 608-782-0650. A Midwest Family Station.

## HELP WANTED NEWS CONTINUED

**Sports Director.** One of America's four great radio stations wants person to do play-by-play on 125 football, basketball, baseball, hockey games annually plus do a number of sports shows that include heavy use of actualities. Total commitment to sports broadcasts is vital. Impeccable personal and professional recommendations required. Salary is negotiable. Profit-sharing and other benefits. Community voted All-American City. Send complete resume, tapes, recommendations to Mike Diem, WJON Broadcasting Company, St. Cloud, MN 56301. EOE.

**Newsperson—WOAI Radio** has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX. 78205. E.O.E.

**Director of News,** public affairs wanted for central Virginia AM. Send resume, tape, requirements, Box 5085, Charlottesville, VA 22903.

**Experienced Newsperson** and Public Affairs Director wanted for southwest Virginia AM. Send tape, resume and salary requirements to Box 838, Richlands, VA 24641.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Bus Mgr/Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**New England prep school** seeks teacher of psychology, psychology-Spanish, or mathematics with college or commercial radio experience. Begin Fall 1977. Teach regular course load and advise student FM station. Room, board included. Salary competitive. Equal opportunity/affirmative action employer. Resume to Box B-173, BROADCASTING.

**Program Director,** KANU, University of Kansas, Lawrence. Makes program plans, decisions. Supervises professional staff of producers and announcers. Must understand public radio and its future. High school graduation, supplemental college radio-TV programming and production classes, considerable experience in radio announcing and programming required. Starting salary: \$883-\$969/month. Letter and resume to: Howard Hill, KANU, Broadcasting Hall, University of Kansas, Lawrence 66045. An equal opportunity/affirmative action employer. Qualified men and women of all races are encouraged to apply.

**Afternoon Drive Personality** needed for Top 40 Personality format. Must be able to entertain within tight format. Station strong on community involvement. Should be good on production. Tape and resume to WLLH, Box 1400, Lowell, MA 01853. EOE.

## SITUATIONS WANTED MANAGEMENT

**Jack, PBP, Sales,** sales manager, station manager general manager. Understanding. Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING

**An unbeatable combination:** MBA: BS in Broadcasting; experience in media research and systems management; strong electronics background. Seeking middle management position with group or large station. I can do the job. Box C-4, BROADCASTING.

**General Manager: Experienced,** professional capable, stable. 11 years in present medium market GM position handling every detail of efficient, profitable operation for absentee owner. Strong sales, sales management, administrative background. Age 42. Box C-6, BROADCASTING.

**General Manager-Successful** management background for over 15 years, most in top 20 ADI market College graduate, happily married, proven leader. Box C-8, BROADCASTING.

**GM seeks** small market AM/FM. Let's make \$ for both of us. 19 years all phases radio. Box C-13, BROADCASTING.

**Experienced aggressive broadcaster.** Married—Stable—Sales oriented. Want GM-OM middle market. Let me help you. Box C-28, BROADCASTING.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Need A Seasoned Pro?** Could be I'm your man... 20 years in broadcasting, 15 years owner-manager in competitive market. Experienced in all phases... first phone... call 606-549-5093 or write Box C-34, BROADCASTING.

**Combo Chief Engineer**, program director and salesman looking for small market operations or station manager position. Box C-44, BROADCASTING.

**South.** Young broadcaster with experience in all phases. Seeking G.M. slot in small to medium market. Hard work and solid ideas. Prefer part ownership. Box C-51, BROADCASTING.

**Looking for a challenge.** Broadcast executive with 8 yrs. prime time in licensee-management perspective thru family-owned independent radio-TV-cable chain. Know the business from top to bottom; specialize in black, Spanish, disco & FM stereo radio; TV talk show experience; solid sales and operations. Live by Quality Control & FCC Regs. All considered. Florida preferred. Box C-53, BROADCASTING.

**Selling G.M.** Excellent track record and references in sales, administration and programming. Box C-56, BROADCASTING.

**Florida Broadcaster** Seeks Assistant GM position. Top programmer—relates to RAB/concept/idea selling. Box C-58, BROADCASTING.

**General Manager's Position Wanted:** 20 yrs. experience in all phases of radio. Sales and programming oriented. 35 yrs. old—very reliable. Seeking new challenges and owner who wants to put his station in very capable hands. My record speaks for itself. Box C-64, BROADCASTING.

**Solid pro, experience** all phases radio. Good announcer. BS degree Broadcasting, 3rd endorsed, ready to move up to management, (OM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

**Sales Manager desires** a better major market opportunity. 26, 5 years major market experience. Call nights, 717-675-4016.

**Award Winning Major** market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215-638-9425.

**Small Market G.M.** seeks challenge with rewards. Will take charge! Early 30's, married, will relocate. Call evenings between 6 & 9, 717-253-5723.

## SITUATIONS WANTED SALES

**Experienced broadcaster with 6 years** in radio sales seeks new challenge! Prefer small or medium market! Box B-134, BROADCASTING.

**Sales, MOR communicator combo.** 4 years experience. Aggressive, profit motivated, creative. Folksy, humorous, informative. 39, 3rd phone, married. Ron Robie, 16 East Del Rio Drive, Tempe, AZ 85282. 602-968-1232.

**College Grad,** 8 years radio sales experience. Billing \$14,000 a month, started a year ago with zero. Seeks new challenge. Sam Curtis, 1152 Bishop St.—Suite 804, Honolulu, 96813, or Phone 808-537-1718.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Intelligent midwest announcer** looking for new experience in interview-talk radio. Friendly but not gabby. Entertaining. D.J.—Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

**Country announcer/music director.** Looking. Experienced. Third. Box B-101, BROADCASTING.

**Experienced DJ.** 3rd-class phone, tight board, good voice, not a screamer, also sports play-by-play and commercial production. Will relocate. Box B-179, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Do you need experienced announcer?** One that takes pride in doing quality commercials, newscasts and MOR or Country music shows? Write Box B-192, BROADCASTING.

**Sportscaster—5 years** major market radio-TV experience wants sports position in top-30 market. Excellent investigative reporting, features, PBP. Box C-7, BROADCASTING.

**Northeast DJ** 3rd endorsed, 2 years college experience, 1 year Pro in Top 40 and country formats, good pipes, tight board and strong production. Looking for Northeast Medium Market Top 40 position. Box C-15, BROADCASTING.

**PD Morning Man—Copy Writer—Production—News—First Ticket.** 7 years experience. Pleasant, relaxed delivery. Married. Seeking immediate opening, growth-oriented medium market Northeast station. Other areas considered. State salary, opening. Box C-23, BROADCASTING.

**Dependable announcer** with experience. Looking for station to grow with in medium market. Personality oriented but will work any format. Box C-27, BROADCASTING.

**1st Phone, BA Broadcasting,** married, good small market experience, knows rock, wants stable AOR or Progressive announcing slot, Box C-42, BROADCASTING.

**Popular MOR Drive Time Personality** in successful medium market station wishes to join successful station which believes in sincerely serving its community while maintaining profitability. Seeking long tenure with growth potential. Offering stability and maturity with a good business head too. Please provide station information when you write. Box C-65, BROADCASTING.

**Female, 3rd endorsed,** seeks Small-Medium Market Announcing Position and/or women oriented program. Current News Director, Talk Show Host, DJ, Production. Prefer Indiana or Ohio. Box C-66, BROADCASTING.

**If you charge over \$10 per spot—**Experienced young broadcaster with P.D. skills currently on air at three small stations ready to move up to larger market. Box C-72, BROADCASTING.

**DJ, 25, 3rd endorsed,** some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74th St. Jackson Heights, NY 11370. 212-446-8694.

**Northeast Adult Top/40 Personality,** 1 year Small Market, 3rd Endorsed. Norman, 212-629-1169.

**Good pipes, looking** for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, WI 53406.

**College graduate,** reliable, 3rd endorsed, wants experience. Chief interest sports. Bob Simen, 424 N. Henry Street, Crestline, OH 44827. 419-683-2874.

**Fully skilled jock,** 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium markets. Resume, tape. Cary, 516-791-9349, evenings only.

**Looking for employment in S.E. USA.** Prefer small or med. market, MOR progressive rock, Top 40, or outlaw country. J. W. Harvey, 32117 Annapolis, Wayne, MI 48184. Phone: 313-729-1279.

**P.D./Announcer.** Progressive MOR. Heavy commercial experience. No bad habits. D. Julian. 614-335-0941.

**New York surrounding states.** Top-40 Nightman, worked Coca Beach Market 1 year. 3rd Endorsed. 212-629-1169.

**1st phone beginner** contact John Cook, 801-322-4095. 125 So. 3rd East, No. 501, Salt Lake, UT 84111.

**Mature beginner.** Second phone. Tight board, strong news, sincere sell. Talent, desire, and potential far exceed inexperience. Victor Young, 2887 Pine Grove Terr. Apt. 5, Atlanta Ga.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**DJ 3rd endorsed,** college experience MD, MOR, Top 40, News, production exper. Anywhere. Tony 401-467-9131.

**Small, medium markets.** MOR announcer with 2-1/2 years experience, good production, and fully acquainted with automation. 3rd endorsed. Mike Stevens 608-524-3921.

**Three years experience,** assistant news, PD. Want to settle with my family. Prefer Colorado or Southwest. Don Grant, Box 735, Alliance, NE 69301, 308-762-3940.

**Experienced AOR Announcer,** mature, programming, production, sales. Knows music. Tape/resume on request. Call 814-734-1271. Quinn the Eskimo.

**Classical announcer.** 20 years experience as broadcaster (all phases) and performing musician. Seeking Music Director-announcer position with fine arts station. Unique background, top qualifications and references. Charles Greenwell, 49 W. 68th St., NY 10023.

**Young pro,** 23, 5 years experience in medium and major markets. Family in broadcasting. Loved radio since age 2. Loyal and dependable. Very good voice. Top programming potential. Looking for Top-40/Adult contemporary position. Joe Caravello, 12217 Renwick, St. Louis MO 63128. 314-849-2929.

**Polished, warm, mature,** communicative personality D.J., 5 years experience, ready to move immediately. Seeking contemporary or AOR station in top 50 market. Quality production, news. Third endorsed. Chuck Tanner. 212-799-9190, 9 AM-5 PM.

**Young D.J.,** hardworker, college and commercial experience. Will go anywhere. Ready now. Steve. 314-432-8988.

**DJ with excellent** production, news, copywriting. Two years experience. First phone. Degree. Prefer Texas or South. Open to anything. Tom 512-478-3664.

**Young, experienced DJ** in C&W, Top 40, seeks full-time job in Midwest. Interested in sports too. 3rd phone, tape, resume. Eddie Epstein 733 N. 16th St., Lincoln, NE 68508. 402-474-9955.

**Friendly, humorous personality.** Creative ad-libber, at times mildly suggestive in a mature manner. Very human one to one communicator. 8 years exp. Whaddye' think? 702-736-3806.

**1st phone—Broadcast Grad—**Some experience. Can write—talk—sell. Greater Chicago area. 312-736-2306. Tom Clark, 4716 W. Byron, Chicago, IL 60641.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer:** 12 years AM Directional/Audio; broad electronics background; updated AS degree. Seeking challenge in FM/automation/AM, or field engineering. Northeast or international. Available June. Box C-73, BROADCASTING.

**Eight years** in broadcasting. Past four years as chief in medium and major markets. Experienced in directional FM stereo. Studio maintenance. Automation. Ed Jurich, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305-271-4687.

**Black male,** 1st phone with limited experience but unlimited ability. Will relocate. Contact: E. Hobgood, 75 E 4th St., N.Y.C. 10003.

