

**Booming business in satellites:  
The magic is almost routine**

# Broadcasting Mar 27

The newswweekly of broadcasting and allied arts

Our 47th Year 1978

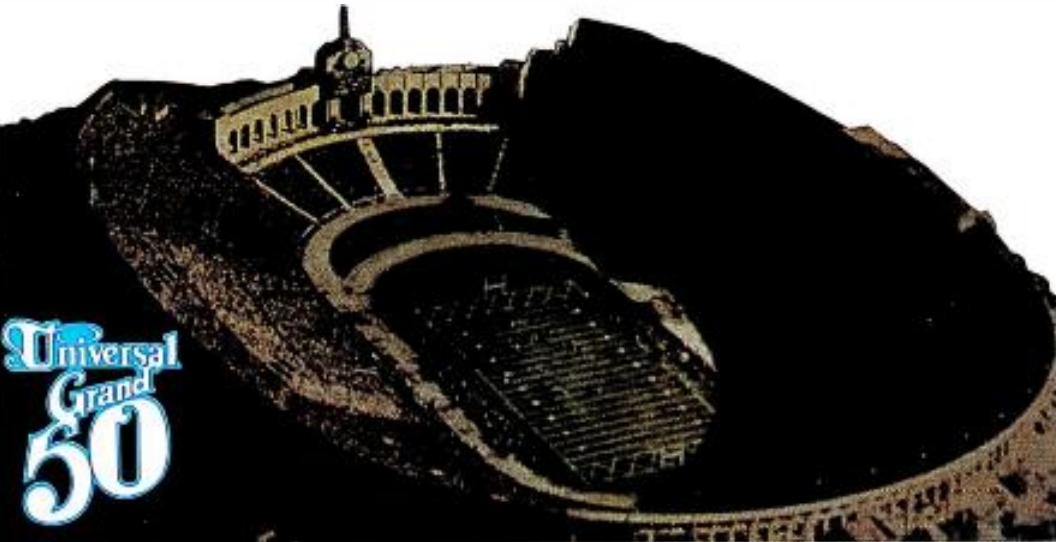
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MAR 1978

**NEWSPAPER**

**Nobody wants to miss  
a football game  
that ends in sudden death.**

**TWO-MINUTE  
WARNING**



**Universal  
Grand  
50**

**Movies that command attention!**

**MCA TV**

54701 PERIODICALS TRK FF9/80  
UNIVERSITY MICROFILMS  
SERIALS ACQUISITION  
300 N ZEEB RD  
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**Keeping pace with  
fast-moving radio  
a new Earl Nightingale  
“running mate”**

The largest, most widely syndicated feature in broadcasting, Earl Nightingale's **OUR CHANGING WORLD** has a new running mate, **EARL NIGHTINGALE: 60 SECONDS**.

Created to be radio's most effective spot-carriers, these bright, new, sparkly on-air nuggets are solid gold Nightingale. And each will carry two premium spots. Drop three in morning drive, two in evening.

And sell ten upcharge spots every day! **EARL NIGHTINGALE: 60 SECONDS** enhances your image ... builds a big add-on audience (it locks another host of car radios on your dial position) ... and reinforces your programming of **OUR CHANGING WORLD**.

If you're already broadcasting Earl Nightingale, or if he's available in your market, we have six weeks of free **EARL NIGHTINGALE: 60 SECONDS** for you.

Phone collect (312) 677-3100. Or drop us a line: Nightingale-Conant Corp., 3730 W. Devon Ave., Chicago, IL 60659. Attending the N.A.B.? Be sure to visit the Earl Nightingale Hospitality Suite, No. 998 at the MGM Grand for your free cassette.

**Earl Nightingale**  
**60 seconds**

# KFI: a dog's best friend

During a traditionally "down" month for dog adoptions, KFI initiated and sponsored "Adopt A Dog Month." The public service campaign was conducted with the cooperation of the six Los Angeles City animal shelters — where the results were reflected in a 17% increase in adoptions over the previous month — as well as other shelters in neighboring counties. While KFI morning personalities Lohman and Barkley visited a shelter, the station paid the fees for all dogs adopted at the site. The Los Angeles Department of

Animal Regulation especially appreciated KFI's spot announcements concerning animal control services and law enforcement, according to the department's general manager, who added: "Radio KFI has rendered an important public service in the interest of humane animal control!"

**KFI** RADIO  
640  
LOS ANGELES

Cox radio stations are represented by The Christal Company.

**COX**  
Broadcasting

WSB TV-AM-FM  
Atlanta

WHIO TV-AM-FM  
Dayton

WSOC TV-AM-FM  
Charlotte

WIC-TV  
Pittsburgh

KTVU-TV  
San Francisco-  
Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles

WLIF-FM  
Baltimore

WWSH-FM  
Philadelphia



Lohman  
and  
Barkley

# For all the video freedom you can use, get the studio camera with the outstanding picture.

That's the RCA TK-46, latest version of the most popular studio camera ever made. It incorporates a host of features introduced to the industry by RCA—successful in more than 1,500 units—the largest universe of any camera series.