**Experienced:** High-power FM Stereo, 5KW AMs. Excellent references. Exceptional abilities. Permanent position. Good place to raise family \$1100+. Don Hobson, 1959 Greenview Road, Escondido, CA 92026.

## SITUATIONS WANTED NEWS

**Female sports director,** MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

**News Director-Digger** strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

## SITUATIONS WANTED NEWS CONTINUED

**Wonder Woman.** One year NYC O&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PR/Advgt spot. Northeast. Box A-275, BROADCASTING.

**News professional** seeks news director or reporter position in medium or major market. B.J., 28, married, top references. Currently in Midwest, but will relocate anywhere for right offer. Box B-190, BROADCASTING.

**News Director** of top small to medium market seeks job as reporter in top 100 market. Prefers the West, but willing to go anywhere. Looking for a station where I can progress upwards. Created a news department in a city which previously had no electronic journalism. Will graduate in May Magna Cum Laude with a degree in Telecommunications. Reply Box B-196, BROADCASTING.

**Young NIS Journalist.** Willing to relocate for good news job. Big buck not necessary. Box C-12, BROADCASTING.

**Having problems with public affairs programming?** I can help. 2 yrs. interviewing newscasting and DJ. Solid attractive female voice. Box C-19, BROADCASTING.

**Four years experience** in commercial AM-FM News. Three years in CATV News. Writing, reporting, professional delivery. Young, married and ready for a larger market. Happy in mid-west but will relocate. Box C-50, BROADCASTING.

**Five-Year Newsmen** wanting to join news staff in 100,000 market. Great hustler, digger, writer. Excellent delivery. Box C-68, BROADCASTING.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

**News writer with 3 years experience**, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212-526-1831, day/night.

**Hard-nosed, serious,** experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

**Former network overseas** correspondent seeks position with stable operation. Age 33 with 16 in broadcasting. Resettling in USA after living abroad. Business management experience. Call Michael Wenger 713-376-1621.

**Announcer/News**—Mornings for over two years, hosted talk show with interviews, news, been PA Director, MD, and chief engineer (1st Phone). Jonathan Warner. 201-992-0802.

**Law Degree;** seven years radio-TV experience; available in May. All good situations will be considered. Mark Braun, 2620 E. 5th Place, Tulsa, OK 74104.

**Dedicated newsmen available** for medium-major markets. Decade of experience as street reporter, editor, anchor, writer. 602-326-2895.

**Aggressive, Creative Sportscaster** with four year's major college experience. PBP all sports, news, interviewing. Interested in building you a top notch program. Radio/TV. Chet Wright, 1629 Inwood, South Bend, IN 46614. 219-291-4602.

**College grad.** 3½ years experience (incl. commercial) sports reporting and PBP, plus production, some jocking & news, seeks position with sports emphasis. Small or medium market, North Central/Northeast preferred. Tape/resume. Box 414, Rochester, MI 48063.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Aggressive, first phone** production person desires new challenge. Creative producer; commercials, promos and specials. Added extra-tight on-air engineer. Excellent references. Prefer Northeast, but will relocate. Box A-269, BROADCASTING.

**Medium market caliber** top 40 jock ready to program. Have learned from the best. Box A-280, BROADCASTING.

## SITUATIONS WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

**10 Years Network Sports Experience** Producer Writer Field-reporter seeking position growing station. Box C-36, BROADCASTING.

**BA Broadcasting Purdue,** 1st Phone, 29, six years radio, wants to teach radio. Box C-43, BROADCASTING.

**WANTED. Rewarding Challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

**Rock or Modern Country** programming pro with 18 years experience looking for small or medium market. Have worked with one of nation's top consultants! Box C-69, BROADCASTING.

**Creative Production**—copy man. If it can be produced, I can produce it. Can make you money with my spec spots. Let me play them for you. Call me, Dave Simmons, or call my General Manager 309-342-3161.

**Promotion Person.** Young, bright, ready! Exp. in all aspects of radio. Good ideas. If you want a hard worker, let's talk. Major mkt. preferred. Don Cohen 704-526-2102 mornings or 4947-12 Central, Charlotte, NC 28205.

## TELEVISION

### HELP WANTED MANAGEMENT

**Business Manager**—Group needs radio/television business manager for Rhode Island station. Accounting degree plus managerial experience and expertise are basic requirements. Equal Opportunity Employer. Reply Box C-20, BROADCASTING.

**ENGINEER III—Public Television Network.** Ability to perform difficult duties in maintaining, repairing and operating electric equipment such as: operating and making major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Schedule and supervise less experienced engineers in the repair of the more complex equipment. Evaluating audio and video signals and filing daily quality reports; perform video and audio sweep measurements and performance measurements on studio systems.

Merit Requirements: Certificate in electronics or related course; 2nd Class License as issued by the FCC for studio work and 2 years of full time paid employment in operating, maintaining and/or repairing complex electronic equipment. Strong background in solid state and digital electronics. CONTRACT—RENEWABLE. Contact: Personnel Office, Iowa Public Broadcasting Network, PO Box 1758, 515-281-4566, Des Moines, IA 50306. An Equal Opportunity Employer.

### HELP WANTED SALES

**Major Market Network TV affiliate/west coast sales service/traffic/operations** supervisory opportunity: Responsibilities include (1) Coordinating all commercial orders, logs and makegood activity on a fully computerized system and (2) Supervising personnel responsible for above. Must be highly organized and efficient on detail and follow-through, and be able to work under extreme pressure. Sales service experience necessary, supervisory experience preferred. All replies will be kept confidential. An equal opportunity employer. Apply to Box C-9 BROADCASTING.

**Experienced Production Salesperson** wanted. Top 10 market. Complete knowledge of inner workings of government/private industry essential. EOE. Box C-14, BROADCASTING.

**Local Sales** in top 70 market. Group owned. Very little agency work. Can look forward to fast promotion. Sales list will do \$18-20/yr. Box C-48, BROADCASTING.

**Group broadcaster seeks** National Sales Coordinator to be based in NYC and work with rep, agencies and stations to build sales. Agency or research experience desirable. Experience and salary requirements to Box C-61, BROADCASTING.

## HELP WANTED SALES CONTINUED

**Seeking Mature,** experienced, television advertising and marketing executive who would like to associate with a totally unique business venture in San Diego market. This business will combine the untapped commercial potential of cable television with the best business aspects of broadcasting. This person must not be afraid of new concepts or insurmountable tasks. Must be a tireless, organized self-starter who is willing to roll up his sleeves and start from scratch. Income commensurate with background and productivity. Salary+. Send resumes and photos to: Box C-46, BROADCASTING.

**Manager** expanding independent UHF television New York market—minimum 5 years experience in advertising—call 201-325-2925, EOE.

### HELP WANTED TECHNICAL

**Ready for advancement?** California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

**Transmitter Supervisor** for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

**Director—Experienced directing** fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

**Operating engineer** with first class FCC license. Great Lakes area. Send resume and salary requirements. Equal Opportunity Employer. Box B-126, BROADCASTING.

**Tape Maintenance Engineers** with VR1200 experience and schooling for top market TV station and production house. FCC First Class required. Box B-150, BROADCASTING.

**TV Engineering Supervisor**—Immediate opening in major Northeast market for individual to supervise technicians assigned to TV production and maintenance. Solid technical background, an FCC First Class License, and a minimum of 5 years of TV broadcast experience is required. Previous supervisory experience is desirable. An Affirmative Action/Equal Opportunity Employer M/F. Please send resume to Box C-16, BROADCASTING.

**Maintenance engineer** with first class license for aggressive TV station in major midwest market for heavy maintenance on TCR-100 and/or Sony recorders in large ENG operation with computerized editors. Also, TV Transmitter Supervisor ready for complete responsibility for outstanding operation of remote controlled TT30FL. Equal Opportunity Employer. Salary excellent. Send resume Box C-18, BROADCASTING.

**Maintenance Engineer** for Florida Network affiliate. First class license and actual maintenance experience on state of the art equipment required. Equal Opportunity Employer. Send resume and salary requirements to Box C-49, BROADCASTING.

**Chief engineer** for Western Montana VHF commercial station. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Small staff requiring personal attention to maintenance. Located in growing university community in beautiful mountainous area. Equal opportunity employer. Send resume and salary requirement to Pete Frieden, Station KPAX-TV, P.O. Box 4827, Missoula, MT. 59806, or call 406-543-7106.

**Maintenance person** for RCA TTU-30C, TR-600, Sony 1600/2850 ENG, Norelco and RCA color cameras, Grass Valley 1600. Excellent benefits. 12K to start. WECA-TV ABC Box 10027, Tallahassee, FL 32302.



## HELP WANTED TECHNICAL CONTINUED

**Maintenance/Installation Eng.** Join leading public broadcast VHF/FM operation. Latest ENG, time code editing, Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng., 904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M/F.

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR 1200. CDL 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

**Broadcast (TV) Engineers** for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

**Studio maintenance engineer.** Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, editors, ENG equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

**Chief all phases.** Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

**Maintenance engineer** with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

**Opening master control** and video tape operator/technician. Minimum 3 years experience in commercial TV station engineering operations. First class license required and EOE employer. Call or write T. Arthur Bone, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

**Video City Inc.** needs video engineer to handle location shooting in warm South Florida. Single and multiple camera systems. Phillips experience desirable. Resume to Larry Krupa, 12100 N.E. 16th Ave., North Miami, FL 33161.

**Public television broadcast engineering, operations, maintenance, and production supervisor;** salary: mid-teens; write or call Don Smith, CE, O.U. Telecommunications Center, Athens, OH. 45701, 614-594-2406 by March 18.

## HELP WANTED NEWS

**E.O.E. number one station** in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit; and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00. Box A-256, BROADCASTING.

**Immediate Opening** for news director/anchorperson. Small market Southwest. EOE. Excellent opportunity for no. 2 or no. 3 person wanting to be no. 1. Picture and resume to BOX C-3, BROADCASTING.

**Top rated news operation** is seeking an experienced News Director. Must be an excellent reporter, assignment editor, with some on air experience. Need a person that commands respect. 100+ market station in the Southeast. Salary open. An EOE. Reply to Box C-25, BROADCASTING.

**News Director.** For Medium Market, network affiliated radio-television operation. Must have previous television news director experience. This is a progressive news organization which has enjoyed continued ratings growth. Film, tape and live field equipment. An equal opportunity employer. Box C-35, BROADCASTING.

**Anchor/Producer** for medium market in upper Midwest. Writing, VT editing skills required. On-air experience essential. Resume to Box C-37, BROADCASTING.

## HELP WANTED NEWS CONTINUED

**Assignment Editor** for top 60 market. College degree in journalism or related field plus five years experience in reporting and assignment or producing necessary. Applicants should have strong supervisory experience coupled with ENG knowledge. An Equal Opportunity Employer. Send resume and salary requirements to Box C-40, BROADCASTING.

**Reporter/Photographer**—three years experience in all phases of reporting with experience in anchoring a definite plus. An Equal Opportunity Employer. Send resume to Box C-41, BROADCASTING.

**Reporter** must type background in journalism. Working knowledge of silent camera and CP16 sound camera. Must be able to gather information and write intelligent comprehensive story for air presentation. Rush video tape and complete resume to Pat Brown KNOE TV Box 4067, Monroe, LA 71201. No phone calls. An Equal Opportunity Employer.

**News and Public Affairs Director** for Southwest Public TV station. Requires BA; Masters preferred; minimum 3 years experience in broadcast TV news. Edit and anchor evening news cast. Teach broadcast news, including film. Deadline for applications March 16, 1977. Call or write J. Dryden, KRWG TV, Box 3J, New Mexico State University, Las Cruces, NM 88003. 505-646-2233. An equal opportunity/affirmative action employer.