**Camera excellence doesn't just happen. In the TK-46, it comes from years of experience.**

We planned to set a new standard for studio cameras when we introduced the original TK-44—and we succeeded. Its successor, the TK-46, still sets the standard, with features that deliver outstanding pictures. Among them: Chromacomp, the colorimetry adjustment that doesn't change picture luminance; comb filter and coring, for greatly improved signal-to-noise ratio; high efficiency prism optics for clarity and sensitivity; scene contrast compression. And such automatic features as color balance, iris control and optional centering control.

**You deserve the latest camera developments. You get them in the TK-46.**

The TK-46 includes these new features: an advanced preamp that improves signal-to-noise

ratio by 3 dB; a 30° tiltable viewfinder with an 8" diagonal screen; simultaneous in/out of band aperture equalization with combing and coring—standard, of course. The control panel has been simplified, and setup controls are virtually accident-proof.

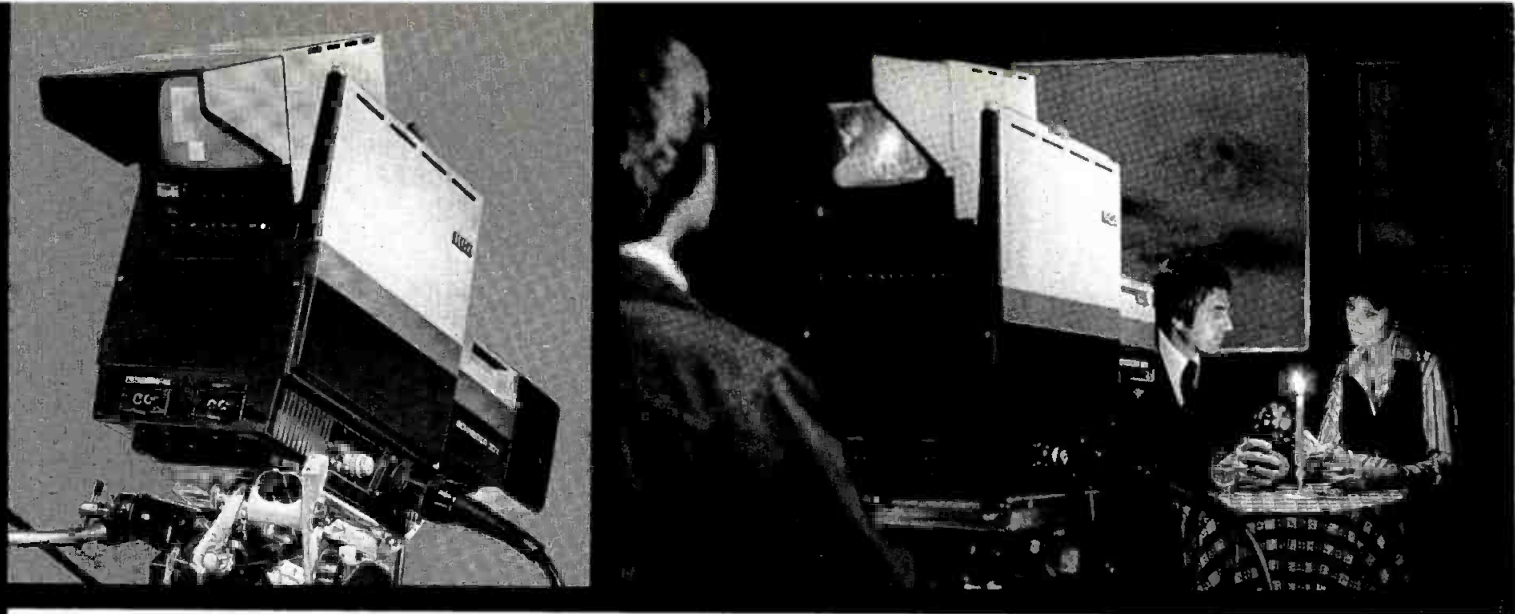
**Video freedom is available now in the TK-46. And in a huge array of broadcast equipment from RCA.**

Video freedom is the outstanding performance of the TK-46. It's the flexibility, features and value of our other cameras. It's everything you need for quality TV operation: antennas, transmitters, mobile vans, VTRs, telecine systems, and more.

It's all available now. Contact your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

*See us at NAB, Booth 601.*

The RCA logo, consisting of the letters "RCA" in a bold, stylized, sans-serif font.



**TK-46. Part of the new video freedom.**



## *Professional Profiles: Ralph J. Carlson*

*To say that Ralph Carlson takes a positive view of life and opportunity in this industry would be a gross understatement. His optimism for the future comes from a burning desire to succeed – and stay on top – and from strong religious convictions. Thus far the combination has proven to be a powerful one.*

*Ralph is a radio owner-operator in one of the most beautiful cities in America. With the help of an excellent management staff and the guidance of a number of carefully-chosen management informa-*

*tion services, he has brought his AM/FM combination, in a rather short time, to the leading adult contemporary position in the market. With his unbounded spirit of optimism, a belief in family, hard work and regular re-examination of goals and objectives, Ralph is well on the way to achieving his: owning and operating the full complement of seven AM and seven FM stations.*

*Ralph is President of the Utah Broadcasters Association, President of KRSP AM and FM, Salt Lake City . . . and a valued client.*

## **The Research Group**

*Perceptual Research for Broadcast Management / San Luis Obispo, California*

*For those who would like to discuss their research needs, we would be happy to see you, by appointment, at the NAB Convention. Please call our offices for the time and day of your preference.*

*(805) 541-2838*

# The Week in Brief

**WJLA-TV DEAL OFF** □ Allbritton backs out of arrangement with Combined Communications; he cites court appeal. **PAGE 27.**

**BIRTH ANNOUNCEMENT** □ The National Telecommunications and Information Administration, long aborning, is due this week, as President is expected to sign it into being. Geller nomination goes up. **PAGE 27.**

**SPEAK CLEARLY** □ The FCC, although it's not directly required to, demonstrates its willingness to participate in President Carter's policy war on government gobbledygook. **PAGE 29.**

**ANOTHER FOR CABLE** □ The FCC straightens out a contradiction in its CATV rules, exempts significantly viewed signals from the network nonduplication requirement. **PAGE 30.**

**PLAYING SAFETY** □ On order from the FCC to explain how it will avoid misleading promotions for its sporting events, CBS has some ready answers in procedures that have been in effect for some time. **PAGE 32.**

**GLOOMY DANN** □ The former CBS program chief expects that network and NBC to turn to more stunting to win back viewers. He sees problems in program quality, clearances and with sponsors. **PAGE 32.**

**'BORN INNOCENT' SUIT** □ NBC and KRON-TV San Francisco ask the Supreme Court to review the \$11-million case involving an attack said to have been inspired by TV drama. **PAGE 36.**

**FIVE CHALLENGED** □ Alaskans for Better Media is battling broadcasters again, this time petitioning the FCC to deny license renewals for three stations in Anchorage, two in Juneau. **PAGE 40.**

**POLITICAL PREOCCUPATION** □ The FCC wants suggestions as to how it could modify its implementation of laws and regulations dealing with candidates and issues. **PAGE 40.**

**AFTRA LOSES** □ The NLRB rules in favor of a Washington-area broadcaster in a case that involves

secondary boycotting of advertisers. **PAGE 46.**

**HALF-HEARTED RENEWALS** □ The FCC commissioners think long about cases in Houston, Columbus and Tupelo before deciding not to impose the ultimate sanctions. **PAGE 48.**

**DIARY TAMPERING** □ The grand jury turns up the heat in Denver with more indictments. **PAGE 48.**

**PERFORMER ROYALTIES** □ Here's the line-up of witnesses for hearings this week in Los Angeles on the legislation proposed by Representative Danielson. **PAGE 52.**

**MALICE MOTIVE?** □ The Supreme Court agrees to review the \$44-million suit of a former Army officer who claims *60 Minutes* libeled him. Key issue: what was in the minds of the defendants. **PAGE 54.**

**SATELLITES: TOMORROW IS HERE** □ A special report reviews the scramble among networks and other program suppliers to incorporate transmissions through space into their systems. MBS, NPR, PBS are but a few who tell their reasons why. **PAGE 57.** Here's a rundown of broadcast and cable services that have their eyes in the sky. **PAGE 62.** The three major networks are bidding their time on satellites, using them now on an ad hoc basis. They tell why. **PAGE 62.**

**P&G TURNED DOWN** □ A Salt Lake TV station won't accept a TV commercial that is 45 seconds of product sell plus 15 seconds of PSA. Clutter, technical problems and relevancy of the hitch-hiker portion are cited. **PAGE 70.**

**FILM STUDIOS' TWIST** □ Station reps fret about Paramount's technique of giving stations a one-hour show, tied to their latest movie release, in exchange for banked time. The idea is being picked up by MCA. **PAGE 72.**

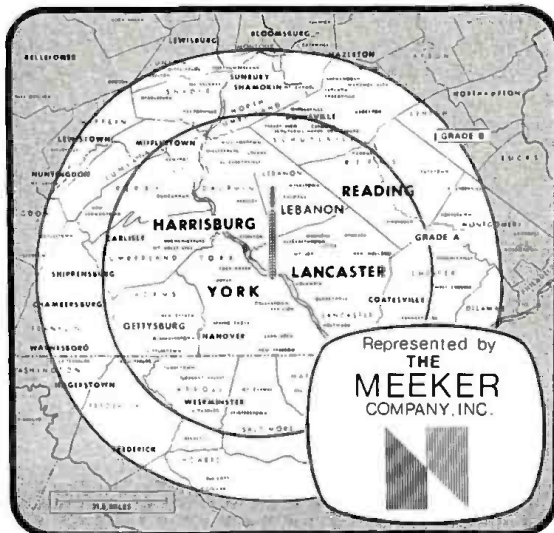
**WHITE HOUSE'S NEUSTADT** □ President Carter's man for communications has had limited experience in that field. But even his critics credit him with success in mastering the complex issues with which he must deal. A profile of Rick Neustadt, who wants to maintain a low profile. **PAGE 97.**