**Meteorologist** with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

**Position** for an experienced Weathercaster/Reporter. Send resume and tape to Eric Rabe, News Director, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

**Unless You'd Be Content** working nights and weekends... Steady, please go on to next ad. But if you're dedicated to the news game and are looking for a start, or have minimal experience, maybe we should talk. Midwest TV station needs Reporter/Photographer. Send complete resume, including recent, quality pic, samples of writing, and voice check to News Director, WTVO Television, Rockford, IL 61105.

**Broadcast Journalist**—To teach broadcast journalism, basic news writing and mass media courses. Expertise in a related area, such as public relations, criticism, editorial writing, or photojournalism helpful. Salary and rank negotiable. Field and/or classroom experience, Ph.D preferred. Applications accepted to April 11, 1977. Send resumes to: Affirmative Action Committee, Office of the Academic Vice President, Drawer R, William Paterson College of NJ, Morrison Hall, 300 Pompton Road, Wayne, NJ 07470. An equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Production/Operations Manager.** Need experienced, creative individual who can also handle people well. Good growth opportunity for right person. An Equal Opportunity Employer. Reply to Box B-165, BROADCASTING.

**Experienced Commercial TV Producer/director** for Top Ten market station. Emphasis on commercial production with some station directing involved. Must fully understand TV creative techniques and have thorough knowledge in operation of modern equipment. Experienced only need apply. EOE. Box C-11 BROADCASTING.

**Wanted: Talented Producer** with strong visual sense. Must have some on-air experience. No beginners. Minicam background helpful. Sense of humor essential. Top market. Good dollars. Send resume and picture to Box C-31, BROADCASTING.

**Broadcast Copywriter** Top 100 market looking for right individual who possesses creativity in all styles of copywriting. Knowledge and experience in television production and advertising standards helpful. An Equal Opportunity Employer. Send resume to Box C-39, BROADCASTING.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Programming/Production Pro** to help supervise total station look. Must know promotion and local commercial production. Contact Darrel Cunningham, Station Mgr., KAIT-TV, Box 790, Jonesboro, AR 72401. 501-932-4288.

**Producer-Director** with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

**Producer/Director** for ITV Unit of the Nebraska ETV Network. Varied assignments including studio, remote and film production. Requires BA degree and three to five years experience, preferably including ITV. Contact Darrell Wheaton, Nebraska ETV Network, P. O. Box 83111, Lincoln, NE 68501. Equal Opportunity/Affirmative Action Employer.

**Television Stage Manager** Responsibilities include handling sets and props, delivering hand signals to on-camera talent, assisting directors in program preparation. Prior experience preferred. No phone calls please. Send resume to Production Manager, WTHR Television, 1401 N. Meridian St, Indpls. 46202. An Equal Opportunity Affirmative Action Employer, M/F.

**Television Duty Director** To handle directing and switching of on-air station breaks with additional responsibilities for directing locally produced commercials and public affairs programs. Prior experience necessary. No phone calls, please. Send resume and salary requirements to Production Manager, WTHR Television, 1401 N. Meridian St, Indpls 46202. An Equal Opportunity Affirmative Action Employer, M/F.

**Dean, College of Communication** University of Arkansas at Little Rock. The University of Arkansas at Little Rock is seeking a Dean of the College of Communication to exercise leadership in a strong and expanding program of education for the communication arts and professions. The College of Communication was formed in July 1976 from existing departments of Journalism and of Speech Communication and a new department of Radio, Television, and Film. The three departments have 321 majors and 25 fulltime faculty members. The College now offers baccalaureate degrees in Journalism and in Speech Communication and a masters program in Communicative Disorders (in cooperation with the University of Arkansas Medical Sciences Campus), and is planning a baccalaureate degree in Radio, Television, and Film. The University of Arkansas at Little Rock, a member of the University of Arkansas System, is a rapidly growing urban university with an enrollment of more than 9,000 students in 80 degree programs at the associate, baccalaureate, masters, and professional levels. The Little Rock metropolitan area, with a population of 330,000, is the governmental, financial, cultural, medical, and media center of the state. The Dean is the chief administrative and academic officer of the College and is one of eight deans reporting to the Vice Chancellor for Academic Affairs. He or she will be responsible for college-wide curriculum planning, personnel management, student development, and budget preparation for this fast growing academic area. The Dean should have knowledge and sensitivity to the needs of the students, faculty, and staff in all areas represented within the College. UALR and the College place a strong emphasis on educational and professional service to the urban community. Desirable qualifications include the doctorate in an area related to the College, administrative experience, professional experience, and significant professional or academic contributions. Salary will be competitive and commensurate with qualifications; the preferred employment date is July 1, 1977. Inquiries may be addressed to Dr. Harri Baker, Office of the Vice Chancellor for Academic Affairs, University of Arkansas at Little Rock, 33rd & University Avenue, Little Rock, AR 72204. UALR is an Equal Opportunity/Affirmative Action employer.

**Outstanding Promotion Position.** Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everette, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS, CONTINUED**

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**Teach TV production** in professionally equipped 3.5 million dollar communications center. PhD preferred. Professional TV experience mandatory. Film production experience desirable. Nine-month plus summer option beginning Aug. '77. Salary and rank dependent on qualifications. Apply to: Bill Hays, Communications Center, Trinity University, San Antonio TX 78284. Closing date 1 April '77. Affirmative Action Equal Opportunity Employer.

**Two Radio-Television faculty** openings for 1977-78 at the instructor and assistant professor levels. Candidates should have good professional credentials and interests in undergraduate teaching. Master's degree required for instructor position; prefer work beyond MA for assistant professor. An opportunity to teach relevant courses in a strong R-TV program. Deadline for applications March 21. Send resume to Dean, School of Journalism, Drake University, Des Moines, IA 50311.

**VIDEO: Joint appointment:** two-thirds time faculty member at experimental college and one-third time producer-director at on-campus public television station. At least Masters degree required. Will teach studio production, three-quarter inch video, and mass media theory. Must have broad perspective of software and hardware skills and preferably, some media skills beyond video. As producer-director, will conceive and execute program ideas and translate pre-conceived assignments into finished television programs. Twelve-month appointment, effective September 1977, with lighter load (producer-director work only) in summer. Work samples may be requested. Salary: \$11,000-\$16,000. Send resume by April 1 to Professor Margaret Proctor, Chairperson, Arts and Media Program, William James College, Grand Valley State Colleges, Allendale, MI 49401. An equal opportunity, affirmative action employer.

**Writer-producer needed** for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits, Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

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**SITUATIONS WANTED MANAGEMENT**

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**I want to anchor!** Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29 BROADCASTING.

**General, national, regional, local Sales Mgr** available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186, BROADCASTING.

**Manager/Troubleshooter** who achieves accelerated results. Pioneered television. Thoroughly experienced all aspects. Converted 3 long-term losers into highly profitable winners. Rescued independent U. Surpassed rosier projections in sales, profits and prestige. Accustomed to full responsibility. Box C-30, BROADCASTING.

**Unusual:** Versatile, innovative female seeking professional management, programming, marketing, planning, air opportunity with station/owner organization/consultants. 10-year take-charge pro: production, coordination, P.R., business, sales, research, resource management, development. Communications M.A., TV experience. Quick, analytical, committed. Box C-47, BROADCASTING.

**Award-winning Black woman, B.A.,** with seven years preparation in top 20 market seeking position in public affairs administration. Wide experience in news, production, talk, promotion. Excellent references. Call 301-366-4550.

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**SITUATIONS WANTED SALES**

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**Experienced TV Network Executive** seeks sales position, PR placement or station representation work—willing to relocate. Excellent references Radio-TV. Box C-52, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

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**Al Primo trained, People oriented anchorman.** Currently Top Rated, in Top 20 market: Desire Larger Market. Box C-55, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

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**General Sales Manager** in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

**1st Phone Major Market experience—Family man—Ambitious Self Starter.** Experience: Master Control to Vt Editing, Box B-68, BROADCASTING.

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**SITUATIONS WANTED NEWS**

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**TV News Director** immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

**Top-rated Anchor** with excellent production and reporting skills—seeks News Director's post. Box C-33, BROADCASTING.

**Sports Director. Heavy credentials** include 3 years in Top 10, 7 years in Top 50. Twenty grand minimum. Box C-54, BROADCASTING.

**News photographer: Aggressive** and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

**Sports Anchor/Reporter.** 4-year pro in television, and radio sports currently in midwest medium market. Look at my aircheck before you hire. Bob Presman, 3036 LaSalle, Rockford IL 61111, 815-877-5036.

**Science-Weather Reporter.** VTR, top references. 30, good appearance, delivery. Don Paul, 212-869-1166. 275 Hoym St. Ft. Lee, NJ 07024.

**See Jayne.** See talented and ambitious Jayne. See Jayne who has a BA in Radio/TV with major market experience. See Jayne's excellent references...even her videotape. Jayne is not afraid to relocate. Talk to Jayne. She's at 414-762-8836.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Seek return to TV** after 4-year absence as communication consultant. Tired of six-state travel. 20-plus years Radio-TV experience, with emphasis in promotion and public affairs. Box C-26, BROADCASTING.

**MBA-extensive TV background.** Producer/director in news/sports/commercial/remote. Seeking expanded responsibilities and growth opportunity. Box C-57, BROADCASTING.

**Award-winning Producer/Director,** now production manager of major market station, looking for programming or major production position. Experienced in all phases of sports, news, and commercial areas. Experience includes management positions at major group stations. Excellent references and background. Box C-71, BROADCASTING.

**Creative Directing** of studio and remote production, i.e.: (film, Eng.) 3 yrs experience, commercial, educational and Cable, seeks position Northeastern US. Steve Sattler, 269 Capitol Ave., Meriden, CT 06450.

**3 years broadcast experience:** Switcher. Camera. Audio, Char Gen, Mini-Cam, lighting, Copywriter. Bill Frankel, 24049 Lyman Blvd., Cleveland, OH 44122. 216-464-2480.

**MA/Comm., BB/GBA+Comm.,** college radio and local CATV, all facets of production, news, writing, research, talent, Seeking Programming/Production/Management entry position in broadcasting, A-V, PTV, CATV. John Mack, 1-304 Lamoine Macomb, IL 61455. 309-837-2197.

**Female:** Racer for a Break. BA in TV Production. Editing, remote, directing, etc., experience. Will relocate. K. B. Shellenberger, 1 Davidson Dr., Beaver Falls, PA 15010.

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**WANTED TO BUY EQUIPMENT**

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**Want to purchase** used stereo automation system. Automatic logging optional. Please supply details of equipment, when purchased, and price asked. Box A-195, BROADCASTING.

**One (1) Gates Solid Statesman AGC Amplifier M6629.** One (1) Gates Solid Statesman FM Limiter M6631. Contact Cal Williams, WFPB, Middletown, OH 513-422-3625.

**Gates FM-10H transmitter, stereo generator** not needed. Frank C. Carman, KLUH, Box 389, Salt Lake City, UT 84110.

**Used Automation Wanted.** Also controllers and carousels. No Junk. Contact Broadcast Specialties, 206-577-1681, Longview, WA.

**Wanted immediately—5 KW-AM Transmitter.** Must be in good condition. Call manager 314-586-8577.

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**FOR SALE EQUIPMENT**

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**Film Processor,** Good condition. Houston Fearless mini with tanks and mixer. T. Frank Smith, Jr., KRIS-TV, PO Box 840, Corpus Christi, TX 78403.