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# WGAL-TV is the toast of RYE

Source: Nielsen 1977 County Coverage Report



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Located in York County's productive farm belt RYE enjoys the strong voice of WGAL-TV as do so many other rural and farm communities. All of these areas combine to make a vital contribution to the industrial and business growth, and stability of the 9-county DMA. Added to this rich rural coverage is the unequalled acceptance WGAL-TV receives in the hundreds of large towns and cities within its prosperous market. In your media buying, contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the area.

# WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence R.I. - New Bedford-Fall River, Mass.



## TV high signs

Spot television in first quarter of 1978 is running substantially ahead of end-of-year projections, with station reps reporting increases ranging from 10% to 15%. Reps think gains can be attributed in part to funds diverted to spot from network, and they report availabilities to date for second quarter indicate strong sales activity.

Spot radio shows more uneven pattern, with some reps saying business in first quarter is either flat or slightly ahead and others citing comfortable gains. Almost unanimously they say bookings for second quarter are up substantially over last year's period.

## Growing older

Top officials at networks and many stations aren't apt to be affected by new legislation, expected to be signed by President, raising mandatory retirement age to 70, but it's expected that thousands of others, both union and nonunion, will be. Legislation is certain to get much study by, among others, Broadcast Financial Management Association. One early speculation last week was that broadcast employers will be allowed—and will tend—to freeze pension benefits at age 65 for those who stay on, avoiding continued payment of both salary and pension premiums.

That's only one of many questions to be resolved. Another: What to do about employees who are being carried now because they're only three or four years from retirement, when suddenly they'll be eight or nine years away? Exemption rule itself may need clarification. It says mandatory retirement at 65 may be continued for those employed in "bona fide executive or high policy-making position" and entitled to pension of at least \$27,000 a year. That would seem to cover such executives as ABC's Elton Rule and CBS News's Dick Salant, for example, but might let a Walter Cronkite keep working beyond 65 if he wants to. Mr. Cronkite's pension will be over \$27,000, all right, but there's question whether he qualifies as high policy-maker.

## Government only?

State Department's plan to include industry representatives on U.S. delegation at World Administrative Radio Conference to be held in 1979 are being held in abeyance and may be scrapped. Justice Department has questioned whether presence of industry people on trade delegations generally creates conflict of interest. As result, former FCC Commissioner Glen O. Robinson, who has been named to head delegation, and

State Department have restricted core delegation to representatives of government agencies, including FCC, National Telecommunications and Information Administration and State Department.

Whether remaining places on delegation—which Mr. Robinson hopes to limit to 45 or 50 over-all—will be available for industry types depends on outcome of talks between Justice and State Department legal officers.

## Outreach

There's movement at highest level of National Association of Broadcasters to establish closer cooperation with public broadcasting, which would be beneficiary of proposed "spectrum use fee" from broadcasters that House Communications Subcommittee contemplates. First step: Public Broadcasting Service President Lawrence Grossman has accepted invitation to attend next NAB executive committee meeting May 3.

## Bigger, biggest?

National Association of Broadcasters thinks it may have shot at attendance record at this year's convention in Las Vegas (April 9-12). Advance registration was at 3,900 early last week, 500 ahead of last year's. Hope is to top record of 6,100. That success carries over to exhibit sales, cut off at end of February at 122,000 square feet of floor space (about 300 exhibitors). At \$7 per square foot, that comes to \$854,000 gross revenue for NAB from exhibits alone.

## Second thoughts

Consideration by House Communications Subcommittee of fees for spectrum use is causing mixed reactions among broadcasters. Donald Thurston, chairman of National Association of Broadcasters, says that although there's potential for abuse of fee system by government, "I don't fear it." He says fees could lead to benefits—release from radio ascertainment or longer license terms, as subcommittee chairman, Lionel Van Deerlin (D-Calif.), has suggested, or to other relief such as end of cable-broadcast crossownership ban. But those remarks make for some confusion when heard against background of official opposition by NAB to any tax on broadcasting.

Adding to confusion are remarks of James Gabbert, president of National Association of Radio Broadcasters, slated for delivery to Alaska Association of Broadcasters April 3. He plans to say he doesn't endorse idea but is willing to pay "franchise fee" if freed from FCC

regulation. He's predicting radio has good chance of winning deregulation from Congress, ought to think of what it's willing to give in return.

## Only the beginning

Mobil Oil's purchase of 50-station prime-time access network (including 27 affiliates) for *Between the Wars* documentary series (see "Top of the Week") may be harbinger of still greater competition for conventional networks. *Wars* and its predecessor series under Mobil sponsorship, *When Havoc Struck*, are half hours. Next project, *Edward the King* series, will be hours. When Mobil takes it to market next January, stations will be asked to clear from 7:30 to 8:30 p.m., forcing pre-emptions for affiliates in line-up.