**TV tower and line for sale:** stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangers, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

**Build your own TV and radio production equipment.** Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

**2-Akai VTS-150B complete ENG systems,** excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc. 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

**Eastman Model 285 no. 1766,** only 52 hours since new. \$5900.00 will take part trade. International 13843 NW 19th Avenue Miami, FL 33054. 1-305-681-3733.

**PCP-90 Camera,** base station and Ampex 3000 recorder. In daily operation for major station, being replaced. Call 202-686-5895.

**IGM 500 automation system** with MOS - excellent condition. CBS Audimax and Volumax. two 12" Harris turntables, 200 Marathon carts—good condition—10 channel Collins stereo 212S console with spare parts and boards. IGM 'PAL' Logging system: KHIG, 501-239-8588.

**Three PC-70 S Norelco** color camera systems including two Angenieux 10:1 lenses; one Schneider 11:1 lens; 100 foot camera cable per camera; three PD-3 counterbalanced pedestals. Cameras in excellent condition. Cameras have not been used in remote locations. Contact Acadia Associates, P.O. Box 1188, Fox Pavillion, Jenkintown, PA 19046.

**New, Used Automation.** Many types in stock. Schafer, Gates, I6M, CDC. Prices start \$5500. Spotmaster 3-Deck, new \$1425. Contact Broadcast Specialties, 206-577-1681.

**Portable Microwave System—Communications** Carries Inc. Model MCT-11A Transmitter/Receiver Freq A02 (12.725-12.750 GHz) output power. 1/2 watt 2' trans dish. 4' rec. dish Prodolin one year old. Call Jim Dovey 203-747-6891.

**Jameson Compac 16/8 Processor,** MacBeth, TD-504 Densitometer, Oscar Fisher 30 Gallon Jet Mixer, other equipment. Production Supervisor, WXXI-TV, Box 21, Rochester, NY 14601. 716-325-7500.

**Ampex 1100 VTR's** with Amtek and Editors, 5 & 10 mil Mark X ball-bearing heads. John Bell, WXXI-TV Box 21, Rochester, NY 14601. 716-325-7500.

## FOR SALE EQUIPMENT CONTINUED

**New, used automation.** Many types in stock. IGM 500 Gates SP 10, Schafer and more. Prices start \$5500. Spotmaster 3-Deck, new \$1425. Contact Broadcast Specialties, 206-577-1681.

**For Sale** (1) AKAI VTS 150-B ENG system camera and recorder complete with carrying case. Excellent condition. \$5000. (1) RCA TK-42 color camera with cable, Houston Fearless motorized pedestal, monitor and controls - \$5,000. Contact Luster King—phone 618-253-7921.

**Gates "President" 8 channel console,** good condition, \$2,300. Maze Corporation, 205-956-5800.

**Collins 5KW transmitter,** 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingran, PO Box 2154, Jackson, MS 39205.

**UHF TV Transmitter—12 KW** by GE. Call 815-964-4191 or 815-965-9600.

**Switcher—American Data ADC 556** with Chroma Key. Call 815-965-9600 or 815-964-4191.

**Spare Color Tubes** for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-965-9600.

**RCA Switchers—two Custom RCA PMS 10** Switchers for both production and operations use, incl. rack equipment and cable. call 815-964-4191 or 815-965-9600.

**Audio—Ampeg 601 2-track** with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815-965-9600.

**IVC 1 VTR Machines—one 879C,** one 760, with TRI Editor. Low hours. Call 815-964-4191 or 815-965-9600.

**UHF Transmitter—30 KW** GE television transmitter call 815-964-4191 or 815-965-9600.

**(2) RCA TR-22 Quads,** high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-965-9600

**(22) Motorola MV30 Transmitters;** (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801

**(3) RCA TK-42 Color Cameras,** with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

**CBS dynamic presence equalizer,** Model 4500 New. Improve your sound \$495 312-956-1548.

**Two Schafer 1200,** Schafer 800. Two IGM 500, CDC Sequential. All reconditioned, new reels, new arousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

**High Band RCA TR-22 Video** Tape Machines. 1 RCA TVM-1 Microwave System, including dishes and 200 ft. of hookup cable. Contact Bill Brister, C.E. WGN-TV. 504-522-6211.

## COMEDY

**Jeeps:** New, sure-fire comedy! 11,000 classified line liners. \$10. Catalog free! Edmund Orrin, 2786-B Vest Roberts, Fresno, CA 93711.

**Original comedy** for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

## MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... bet-er! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 0611, call collect 312-944-3700.

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. Student rooms at each school.

**REI 61 N. Pineapple Ave.,** Sarasota, FL 33577. 813-955-6922.

**REI 2402 Tidewater Trail,** Fredericksburg, VA 22401. 703-373-1441.

**FCC License.** Study for the FCC First Class radio-telephone license and earn college credit. Write for our catalogue. Columbia College, 925 North La Brea Avenue - Hollywood, CA 90038 213-851-0550.

**MA program** in Public Affairs Reporting. Students receive stipends during six months internship with media covering state government. Applications due April 1. Bill Miller, Director, Sangamon State University, Springfield, IL 62708.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blv., Hollywood, CA 90028.

**Cassette recorded First** phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

**Our 40th year!** Complete radio production and announcing training. Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly, V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**Omega State Institute,** FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

**1st class FCC,** 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications. 11488 Oxnard St., N. Hollywood, CA 91606.

**A.T.S. 152 W. 42 St.,** NYC. 212-221-3700. Vets benefits. A 16-year track record of success.

## RADIO

### Help Wanted Management

#### AOR SALES MANAGER WANTED!

Solid AOR station in Chicago market wants solid, take charge, PROFESSIONAL sales manager. Proven track record, good references and desire to succeed all musts. Successful candidate must know progressive radio and love it. Quality operation with one of metro Chicago's finest stereo signals offers advantages of suburban living. Send all details, including work history, earnings record, references and your plans to make a good billing operation even better in first letter. Outstanding compensation for outstanding results. All replies held in strict confidence. No phone calls. EOE. Richard Jakle, President, WJKL, PO Box 117, Elgin, IL 60120.

### Help Wanted Management Continued

My Client has a Daytimer in a small market in the Northeast. Community image is excellent. Programming is the talk of the town. Sales good but not great. Boss wants them great! If you are a sales manager who is creative, ambitious and is capable of carrying most of the sales load, look into this. Excellent remuneration. If chemistry mixes with boss's, possible piece of action. Only those who fill above and are ready to settle. All replies confidential. Please apply Box C-45, BROADCASTING.

### Help Wanted Sales

#### SALESMAN WANTED

Illinois only. Strong self-starter for medium-market, top-rated 50kw FM. Send all information first letter. Box C-63, BROADCASTING.

**Small market chain** in West/Southwest needs two salespersons with management potential. Can be men or women at these Equal Opportunity Employment stations. Hurry resume, photo and tape with first reply to 5865 Camino Escalante, Tucson, AZ 85718.

### Help Wanted Announcers

**Does more go** into your show than what comes off the top of your head? A major 50,000 Northeastern adult contemporary station is looking for the right PM drive personality. If you're experienced but not stale, and you do the kind of preparation that shows on the air, we'd like to hear from you. We're an Equal Opportunity Employer. Box C-10, BROADCASTING.

#### BIG BUCKS!!

For a pro in the tradition of Dr. Don Rose & Jim O'Brien, WFIL is looking for a very special person to do mornings. Send an aircheck to:

Jay Cook, PD.  
WFIL Radio  
4100 City Line Ave.  
Phila., PA 19131  
Equal Opportunity Employer M/F

### Help Wanted News

**Morning news anchor,** Big Ten play-by-play football, plus high school basketball. Send news and play-by-play air checks and resume to News Director, KSTT, P.O. Box 3788, Davenport, IA 52808.

Help Wanted Programing,  
Production, Others

# PRODUCTION DIRECTOR

## NUMBER 1 MARKET

We seek a college graduate with commercial radio production experience in a major market to write and produce radio contest promos and to assist in programing management. Salary Low Twenties. Interested individuals must be currently involved in these activities.

Send demo tape (no voice work required in the position) and resume including salary requirements to:

Box C-75, BROADCASTING  
An Equal Opportunity Employer M/F

### Help Wanted Technical

Because of rapid corporate growth and a dramatic increase in business, **CAA Electronics Corporation** is in immediate need of skilled personnel in the following areas:

#### AM-FM-TV Transmitter Design Engineers

These positions are for experienced professionals with proven ability in high power transmitter and solid state design technology.

#### Broadcast Sales Administrators

We require experienced broadcast engineers with radio and/or television background, good organizational skills desiring growth into a sales career. Successful candidates should have polished communications skills and a desire to work with broadcasters and their product requirements.

Please reply with resume, salary history and any pertinent details to CCA Electronics Corporation, 176 Jersey Avenue, Gloucester City, New Jersey Attn.: Mr. Art Silver, or feel free to visit us at Booth 201, Sheraton Park during NAB.

#### TECHNICAL PRODUCTION SUPERVISOR \$20,500

National Public Radio is now accepting applicants for Technical Production Supervisor. Individual would be responsible for day-to-day supervision of 16 Broadcast Technicians.

Requirements: 4 yrs. college—completion of personnel management courses, or demonstrated competence in human relations.

Experience: 5 yrs. broadcast engineering, at least 2 yrs. full-time in public radio.

Send resumes to:

DeNise Johnson  
National Public Radio  
2025 M St., N.W.  
Washington, DC 20036

#### SMC, originator of the CAROUSEL

America's largest manufacturer of automated broadcast equipment is expanding its installation and service department. Two openings exist for field service engineers. Position involves extensive travel and requires a strong knowledge of radio station procedures coupled with an electronic background, preferably in trouble shooting digital logic circuitry. Successful candidates will receive extensive training and will be based in Bloomington, Illinois. Join an expanding company with unlimited potential. Resume to: SMC (SonoMag Corporation)—1019 West Washington Street, Bloomington, Illinois 61701.

Help Wanted Technical  
Continued

## SENIOR TRANSMITTER ENGINEER

American Electronic Laboratories, Inc., an established leader in the field of electronics manufacturing, has an immediate opening for a senior transmitter engineer who can work on our AM and FM broadcasting equipment. (Transmitters range from 10 watts to 100 kilowatts.)

To qualify, you should have a BSEE and five or more years of experience with high powered transmitters. You should also have knowledge of solid state circuits for low level audio RF and logic applications.

We'll provide you with an excellent starting salary, many worthwhile benefits and totally professional working conditions. To apply, please send your resume, complete with salary history, to: Peter M. Hasse, American Electronic Laboratories, Inc., P.O. Box 522, Lansdale, PA 19446.

AMERICAN ELECTRONIC  
LABORATORIES, INC.  
Equal Opportunity Employer

### Situations Wanted Sales

**New ownership squeezing** the creative flow of this young, 25, dynamic, organized individual. Management potential. Track record? References? I went from zero to number 1 in six months. Highly promotional; Boston metro, only 3 yrs. exp. Employed; MA candidate. Box C-21. BROADCASTING.

### Situations Wanted Announcers

#### News is my life Add life to your news?

A news pro, ready to anchor and/or report. Currently, top rated news radio morning drive anchor and part time TV, both in top 5 market. A 13-year veteran at 32! Current with ENG. Box B-122. BROADCASTING

### Situations Wanted News

**I LOVE RADIO:** Broad range experience from News to D.J. to Sales Person. Want air shift and sales. Top-40 or MOR. First class ticket. Want West. Prefer Colorado. Presently employed. Ready to move up. Box C-76. BROADCASTING.

## TELEVISION Help Wanted News

#### WEATHER COMMUNICATOR

If you know weather and features like a Meteorologist and can *communicate* with *personality* and *simplicity* send me your resume. Midwest net. aff. EOE. Reply Box C-59, BROADCASTING

**NATION'S BEST WEATHER**

You would think in a market with the best weather conditions in the nation that it is not important to have a weathercaster. We thought that, and we were wrong. KCST-TV, San Diego, a Storer Station, is looking for a weathercaster with proven, measurable performance. Unique style and very graphic presentation required. Desirable if candidate can serve as Science and Environmental Reporter, as well. Live and work in the recreational dream spot of Southern California. Beautiful beaches, beautiful mountains, and beautiful in-between. Send videocassette, resume, and salary requirements to: PO. Box 11039 San Diego, Calif. 92111.

We are an Equal Opportunity Employer

**NEWS COMMUNICATORS**

Assembling major presentation of TV Anchorpeople, Reporters, Sports and Weather specialists from EVERY market in America.

Resumes and Cassetts to:  
PRIMO NEWSERVICE  
182 Sound Beach Avenue  
Old Greenwich, Conn. 06870

**Help Wanted Technical**

**SENIOR BROADCAST ENGINEER**

Public broadcast station WIPB-TV has an opening for the right individual to oversee the operation and maintenance of the WIPB-TV audio and video equipment. 3-4 years experience with first class FCC license required. Excellent fringe benefits. Educational opportunities. Application deadline 3-21-77. Send resume to:

BALL STATE UNIVERSITY  
Personnel Services Office  
Muncie, Indiana 47306  
An Equal Opportunity/Affirmative Action Employer

**Help Wanted Programing, Production, Others**

**TV Personnel Needed**

Religious Broadcaster has continuing need for experienced, professional personnel in all areas of TV programming, production, engineering, promotion, advertising and accounting. Minimum 3 years of experience in major markets.

Box B-139, BROADCASTING

**TV News Producer**

Experienced professional only.  
Resumes to: Gene Hodges,  
News Director  
WTYN-TV  
PO. BOX 718  
Columbus, OH 43216  
Taft Broadcasting Co.  
An.EOE.

**Help Wanted Programing, Production, Others Continued**

**TELEVISION BROADCASTER**

Four year degree with major in television production or programing and at least 3 to 5 years experience. Must be able to plan programs and serve as in-studio talent. Familiarity with ENG equipment and techniques preferred. Must be sharp thinker, mature of mind, dedicated to hard work. Starting salary \$12,298. Good fringe benefits. Send resume. 3/4-inch cassette preferable showing interview techniques to Ms. Frances Crook, Associate Personnel Director, University of Florida, 201 Hub, Gainesville, FL 32611.

Equal Employment Opportunity/Affirmative Action Employer

**ARE YOU THE BEST?**

We're looking for on-air communicators for the Group-W Stations' **Evening, The MTWTF Show** especially in Baltimore, Pittsburgh and Philadelphia. We're looking for people who are as adventurous as this new prime time show has been — fresh people who know how to make stories and who love to tell them. We're looking for the best. If that's you, don't phone, send an audition cassette with letter to ...

Evening Executive Producer  
KPIX  
2655 Van Ness Ave.  
San Francisco, CA 94109  
An Equal Opportunity Employer

**Major-Market TV Sta Mgr** seeks mid-size market GM position. News, pgm, re-search, promo and sales. BG with top references. Super bottom-line history. Replies confidential. Box B-70, BROADCASTING.

**STRONG**, experienced, TV general sales manager, with excellent track record with dominant stations in Top 10 Markets looking for position. Experienced both in affiliated and indie operations. Will increase your sales at the highest possible unit rates. Finest of references. Reply in confidence.  
Box B-121, BROADCASTING

**Situations Wanted News**

**News Director/Anchor**

Director 11 years of large TV/radio news operation. 25 years experience, university-level teaching, MA degree, seeks challenge in educational broadcasting/teaching or as anchor. Available late summer.

Reply: Box C-17, BROADCASTING

**St. John's University** 1976 BS graduate in Communication Arts, seeks entry level position in radio or television news/sports. Former college athlete who has had commercial experience with the 1976 Montreal Summer Olympics. Contact: Richard Schulhoff, 46-01 39th Ave., Sunnyside NY 11104. (212) 786-2690.

**Employment Service**

**RADIO & TELEVISION**

Jobs Across America  
Call Mike Lawrence 714-673-8520  
American Media Systems  
3416 Via Lido  
Newport Beach, California 92663

**Audience Research**

**INCREASE SALES**  
with a customized PRS audience survey  
... from \$329.<sup>00</sup>

Professional Research Services



6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

**CATV Cable**

VILLAGE OF SCARSDALE  
WESTCHESTER COUNTY, NEW YORK

**NOTICE TO APPLICANTS for a CATV FRANCHISE**

PUBLIC NOTICE is hereby given that applications for a franchise to provide CABLE TELEVISION SERVICE in the municipality will be received by the BOARD OF TRUSTEES of the VILLAGE OF SCARSDALE, Wester County, New York at the Office of the Village Clerk, Village Hall, Scarsdale, NY. Phone 914-723-3300 until 4:00 o'clock p.m. EDT, Friday, May 6, 1977. Subsequent to such time all applications will be available for public inspection at the said office during normal business hours. Applications shall be prepared and submitted pursuant to a REQUEST FOR PROPOSALS available from the Village Clerk.

**Cable Continued**

**BOROUGH OF POTTSTOWN  
MONTGOMERY COUNTY  
PENNSYLVANIA**

**NOTICE TO BIDDERS**

Sealed proposals will be received by the Borough Council of the Borough of Pottstown at the Office of Borough Manager, City Hall, King and Penn Streets, Pottstown, Pennsylvania 19464 until 5:00 P.M., Wednesday, May 4, 1977 for:

**Cable Communication—15 yr. franchise**

Specifications, as contained in Ordinance #13-75 may be obtained at the Office of the Borough Manager, Borough Hall, Pottstown, Pennsylvania upon payment of Five Dollars (\$5.00).

Proposals must be sealed and addressed to the Borough Manager, Borough Hall, King and Penn Streets, Pottstown, Pennsylvania 19464, and must be accompanied by a certified check in the amount of \$750.00 of which \$500 will be returned if the proposal is not accepted. If all proposals are rejected, the full amount will be returned.

All requests for clarifications must be received at least seven days prior to May 4th. All bidders must note clearly any exceptions to the specifications in their proposal. Proposals may not be withdrawn after the time affixed for the opening.

The Borough of Pottstown reserves the right to reject any or all proposals, or any part thereof in the best interest of the Borough.

Ronald H. Reynier    Joseph Banta  
Borough Solicitor    Borough Manager

**Public Notice**

**NOTICE OF PUBLIC SALE**

The assets of Dencolo Broadcasting, Inc., owner and operator of Standard Broadcast Station KRNK 1530 KHZ, Cheyenne, Wyoming, will be sold at public sale on April 5, 1977, at 9:00 a.m., at the offices of Osborn & Grant, 505 American National Bank Building, Cheyenne, Wyoming 82001.

Substantially all of the assets of Dencolo Broadcasting, Inc. are subject to mortgages and security interests known to the Seller in the aggregate sum exceeding \$240,000. The assets or some of them are subject to other mortgages, security interests, and liens in amounts unknown to the Seller.

The sale will be made by contract which will provide that the closing of the sale and the assignment of the license will be subject to the express prior written approval of the Federal Communications Commission, Washington, D. C.

For information concerning the assets and business of KRNK, contact the following: Dennis M. Grant, Receiver, Osborn & Grant, 505 American National Bank Building, Cheyenne, Wyoming 82001, Telephone: (307) 632-0536; or Robert L. Nelson, Esquire, 1716 B. Capitol Avenue, Cheyenne, Wyoming 82001, Telephone: (307) 632-2870.

Cash offers, which must be submitted with a 10% earnest money deposit, should be sent to Dennis M. Grant, at the above address with a copy of the offer to James A. Gammon, Esquire, 1925 K Street, N. W., Suite 304, Washington, D. C. 20006.

**Buy-Sell-Trade**



**CHARGE-A-TRADE**

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET**

**AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E Commercial Blvd Ft. Lauderdale, FL 33308 (305) 491-2700, FT LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BCH.

**Wanted To Buy Stations**

**Experienced Broadcaster Interested in buying Radio Station in South Central, North Central, or Western Kentucky. Prefer AM-FM or AM. Reply in confidence. No brokers. Box C-29, BROADCASTING.**

**Fulltime AM or AM/FM combo in SE/SW medium or large market. We're experienced broadcasters with strong financial support. If you're an owner seriously interested in selling, we want to hear from you. All replies will be handled on a strictly confidential basis.**

Belle Meade Broadcasters  
Box 3240 Nashville, TN. 37219

**For Sale Stations**

**Coming Down This Season?**

**Let's Talk About**

**Available FLORIDA Stations**

**REGGIE MARTIN** Media Broker  
(305) 361-2181  
731 S. Mashta, Key Biscayne, Fla. 33149

**Fla Property For Sale**

WTBJ Radio  
Monticello, Florida

H. L. Townsend, Jr.  
Box A, Parsons, TN 38363  
901-847-3621

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHAHEN** INC.  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**WASHINGTON, DC**

is close to this growing suburban market. FM stereo station—class A—well equipped. A steal because signal can be up-graded to cover more of the Metropolitan Area. \$295,000 includes Real Estate. Additional information only to those providing financial qualifications initially.

Box C-1, BROADCASTING



**Brokers & Consultants  
to the  
Communications Industry**

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

**For Sales Stations  
Continued**

**The  
Ted Hepburn  
Company**

Media Brokerage/Appraisals  
P.O. Box 42401 Cincinnati, OH  
45242  
Phone 513/791-8730

- 1,000 W daytime in metro area of about a million. Billing about \$210,000. Real estate. Terms. On river in the South.
- Class "C" stereo in Miss. 1,182,000 population in .05 MVM coverage area. Terms.
- AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
- AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real estate.
- Fulltime AM within 80 miles of Washington, D.C. Small town. \$400,000. 29% down. Billing about \$200,000.
- 3,000 Watt FM in small West Tenn. town. The only station in county \$60,000. \$10,000 down to qualified buyer.
- Am/FM in central Tenn. \$280,000. Terms.
- Great daytime within 40 miles of Charlotte, N.C. Good real estate \$300,000. Terms.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511

**Dominant fulltime AM** in medium mid-west market available at 7x cash flow. Opportunities like this do not become available often. Superior coverage ... superior ratings ... superior market position in every way. Long history of excellent earnings. Outstanding staff completes this most exceptional opportunity. At the \$1,450,000 cash asking price the multiple is a mere 7x cash flow. Cash is preferred over terms. Please include financial qualifications or references first letter. No brokers. Box C-74, BROADCASTING.