Stan Moger, executive vice president of SFM Media Service Corp., which arranged clearances for Mobil, has still greater ambitions in access network area, plans to expand from this year's 28-week cycle to full 52 weeks in 1979.

## Underwriting

Board of Corporation for Public Broadcasting, meeting in Tallahassee, Fla., last week, authorized staff to negotiate contracts with suppliers for six television programs and to provide research and development funds for seventh. Board authorized \$750,000 for new *Man and the Cosmos*, \$500,000 for fourth year of *Dance in America*, \$250,000 each for *Live from Lincoln Center and Visions*, \$300,000 for *American Short Story* and \$500,000 to go toward "new elements" (more remote coverage, according to CPB source) for *The McNeil/Lehrer Report*. Board also gave staff go-ahead for \$25,000 research and development grant for project called International Television Consortium, program to be developed by KERA-TV Dallas and five international producers.

## New right arm

Appointment of top executive aide to E.R. Vadeboncoeur, president of Newhouse Broadcasting Corp., will be announced soon. Mentioned as likely executive vice president is 41-year-old Robert J. Miron, 20-year veteran in Newhouse organization, now heading its cable and microwave operations headquartered in Syracuse, N.Y.

Mr. Vadeboncoeur, 77, has been with Newhouse broadcasting operations and predecessor licensee since 1939. Mr. Miron is nephew of S.I. Newhouse, chairman of Newhouse organization.

# Business Briefly

## Radio-TV

**A&W Distributing** □ Boston-based soft drink firm will introduce A&W root beer (both regular and sugar-free) into New York market, spearheaded by TV and radio spots on large number of stations in area. New York is latest market added to A&W's list as part of effort to go national (it is now in 45% of country). Spot TV and radio flights run four weeks, starting April 17, and continue to end of year and represent investment of about \$800,000. Target: women, 18 to 49, and teen-agers.

**Tuffy Service Centers** □ Automotive franchise service starts 12-to-13-week radio and TV campaign next month. Jackson & MacLean, Southfield, Mich., will schedule spots in 18 markets including Cincinnati, Cleveland and Denver. Target: men, 25-54.

**Foodmaker** □ Jack in the Box restaurants receives second quarter TV and radio buy beginning next month. Wells, Rich, Greene, Los Angeles, will

### Rep appointments

- KVIL-AM-FM Highland Park, Tex. (Dallas): Blair Radio, New York.
- WYVE(AM) Baltimore: P/W Radio Reps, New York.
- WCCC-AM-FM Hartford, Conn.: Selcom Inc., New York.
- WWIV(AM) New Orleans: Jack Bolton Associates, Atlanta.

schedule spots in about 52 markets. Target: adults, 12-34.

**Gulf Oil** □ Oil company launches four-to-six-week TV and radio campaign in early April. Erwin Wasey, Los Angeles, will select TV spots in 112 markets and radio spots in 60 markets. Target: men, 25-54.

**Amoco Oil** □ Light oils receive four-to-six-week radio and TV buy beginning in mid-April. D'Arcy-MacManus & Masius, Chicago, will seek TV and radio spots in 50 markets, including Atlanta, Kansas

City, Mo., and Washington. Target: men, 18-49.

**Exxon Enterprises** □ Qwip systems division plans one-to-five-week TV and radio push beginning in mid-April. Creamer Lois/FSR, New York, will place spots during news, sports and drive time in markets including New York, Dallas, Los Angeles and Boston. Target: men, 25-54.

**Kendall Refining Co.** □ Division of Witco Chemical Co. is launching largest campaign in its history next month, concentrating on network television sports series but using spot TV in flights outside of East Coast, with first to run three to four weeks and second in fall. Supplementing TV will be spot radio in selected markets as test to gauge its effectiveness in reaching truck drivers. Grey Advertising, New York, is agency. Target: adult males.

**Gordon Jewelry Corp.** □ Four-week TV and radio campaign starts in late April. Ketchum, MacLeod & Grove, Houston, will purchase spots in 50 markets including Baltimore, Dallas, Los Angeles and Nashville. Target: adults, 18-34.

## TV only

**Johnson & Johnson** □ Company slates 13-week TV push for its Band-Aids beginning in early April. Young & Rubicam, New York, will handle spots in 15 markets during fringe time. Target: women, 25-49.

**Miles Labs** □ SOS soap pads get three-month TV promotion beginning this week. Doyle Dane Bernbach, New York, will buy spots in 32 markets during day and fringe time. Target: women, 18-49.

**Credit Systems Inc.** □ Master Charge card receives three-month TV push starting this week. Mandabach & Simms, Chicago, will pick spots in St. Louis and Kansas City, Mo. Target: total women.

**E.I. duPont de Nemours** □ Company is advertising its Stren fishing line via 30-second TV spots starting this week on syndicated fishing programs of Bill Dane (70 markets); Virgil Ward (80 markets) and Roland Martin (60 markets). N.W. Ayer ABH International, New York, is agency. Target: men, 18 and over.

**TWA** □ Airline schedules second-quarter TV buy starting next month. Wells, Rich, Greene, New York, will arrange spots in

## THREE WINNERS!



**RONALD REAGAN**— Former California Governor presents an alternative look at the vital issues facing America. 5 minutes daily.



**ART LINKLETTER** with "Kids Say the Darndest Things". The fascinating show that captures the priceless humor of children. 5 minutes daily.



**RIP OFF** with Martin Milner. Consumer and criminal cons, swindles and frauds are the subject of this fascinating feature. 2 minutes daily.

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The **ALL-NEW**

**WDVR**  
PHILADELPHIA

Always a leader in Beautiful Music broadcasting . . . NOW  
with **NEW** taller-tower coverage! . . . **NEW** minute-to-minute  
music selection! . . . **NEW** live personalities, news coverage and  
local service features . . . **NEW** dominantly larger audiences!



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## The **BIG MOVE** To Torbet-Lasker!

Have you noticed? . . . the major stations moving to Torbet-Lasker . . . in Philadelphia, Houston, Pittsburgh, St. Louis, Miami, Seattle, Tampa-St. Petersburg, Cincinnati, Kansas City, et al—joining TL's powerful group of leading major-market stations.

And for good reasons: TL's larger more-experienced sales team; more man-hours per sale; superior research and marketing services; an unmatched growth and performance record! Call it **DEWDAK**:

Desire Experience Work Dedication Ability Knowledge



**TORBET-LASKER, Inc.**

REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS

New York Chicago Detroit Atlanta Memphis Dallas  
Denver Los Angeles San Francisco Portland Seattle

# The no belie

On Thursday evening, April 27, a national television special will explore the incredible and shocking story of America's dependence on foreign oil and how this dependence impacts on U.S. jobs, pocketbooks and our future standard of living. Not to mention the shaky American dollar.

**The 45 Billion Dollar Connection** will document why, despite a quadrupling of the price of oil, the United States has come to rely on OPEC oil while running up the largest trade deficit in American history. And why our country imports from OPEC nations nearly half the oil it consumes. Journalist Adam Smith, best-selling author of "The Money Game" and "Supermoney," reports on the changing relationships between the "have" and "have not" oil countries. On location in Japan, Saudi Arabia and throughout the United States, Smith examines how higher oil prices coupled with unchecked U.S. consumption have affected wages, buying power and unemployment statistics.

**The 45 Billion Dollar Connection** will relate for every viewer the staggering implications of the outcome of this worldwide energy showdown.

# crisis one eves.

Another in a proud tradition of major independent television presentations from  
Capital Cities Communications:

**The Trial of Adolf Eichmann**

**The Secret of Michelangelo: Everyman's Dream**

**The National Automotive Trouble Quiz**

**The National Savenergy Quiz**

**The Untold Story**

**Rhythmetron: The Dance Theater of Harlem**

**Voyage to the End of the Earth**

**Final Mass and Ceremonies—The 41st Eucharistic Congress**

**Why Can't I Learn**

**Including Me**

**We Will Freeze In The Dark**

**CAPITAL CITIES COMMUNICATIONS, INC.**

**We listen too.**

11 markets during fringe and prime time. Target: men, 25-54.

**Winston Tire Co.** □ Manufacturer arranges three-month TV buy starting in early April. Needham Harper & Steers, Los Angeles, will seek spots in five markets during fringe time. Target: men, 18-49.

**Pittsburgh Corning Corp.** □ Affiliate of PPG Industries, Corning Glass Works slates three-month TV promotion for its Glass Block cellular insulation product, beginning next month. Ketchum, MacLeod & Grove, Pittsburgh, will buy spots in St. Louis and Pittsburgh during fringe time. Target: men, 25-54.

**Orkin Exterminating Co.** □ Division of Rollins Inc. launches nine-week TV flight in early April for its pest control. J. Walter Thompson, Atlanta, will seek spots in 65 markets during prime and news time. Target: adults, 25-54.

**Dutch Boy** □ Exterior house paint gets two four-week TV flights beginning in April and May. Marvin Advertising, Chicago, will buy spots in 52 markets during day and fringe time. Target: women and men, 18-49.

**Geo. A. Hormel** □ Grocery products division features its Tender Chunk ham in two three-week TV flights starting in early April and May. BBDO, Minneapolis, will place spots in 44 markets during early fringe and prime time. Target: women, 25-49.

**Vidal Sassoon** □ Hair products get six-week TV push beginning in early April. Peter Rogers & SFM Media, New York, will handle spots in 35 markets during all day parts. Target: women, 18-49.

**American Home Products** □ Foods division highlights its Crunch N' Munch product in six-week TV promotion

beginning in early April. Cunningham & Walsh, New York, will pick spots in five markets during daytime. Target: women, 18-49.