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles                      Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

**TEXAS FULLTIME AM.**

Small Single Station Market.  
Class IV • FM Possible!  
Land, building included.  
Active investors with \$15,000  
Min. Please include resume.  
Box C-60, BROADCASTING

**AM-FM.** West Michigan location gross over \$315,000.

Priced under 2 1/2 times gross with terms and balance on 8 1/2%. Call Don Jones, 616-723-6534 or 723-6484 evenings

SE	Metro	Profitable	\$315K	Cash
Fla.	Small	Fulltime	\$200K	\$58K
NE	Major	AM/FM	\$1,700K	\$493K
SE	Metro	Power	\$700K	Cash
West	Small	Daytime	\$85K	Cash

Atlanta — Boston — Chicago — Dallas  
New York — San Francisco

**CHAPMAN ASSOCIATES®**  
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

# Stock Index

Stock symbol	Exch.	Closing Wed. March 2	Closing Wed. Feb. 26	Net change in week	% change in week	1976-77 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	39 3/8	38 1/2	+ 7/8	+ 2.27	42	19 7/8	16	17,625	693,984
CAPITAL CITIES	CCR	49 3/8	48 5/8	+ 3/4	+ 1.54	55 3/4	42 1/4	12	7,739	382,113
CBS	N	56 1/2	56 1/4	+ 1/4	+ .44	60 1/2	46 3/4	11	28,313	1,599,684
COX	N	29 1/4	30 5/8	+ 1 3/8	+ 4.48	37 3/4	28 3/4	9	5,872	171,756
GROSS TELECASTING	GGG	14 5/8	14 3/4	- 1/8	- .84	14 3/4	10	8	800	11,700
KINGSTIP COMMUN.	KTVV	4 1/8	4	+ 1/8	+ 3.12	4 7/8	2 1/4	7	461	1,901
LIN	N	18 3/8	18 1/8	+ 1/4	+ 1.37	18 3/8	9 5/8	8	2,615	48,050
MOONEY	MOON	2 1/8	2 1/8		.00	3 7/8	1 3/4	3	425	903
RAHAL	RAHL	14 3/4	15	- 1/4	- 1.66	17	4 1/2	22	1,281	18,894
SCRIPPS-HOWARD	SCRP	33	33		.00	33	20 1/2	8	2,589	85,437
STARR*	SBG	4 1/2	4 1/2		.00	5	2 1/4		1,202	5,409
STORER	SBK	24 1/4	25	- 3/4	- 3.00	26 3/8	12 3/4	6	4,876	118,243
TAFT	TFB	29 1/2	29 3/4	- 1/4	- .84	33 3/8	23 1/4	8	4,070	120,065
<b>TOTAL</b>									<b>77,868</b>	<b>3,258,139</b>

<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	4 3/8	4 1/2	- 1/8	- 2.77	4 3/4	2	8	1,255	5,490
AVCO	AV	14 1/4	14 5/8	- 3/8	- 2.56	16 1/2	4 1/2	2	11,541	164,459
JOHN BLAIR	BJ	14 7/8	14 3/8	+ 1/2	+ 3.47	14 7/8	5	7	2,407	35,804
CHRIS-CRAFT	CCN	5 5/8	5 1/8	+ 1/2	+ 9.75	7	4 1/2	7	4,395	24,721
COMBINED COMM.	CCA	21	21 1/8	- 1/8	- .59	22	12 5/8	8	6,644	139,524
COWLES	CWL	13 1/8	13 1/4	- 1/8	- .94	13 1/4	6 1/8	16	3,969	52,093
DUN & BRADSTREET	DNB	26 3/4	27 5/8	- 7/8	- 3.16	33 3/4	24 5/8	15	26,544	710,052
FAIRCHILD IND.	FEN	9 7/8	9 3/4	+ 1/8	+ 1.28	11 1/2	6 1/8	10	5,708	56,366
FUQUA	FOA	10 3/4	11 1/2	- 3/4	- 6.52	12 3/8	4 1/2	7	8,844	95,073
GANNETT CO.	GCI	35 3/8	35	+ 3/8	+ 1.07	41	32 7/8	17	21,629	765,125
GENERAL TIRE	GY	27 1/8	27 7/8	- 3/4	- 2.69	28 3/8	17 5/8	6	21,954	595,502
GLOBE BROADCASTING**	GLRTA	3 3/4	3 7/8	- 1/8	- 3.22	3 7/8	1 1/2		2,783	10,436
GRAY COMMUN.	G	10 1/4	10 1/2	- 1/4	- 2.38	10 1/2	6	5	475	4,868
HARTE-HANKS	HHN	28 1/2	28	+ 1/2	+ 1.78	28 7/8	17 1/8	13	4,383	124,915
JEFFERSON-PILOT	JP	30 3/4	30 5/8	+ 1/8	+ .40	32 1/8	25 5/8	11	24,079	740,429
KAISER INDUSTRIES	KI	15 5/8	15 3/4	- 1/8	- .79	18 3/4	8	10	28,119	439,359
KANSAS STATE NET.	KSN	6	5 3/4	+ 1/4	+ 4.34	6	3	12	1,716	10,296
KNIGHT-RIDDER	KRN	33 1/2	34 5/8	- 1 1/8	- 3.24	39	28 7/8	11	8,305	278,217
LEE ENTERPRISES	LNT	25 7/8	25 1/8	+ 3/4	+ 2.98	26 7/8	13	13	5,010	129,633
LIBERTY	LC	19	18 7/8	+ 1/8	+ .66	19	9 1/2	7	6,762	128,478
MCGRAW-HILL	MHP	17 1/2	17 1/4	+ 1/4	+ 1.44	17 5/8	12 3/4	11	24,626	430,955
MEDIA GENERAL	MEG	18 3/4	18 1/4	+ 1/2	+ 2.73	19 7/8	14 1/4	8	7,292	136,725
HEREDITH	MOP	18 3/4	19 5/8	- 7/8	- 4.45	19 7/8	10 1/4	5	3,067	57,506
METROMEDIA	MET	28 7/8	29 3/8	- 1/2	- 1.70	29 7/8	15	8	6,745	194,761
MULTIMEDIA	MMED	23 1/2	23 1/2		.00	23 1/2	14 1/4	11	4,390	103,165
NEW YORK TIMES CO.	NYKA	15 7/8	16 3/4	- 7/8	- 5.22	18 1/2	11 1/2	12	11,206	177,895
JUTLET CO.	OTU	21 1/2	21 1/2		.00	21 1/2	12 7/8	7	1,440	30,960
POST CORP.	POST	18 1/4	18	+ 1/4	+ 1.38	19 1/4	8	7	878	16,023
REEVES TELECOM**	RBT	2 5/8	2 7/8	- 1/4	- 8.69	2 7/8	1 1/8		2,376	6,237
ROLLINS	ROL	20 3/4	19 1/4	+ 1 1/2	+ 7.79	27 3/8	19 1/4	12	13,404	278,133
RUST CRAFT	RUS	11 1/4	10 7/8	+ 3/8	+ 3.44	11 1/4	5 5/8	8	2,291	25,773
SAN JUAN RACING	SJR	8 5/8	8 7/8	- 1/4	- 2.81	10 1/4	7 1/4	6	2,509	21,640
SCHERING-PLOUGH	SGP	38 5/8	39 5/8	- 1	- 2.52	59 3/4	38 5/8	14	54,047	2,087,565
SONDERLING	SDB	9 7/8	10 1/8	- 1/4	- 2.46	10 7/8	9 7/8	5	1,096	10,823
TECH OPERATIONS**	TO	2 7/8	3	- 1/8	- 4.16	4 3/4	2 1/8		1,344	3,864
TIMES MIRROR CO.	TMC	21 7/8	21 1/2	+ 3/8	+ 1.74	23 3/4	18 1/4	12	33,911	741,803
WASHINGTON POST CO.	WPD	22 3/4	23 1/4	- 1/2	- 2.15	44 1/4	21 3/4	11	9,019	205,182
WOMETCO	WOM	11 5/8	11 5/8		.00	13 1/4	8 7/8	7	8,623	100,242
<b>TOTAL</b>									<b>384,786</b>	<b>9,140,092</b>

<b>Cablecasting</b>										
ACTON CORP.	ATN	4	4 1/8	- 1/8	- 3.03	4 1/2	1 1/8	13	2,640	10,560
TEL INDUSTRIES**	AELBA	3 3/8	3 3/4	- 3/8	- 10.00	4	3/4		1,672	5,643
AMECO**	ACO	1/2	1/2		.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	21 3/4	20 3/4	+ 1	+ 4.81	23 1/4	13 1/2	16	3,369	73,275
ATHENA COMM.** *	A	1/8	1/8		.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	3 3/4	3 3/4		.00	6 1/2	3 1/4	34	8,319	31,196
CABLECOM-GENERAL	CCG	9 3/4	9 3/4		.00	9 7/8	4 1/8	9	2,562	24,979
CABLE INFO.	C	3/4	3/4		.00	1 1/4	1/4	4	663	497
COMCAST	C	4 1/8	4 1/8		.00	4 1/8	1 7/8	11	1,708	7,045
COMMUN. PROPERTIES	COMU	4 1/8	4 1/4	- 1/8	- 2.94	4 1/2	1 7/8	413	4,761	19,639
COX CABLE	CXC	20 3/4	19 1/4	+ 1 1/2	+ 7.79	20 3/4	13	20	3,563	73,932
ENTRON	ENT	1 3/4	1 3/4		.00	2	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	19 1/8	18 7/8	+ 1/4	+ 1.32	21	8 1/4	21	7,178	137,279
GENVE CORP.	GENV	8 1/4	8 1/2	- 1/4	- 2.94	10	6 1/2	55	1,121	9,248
ELE-COMMUNICATION**	TCOM	3	3 1/4	- 1/4	- 7.69	5 1/4	2 7/8	43	5,281	15,843
ELEPROMPTER**	TP	7 3/4	7 1/2	+ 1/4	+ 3.33	9 3/8	5 3/4		16,646	129,006
ELM INC.	TL	35	36	- 1	- 2.77	38 3/4	32	12	20,192	706,720
LOCUM	TOCM	2 3/4	2 7/8	- 1/8	- 4.34	3 1/4	1 5/8	10	617	1,696
JA-COLUMBIA CABLE	UACC	16	16		.00	16 3/4	9	13	1,700	27,200
UNITED CABLE TV**	UCTV	4 3/8	4 5/8	- 1/4	- 5.40	4 5/8	1 5/8		1,879	8,220
VIACOM	VIA	14	13 7/8	+ 1/8	+ .90	14	7 7/8	14	3,705	51,870
<b>TOTAL</b>									<b>91,880</b>	<b>1,336,426</b>

Stock symbol	Exch.	Closing Wed. March 2	Closing Wed. Feb. 26	Net change in week	% change in week	1976-77 High	1976-77 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Programming</b>													
COLUMBIA PICTURES	CPS	N	9 3/4	9 1/4	+	1/2	+	5.40	11 1/4	4 1/2	7	6,748	65,793
DISNEY	DIS	N	38 1/4	38 5/8	-	3/8	-	.97	63	38 1/4	16	31,917	1,220,825
FILMWAYS	FWY	A	9 3/4	9 1/8	+	5/8	+	6.84	10 1/4	5 1/4	8	2,397	23,370
FOUR STAR			7/8	7/8				.00	1	1/4	9	667	583
GULF + WESTERN	GW	N	14 7/8	14 5/8	+	1/4	+	1.70	26 7/8	14 5/8	3	45,162	671,784
MCA	MCA	N	37 1/2	38	-	1/2	-	1.31	41 1/2	25	7	17,445	654,187
MGM	MGM	N	18 1/8	17 7/8	+	1/4	+	1.39	18 5/8	12 7/8	8	13,102	237,473
TELETRONICS INTL.		O	6	6 1/2	-	1/2	-	7.69	9 5/8	3 3/4	9	837	5,022
TRANSAMERICA	TA	N	14	14 5/8	-	5/8	-	4.27	15 1/8	8 1/4	8	65,148	912,072
20TH CENTURY-FOX	TF	N	10 5/8	10 1/2	+	1/8	+	1.19	15	8 3/4	8	7,583	80,569
WARNER	WCI	N	27 1/4	27 1/8	+	1/8	+	.46	29 1/4	17 1/2	25	16,752	456,492
WRATHER	WCO	A	5	4 1/2	+	1/2	+	11.11	5 1/8	3 1/8	13	2,244	11,220
									TOTAL			210,002	4,339,390