**Wear-Ever Aluminum** □ Subsidiary of Aluminum Co. of America features its Wear-Ever appliance in six-week TV promotion starting in mid-April. Ketchum, MacLeod & Grove, Pittsburgh, will seek spots in 10 markets during day, prime and late-fringe time. Target: women, 18-49.

**Bissell** □ Household appliance manufacturer places four-week TV push beginning in April. Norman, Navan, Moore & Baird, Grand Rapids, Mich., will pick spots in 22 markets including Chicago, Detroit, St. Louis and Dallas during day and early fringe time. Target: women, 25-49.

**Sheraton Corp.** □ Motel chain begins four-week TV campaign in early May. Quinn & Johnson, Boston, will select spots in six markets during prime and fringe time. Target: men, 35 and over.

**Seven-Up** □ Soft drink firm plans four-week TV push starting in early April. Trends & Associates, Columbus, Ohio, will handle spots in 10 markets during fringe and prime time. Target: adults, 18-34 and teen-agers.

**Pabst** □ Brewery starts four-week TV campaign for its Blue Ribbon beer in early April. Young & Rubicam, New York, will arrange spots in 53 markets during prime and fringe time. Target: men, 18-49.

**Oscar Mayer** □ Meat company states three-week TV promotion beginning in early April for its various products. J. Walter Thompson, Chicago, will place spots in 50 markets during fringe and daytime. Target: women, 18-49.

**Kraft** □ Dairy group launches new TV campaign for its Sealtest cottage cheese. N.W. Ayer, New York, will schedule first



flight in 43 markets running throughout the year during all day parts. Target: total women.

**Fenas Corp.** □ Sporting games manufacturer features its training device, *Johnny Bench Batter-Up*, in three-week TV flight beginning in early April. Scott, Lancaster & Mills, Los Angeles, will place spots in 14 markets during day and early-fringe time. Target: children, 6-11.

**Pizza Hut** □ Fast-food chain begins three-week TV promotion for its lunch meal in mid-April. Foote, Cone & Belding, Chicago, will buy spots in about 80 markets during fringe time. Target: adults, 18-34.

**Burgess Vibracrafters** □ Hardware firm highlights its sprinklers in three-week TV push starting in mid-April. Marsteller, Chicago, will schedule spots in about 20 markets during day and fringe time. Target: men and women, 25-49.

### Radio only

**Toyota** □ Car and truck manufacturer starts seven-week radio drive in early April. Dancer-Fitzgerald-Sample, New York, will buy spots in 36 markets including Baltimore, Miami, Phoenix, San Diego and Washington. Target: men, 18-34.

**Canadian Office of Tourism** □ Tourism office places six-week radio campaign beginning in mid-April. MacLaren Advertising, Toronto, will schedule spots in 20 markets including Chicago, Milwaukee, New York and San Francisco. Target: adults, 18-49.

**Ford Motor Co.** □ Truck division launches four-week radio promotion in mid-April. J. Walter Thompson, Dearborn, Mich., will arrange spots in 130 markets. Target: men, 25-49.

**Nature's Bounty** □ Health foods group features its diet supplement in four-week radio promotion starting in early April. Winner Communications, New York, will buy spots in 10 markets including Boston and Providence, R.I. Target: women, 25-49.

## BAR reports television-network sales of March 5

ABC \$243,391,200 (36.4%) □ CBS \$224,233,900 (33.5%) □ NBC \$201,635,800 (30.1%)

Day parts	Total minutes week ended March 5	Total dollars week ended March 5	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	145	\$ 956,600	1,241	\$ 8,276,600	\$ 7,509,000	+10.2
Monday-Friday 10 a.m.-6 p.m.	1,010	16,108,100	9,170	149,793,000	131,826,600	+13.6
Saturday-Sunday Sign-on-6 p.m.	350	9,173,600	3,027	82,389,500	83,455,800	-1.3
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,242,700	907	38,270,700	35,249,000	+8.6
Sunday 6 p.m.-7:30 p.m.	22	1,000,600	214	14,488,500	11,803,700	+22.7
Monday-Sunday 7:30 p.m.-11 p.m.	409	36,836,100	3,761	338,310,500	311,897,200	+8.5
Monday-Sunday 11 p.m.-Sign-off	211	4,265,900	1,888	37,732,400	37,847,400	-0.3
<b>Total</b>	<b>2,247</b>	<b>\$72,583,600</b>	<b>20,208</b>	<b>\$669,260,900</b>	<b>\$619,588,700</b>	<b>+8.1</b>

Source: Broadcast Advertisers Reports

# On February 21, the most important game was played on the streets



Many citizens of Providence think the most important winter event is the annual basketball shoot-out between Providence College and the University of Rhode Island. They're mistaken. On the same day as the big game the Sixth Annual Bounce-A-Thon was held. For seven hours, about 65 members of the Phi Kappa Psi fraternity, joined by some of our top WPRO personalities, including "Brother" Bill Goodman, "Salty" Brine, Larry Kruger and Gary DeGraide, dribbled and bounced basketballs along a 40 mile route collecting funds for the war against cancer. As you can see, the dunks that really counted were the ones that put money into the collection cans for the American Cancer Society. When it was over, the brothers of Phi Kappa Psi had collected more than \$3,100, raising their six-year Bounce-A-Thon total to almost \$10,000. Of course, afterwards, "Brother" Bill, "Salty," Larry, Gary and the rest of the WPRO crew joined the Phi Kappa Psi men and the rest of the crowd to watch the U.R.I. — Providence College shoot-out...the second most important game in town.