### Service

BRDO INC.	BBDO	O	24 3/4	23 3/4	+	1	+	4.21	24 3/4	16 3/4	8	2,513	62,196
COMSAT	CO	N	34	34 1/2	-	1/2	-	1.44	34 1/2	23 7/8	9	10,000	340,000
DOYLE DANE BERNBACH	DOYL	O	17 1/4	17 1/2	-	1/4	-	1.42	18 3/8	8 7/8	7	1,816	31,326
FOOTE CONE & BELDING	FCB	N	15 1/8	15 1/8				.00	15 3/4	10 1/4	7	2,332	35,271
GREY ADVERTISING	GREY	O	19 1/4	19 1/2	-	1/4	-	1.28	19 1/2	6 7/8	7	729	14,033
INTERPUBLIC GROUP	IPG	N	31 3/8	32 3/4	-	1 3/8	-	4.19	32 3/4	16 3/8	8	2,387	74,892
MARVIN JOSEPHSON	MRVN	O	12 1/4	13	-	3/4	-	5.76	14	6 3/4	6	1,871	22,919
MCI COMMUNICATIONS	MCIC	O	1 7/8	1 7/8				.00	3 3/8	1 1/4	38	19,985	37,471
MOVIELAR	MOV	A	1 7/8	1 7/8				.00	2 5/8	1	8	1,409	2,641
MPO VIDEOTRONICS	MPD	A	8	7 1/8	+	7/8	+	12.28	8 3/4	2 3/8	5	537	4,296
NEEDHAM, HARPER	NDHMA	O	11 5/8	11 5/8				.00	11 5/8	5 5/8	6	823	9,567
A. C. NIELSEN	NIELB	O	21 1/8	21	+	1/8	+	.59	24 5/8	16 3/4	13	10,762	227,347
OGILVY & MATHER	OGIL	O	30 3/4	31 1/4	-	1/2	-	1.60	33 1/4	17	8	1,805	55,503
J. WALTER THOMPSON	JWT	N	15 3/4	16	-	1/4	-	1.56	17 7/8	7 7/8	8	2,649	41,721
									TOTAL			59,618	959,183

### Electronics/Manufacturing

AMPEX	APX	N	7 3/4	8	-	1/4	-	3.12	9 1/4	4 3/4	12	10,885	84,351
ARVIN INDUSTRIES	ARV	N	17 1/2	17 1/2				.00	18 3/8	9 5/8	5	5,959	104,282
CCA ELECTRONICS*	CCA	O	1/8	1/8				.00	1/2	1/8	1	897	11
CETEC	CEC	A	2 1/8	2	+	1/8	+	6.25	2 3/4	1 1/4	11	2,244	4,761
COHU, INC.	COH	A	3 1/8	3 1/8				.00	3 5/8	2	28	1,617	5,051
CONRAC	CAX	N	24 1/2	25 3/8	-	7/8	-	3.44	29 1/8	20	7	1,428	34,981
EASTMAN KODAK	EASKO	N	75 1/8	73 7/8	+	1 1/4	+	1.69	116 3/4	72 3/8	19	161,347	12,121,191
FARINON ELECTRIC	FARN	O	8 3/4	8 3/4				.00	11 1/2	7	11	4,267	37,331
GENERAL ELECTRIC	GE	N	50 3/8	50 5/8	-	1/4	-	.49	58 3/4	46	12	184,581	9,298,261
HARRIS CORP.	HRS	N	31 3/4	32 1/8	-	3/8	-	1.16	37 7/8	26 5/8	12	12,216	387,851
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	6 1/2	2 3/4	8	480	1,501
INTL. VIDEO CORP.**	IVCP	O	1 7/8	1 3/4	+	1/8	+	7.14	3 1/8	3/4		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	23 3/8	23 3/4	-	3/8	-	1.57	23 3/4	13 3/4	11	1,320	30,851
3M	MMM	N	50 7/8	52	-	1 1/8	-	2.16	64 1/2	49 3/8	17	115,265	5,864,101
MOTOROLA	MDT	N	45 3/8	44 1/2	+	7/8	+	1.96	57 3/4	41 1/4	17	28,353	1,286,511
N. AMERICAN PHILIPS	NPH	N	33 1/4	35 5/8	-	2 3/8	-	6.66	35 7/8	19 7/8	8	12,033	400,091
OAK INDUSTRIES	OEN	N	12 3/4	12 1/2	+	1/4	+	2.00	12 3/4	7 1/4	11	1,639	20,891
RCA	RCA	N	27 5/8	27 3/8	+	1/4	+	.91	30	18 7/8	12	74,728	2,064,361
ROCKWELL INTL.	ROK	N	33 1/2	33	+	1/2	+	1.51	34 3/8	23 3/8	9	32,300	1,082,051
RSC INDUSTRIES	RSC	A	1 3/4	1 7/8	-	1/8	-	6.66	2 1/2	1 3/8	9	2,690	4,701
SCIENTIFIC-ATLANTA	SFA	A	18 1/8	17 1/2	+	5/8	+	3.57	21	10 1/4	12	1,668	30,231
SONY CORP.	SNE	N	9 1/2	9 1/2				.00	9 7/8	7 1/4	20	172,500	1,638,751
TEKTRONIX	TEK	N	57 3/4	58 1/4	-	1/2	-	.85	67	44 1/4	14	8,671	500,751
TELEMATION	TIMT	O	1/2	5/8	-	1/8	-	20.00	1	1/4	1	1,050	52
VARIAN ASSOCIATES	VAR	N	17 1/2	17 3/4	-	1/4	-	1.40	18 7/8	12	13	6,838	119,661
WESTINGHOUSE	WX	N	17 3/8	16 5/8	+	3/4	+	4.51	19 1/8	13	7	87,508	1,520,451
ZENITH	ZE	N	24 1/2	24 3/8	+	1/8	+	.51	38 1/4	23 5/8	12	18,818	461,041
									TOTAL			954,003	37,109,781
									GRAND TOTAL			1,778,157	56,143,011

### Standard & Poor's Industrial Average

111.7      111.4      +.3

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.



## Burnett's Gene Accas: one-man network CIA

Ask those who know Gene Accas well and they will tell you, almost invariably, that he is one of the most intelligent, imaginative, innovative people they know. Some say *the* most.

He is also versatile, blending backgrounds in network, agency and trade association affairs—where his gamut has ranged across administration, media, programming, research, sales development and public relations—with collateral success as an author, lecturer and organizer of broadcast seminars and forums.

Since 1962, Gene Accas has been vice president of network relations, based in New York, of Leo Burnett USA, which is based in Chicago. Thus he is Burnett's man on the firing line with the networks. He handles network buying for Oldsmobile and buys sports and specials for other clients, but for the most part the buying for Burnett accounts is handled in Chicago and his job is to provide liaison and advice on all aspects from programs and pricing to advertising and promotion.

"The care and feeding of Burnett clients' TV network dollars" is the way he sometimes describes the job. It boils down to problem-solving or, in more hectic moments, "crisis control." He also works with independent packagers on the development or delivery of specials or other programs to the networks, works with other agencies when their clients and Burnett's have common problems and maintains contact with the National Association of Broadcasters, the American Association of Advertising Agencies and the Association of National Advertisers, among others.

"He knows more about network business than just about anybody I know," said a network sales executive who has dealt with him for years. "At any given moment he knows the state of the market, the pricing, the programming—not only what's happening, but what may happen. He has a great ability to anticipate developments and trends. He's got more lines into the networks than anyone I know—a one-man CIA. And he's always considerate of his suppliers, too."

Mr. Accas got to where he is by a round-about route. Initially he wanted to be in banking or oil or some big international trading company, and he armed himself with an MA in international economics at the Fletcher School of Law and Diplomacy, then couldn't find a job in international commerce. His father was in the import-export business and he worked there briefly, made some money at it but also discovered it wasn't much fun.

By this time he had set his mind on



Eugene Aristides Accas—VP, network relations, Leo Burnett USA; b. New York, Oct. 6, 1922; BA, political science, magna cum laude, Phi Beta Kappa, Syracuse University, 1945; MA, international economics, Fletcher School of Law and Diplomacy, 1946; freelance researcher, 1946-47; in research department and later assistant to research director, Foote, Cone & Belding, New York, 1947-50; radio sales development writer, NBC, 1950-51; manager of radio sales development at ABC, later director of research and sales development for ABC-TV network and ABC-owned TV stations and director of advertising and publicity, ABC, 1951-56; VP, operations, Television Bureau of Advertising, 1956-57; VP administration, ABC-TV network, 1957; manager, media department, later VP, programming, Grey Advertising, 1958-62; vice president, network relations, Leo Burnett, New York, since 1962; marital status: separated; children—Stephanie, 15, and Philip, 11.

becoming a copywriter but had no experience to qualify him for a job. So he did what a good agency man does in such circumstances: He analyzed the product, meaning himself. Concluding that he was strong on data, he decided to get into research. But again, no experience. "I didn't even know the jargon," he says. He undertook to correct that deficiency by doing freelance research projects, a job here and another there, at \$1 or \$1.50 an hour, for the better part of a year. Now he could speak the language, and he landed a job in the research department of Foote, Cone & Belding in New York, rising to assistant to the research director.

His next stop was at NBC, as a radio sales development writer. This led him to ABC as manager of radio sales development, from which he expanded into other areas, serving later as head of research and

sales development for the TV network and as director of advertising and publicity. He left ABC in 1956 to serve as head of operations for the then young Television Bureau of Advertising, then returned to ABC in 1957 as vice president in charge of administration for ABC-TV.

Later that year, after a shake-up in which he was "promoted" back to his old research and sales development job, he began casting about for steadier circumstances. He found them, a few months later, as manager of the media department of Grey Advertising, where he rose to vice president in charge of programming before the job offer that took him to Burnett in 1962.

Mr. Accas keeps a heavy schedule of extracurricular activities in addition to his Burnett responsibilities, which may help explain why he frequently has a cup of yogurt at his desk for lunch. He was a founder (and member of the steering committee) of the annual television conferences conducted at the Aspen Institute of Humanistic Studies in Colorado, and for four years he headed the committee that produces the International Radio and Television Society's annual Faculty/Industry Seminars. He is a frequent guest lecturer at colleges and universities, and has turned out many articles on broadcasting trade subjects.

He is also a best-selling author. His "How to Protect Yourself On the Streets and In Your Home" sold some 400,000 copies, and the sequel, "How To Protect Your Child," also did well.

Less successful, but nevertheless satisfying, was work he did in helping draft a proposed set of time standards for television. The plan, developed in the late 1960's to attack TV's "clutter" problem, would have established three types of material: programs, commercials and a category called "viewer information material," consisting of everything else. It was in the everything-else category that Mr. Accas and his associates felt the clutter problem lay and there that it should be dealt with, but they couldn't sell the notion. "I took the plan to each NAB code board member," he recalls, "and they congratulated us and didn't adopt a single point."

In listing his hobbies, Mr. Accas says that "you'd have to say my work comes first, because that's the truth." Others include "eclectic reading"—"A Bodyguard of Lies," "Oh Jerusalem," "Centennial" and "The Coming Dark Age" are among current and recent choices—the theater and "being an unhandy man," which he defines as an ability to fix almost anything that needs fixing but without being able to guarantee how well it will look when he's finished, "although it'll probably work."

## Room for one

Perhaps the surest thing that can be said about the current dissension within the National Academy of Television Arts and Sciences is that it is producing deplorable results that may get more deplorable.

What it all comes down to, of course, is a power struggle between the Hollywood and New York factions. The latter seems to have "won" the latest skirmishes, but the ability of the former to strike back if it wishes remains undiminished. For starters, the Hollywood group could seriously undercut the May 15 Emmy awards telecast if enough of its bigger names were to boycott it, as some have threatened to do.

We would not presume to get into the merits of the dispute here, but we do suggest that Hollywood's importance in television programming makes it a more logical power center, if there has to be one, than New York.

For all their past problems and shortcomings, the academy's Emmys remain the only truly national recognition of all the contributors to television's most prominent product. Their value will be reduced by more than half if the academy, instead of remaining national, becomes merely factional.

## Boss of bosses

The United States Court of Appeals for the District of Columbia Circuit last week airily ordered divestitures of newspaper or broadcast properties worth somewhere in the billions—in the acknowledged absence of any evidence that their present ownerships are in violation of any law or harmful to the public interest. In doing so, the court overturned a decision reached by the FCC only after an agonizing rulemaking that lasted nearly five years and engaged the work of as many lawyers, researchers, statisticians and economists as have been assembled for any FCC proceeding in recent memory.

Details are presented elsewhere in this issue, but in essence the court has established—wholly on its own—a new national policy of diversification of multimedia ownership. It has decided that the FCC was right in prohibiting the future acquisition or creation of co-located broadcast-newspaper combinations but wrong in allowing most of those now in existence to continue under present ownerships. The court told the FCC to order divestitures "except in those cases where the evidence clearly discloses that crossownership is in the public interest." According to the philosophy generally expressed in the court's opinion, exceptions would be rare.

This is a gross corruption of an FCC plan for orderly divestiture of co-located crossownerships through action of the marketplace. The FCC's plan was based on reasoning that was thin enough: Although the record contained no evidence of abuse of power, the potential for abuse was present, and, besides, the diversification of ownership promised diversity of programming. If the FCC's rationale was unconvincing, its application of the doctrine of diversification could at least be defended for its moderation. The court would apply the doctrine with a headsman's axe.

Divestiture would be cruel and unusual punishment indeed for broadcasters-publishers who obtained their holdings by perfectly legal means and have retained them with the triennial approval of the government. The punishment would be even more cruel and bizarre when meted out on a finding by the court that "the record no more establishes that crossownership serves the public interest than injures it." (Neither criminals nor saints, but off with their heads.) And the final twist of reasoning: "Although divestiture

cannot guarantee greater diversity, it increases the likelihood that the public will be served by broadcasters with diverse views. Thus the commission's obligation to 'encourage the larger and more effective use of radio in the public interest' would support the presumption that crossowned stations do not serve the public interest." Is Lewis Carroll ghosting opinions for this bench?

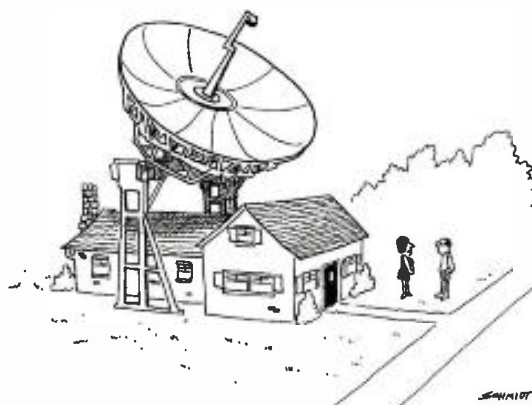
If this opinion were to become the final word, all co-located broadcast ownerships—AM-FM, AM-TV, FM-TV—as well as newspaper-broadcast would be subject to attack. Competing applications for occupied facilities would flood the FCC. There would be chaos in station trading. But apart from the havoc it would spread in station equities, this order must be challenged for larger purposes. Left untouched, the opinion baldly asserts the appellate court's authority to substitute its judgment for the FCC's in the formulation of communications regulation.

If the court can make policy on pure presumption, as it is attempting in this case, and that policy is binding on the FCC, the commission will be neutralized. It is really too much to ask of the District of Columbia circuit to take on the FCC's work as well as its own. Perhaps the Supreme Court will be persuaded to give it that message.

## The way to go

By the assurances they gave last week to the House Communications Subcommittee, the television networks signaled their response to growing concern among the public and their affiliated stations about the incidence of violence in programming. By the interest and restraint of their questioning, the subcommittee members signaled a willingness to let self-regulation work. There was clearly a disinclination to assert government control over programming.

Despite third-party demands for rasher action, this is the way violence will be toned down without damage to the creative process. As Wilson Wearn of Multimedia, chairman of the National Association of Broadcasters board, put it in explaining how station operators were conferring with networks and program producers on the subject: "Violence is not going to suddenly disappear on television just as it is not going to suddenly vanish from our society. But we are trying to do something about the total amount of violence and the programming that is offensive to the public." It is within the broadcasters' power to do.



Drawn for BROADCASTING by Jack Schmidt

*"I still think it would have been cheaper to get the cable."*

# WIIIC-TV is Pittsburgh

Every Week, Wayne Van Dine — ACTION LINE Reporter on WIIIC-TV's Instant News — receives more than 100 calls from people who need help. On January 8, 1977, one of those persons was a

fugitive armed robbery suspect who wanted to turn himself in to Van Dine. Why the Channel 11 reporter? The suspect wanted to make sure the authorities realized they mistakenly had turned him loose — that he hadn't fled — and he felt the only person who could help get the message across was Van Dine. Five hours later, through the reporter's assistance, the suspect surrendered at WIIIC-TV. Both he and the authorities expressed their gratitude for Van Dine's intervention.

Every city has more than its share of people in need of help. To many of them in Pittsburgh, the city's helping hand is Wayne Van Dine.

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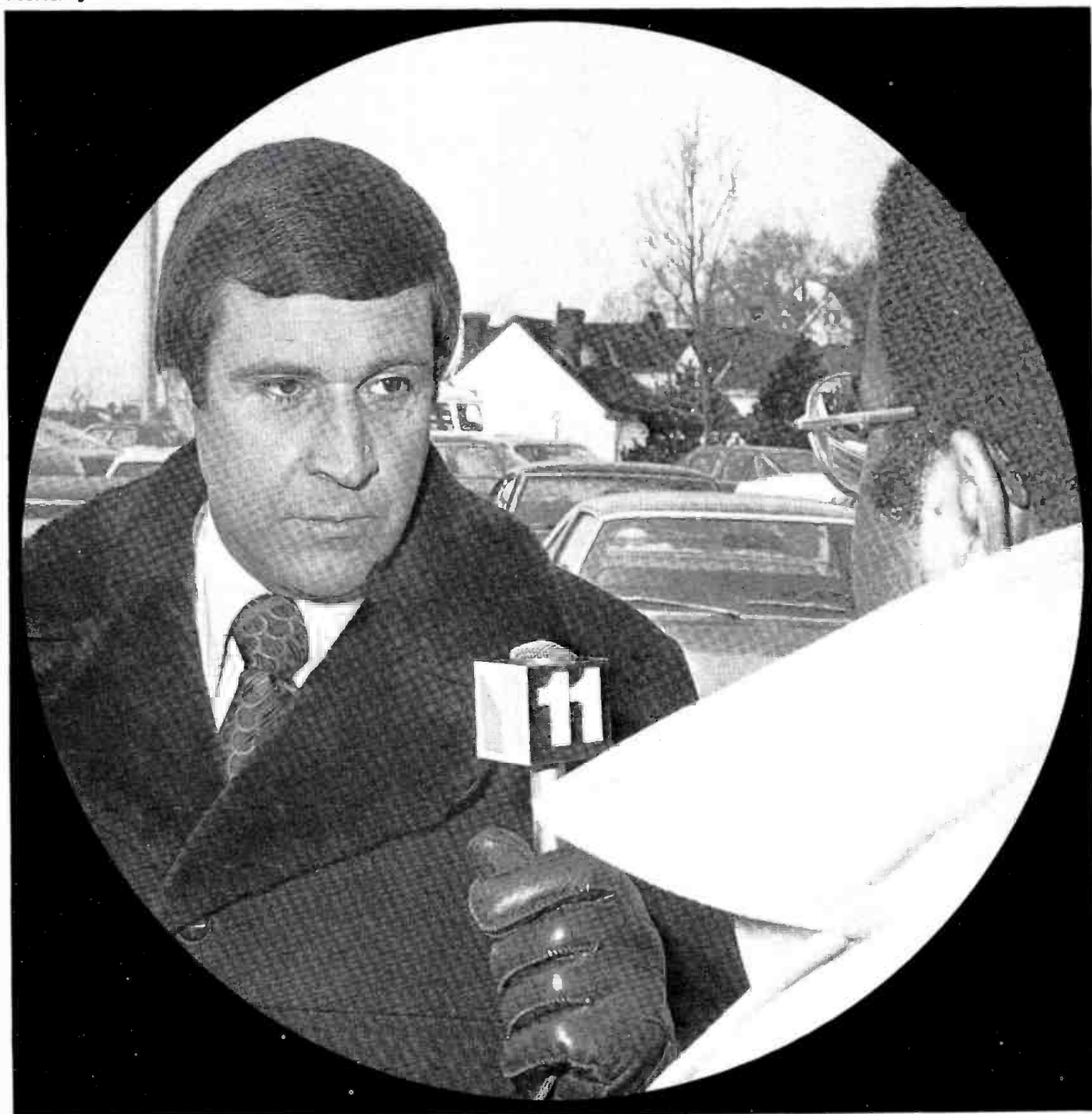
WSOC TV-AM-FM  
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WIIIC-TV  
Pittsburgh

KTVU-TV  
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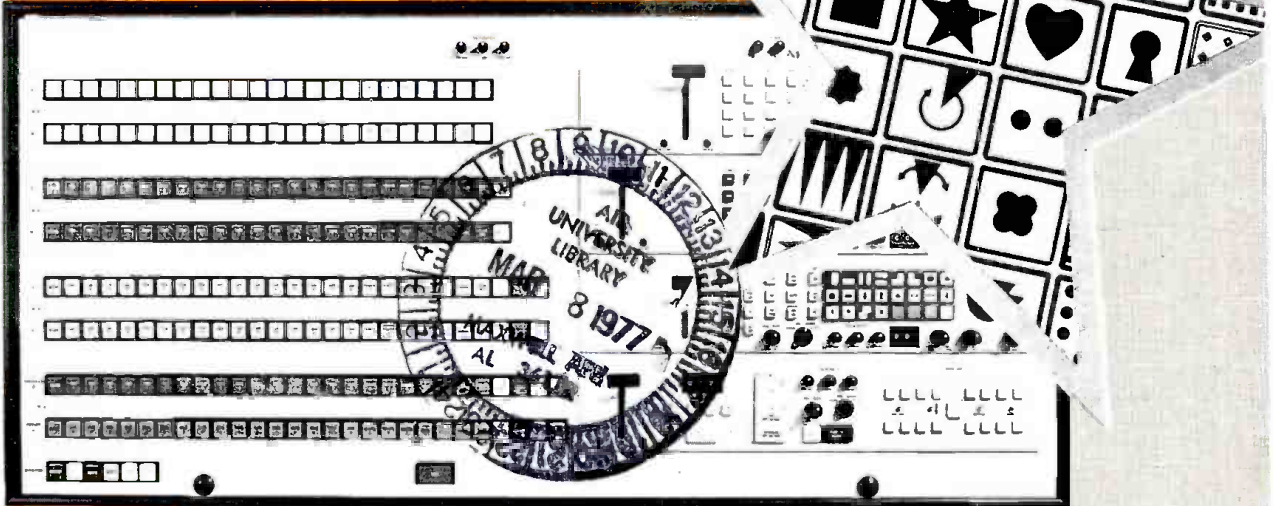
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