**WPRO**

Providence

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Arnold R. Deutsch, chairman, Deutsch, Shea & Evans Inc., New York

## Help wanted for the help wanted

Our organization maintains an index on the nationwide demand for technical people. Latest data shows that 1978 was the highest level of demand since 1966. What has this to do with broadcasting? It means that daily newspapers throughout the country are chock-a-block with recruitment ads placed by companies that are urgently seeking a variety of experienced people to meet corporate employment needs. It also means that there is the recurrent discovery of the field of recruitment advertising by broadcast people who want to sell time.

The thinking is logical. Newspapers are carrying a great deal of this advertising. (*The Los Angeles Times*, to give just one example, carried more than five million recruiting ads in 1977, amounting to more than 47 million lines of advertising.) Newspapers are local media reaching a broad range of audiences within their area. Radio and television are also local media, reaching an even broader range. Why shouldn't radio and TV get a share—a sizable share—of this type of advertising?

Since 1950, when large-scale recruitment really began, however, the record shows that the broadcast media, despite sporadic efforts, have had only a small fraction of the recruitment dollar. The reasons for this stem from the basic nature of the broadcast media vis-a-vis newspapers and the professional and trade journals, which between them account for 99% of recruitment advertising.

One key difference is that these publications—the ones that are successful in attracting recruitment advertising, that is—have created a job marketplace. This is a section that appears regularly in the publication, carries a substantial amount of employment advertising, and often, as with *Boston Herald-American*, supports this with career-related editorial. Only rarely has anything comparable to this been created within the broadcast media.

Difference number two is closely related. The nature of the broadcast media could be described as linear: Only one thing can occur at a time on the screen or through the speaker—word following word, image following image. The information in a publication, however, might be called simultaneous. It is all there, in one piece, to be perused selectively at any given time. Why is this important in selecting a medium for recruitment advertising? The recruitment ad, as you may have noted from your own experience, has a high level of informational content. It is a functional form of advertising. It needs simultaneity of print to get its message



Arnold R. Deutsch is chairman of Deutsch, Shea & Evans Inc., New York, a firm he founded in 1939 and which, since 1950, has specialized in human-resources consulting and communications, working with many leading corporations. After his schooling at Columbia University, he worked on the *Brooklyn Eagle*, *New York Sun* and *New York Journal*; after which he was creative head of the Brown Advertising Agency. Mr. Deutsch has been an active spokesman for social responsibility in business and established an annual award, with Rutgers University, for socially significant product advertising.

over quickly, selectively and in detail.

Another factor: Broadcast information is transient and nonrecallable, unless you happen to have tape deck handy. No opportunity to re-read an ad or clip it out for further action as in print. Usually, not even the time to jot down a phone number—during drive time, for example.

Some recruiters feel a major problem in using broadcast media stems from this factor: the phenomenon of response from unqualified people, who may have misunderstood or not remembered the spot's content—which called, say, for electronic technicians—but do remember that company X is looking for some kinds of people. So the company has to handle applications from electricians, electronic assemblers and dozens of other irrelevant job categories. This wastes time recruiters don't have and is bad public relations for the company.

Factor four: Think of a major city, such as San Francisco. The co-owned *Examiner* and *Chronicle* are the only major papers and the dominant help-wanted medium in that area. One ad will reach the audience you are aiming for. But if you were going to

use broadcast media, which of the more than 30 radio stations and TV channels would you choose? Why? How many would you have to use to assure full coverage of the area—and how many times would the basic ad have to be repeated on these stations?

Are broadcast media completely out of the picture then, so far as recruiting is concerned? No. Particularly during a high demand period such as we are now experiencing, perhaps not enough broadcast advertising is used. How and when can radio and television be used? Here are some examples.

The most practical kind of use is to reinforce the organization's print advertising. Most of the people companies seek are probably already employed. Radio during drive time has been used to urge people to check out a company's newspaper ad, e.g. "Computer programmers—great opportunities are listed in XYZ's ad in tomorrow morning's *Daily Tribune*." This can increase the readership of the ad and the potential response. Many companies send recruiting teams on field trips into markets around the country. For these to pay off, they must generate substantial response from qualified people. Broadcast spots have been used to alert these people that "XYZ is interviewing in midtown. Sunday, Monday and Tuesday. See our ad . . ."

Another use is to cover areas where there is no strong daily newspaper coverage. This works best when the types of people sought are not highly specialized. When Electric Boat Co., the nuclear submarine builders, looked for entry-level people to be trained in ship-building skills, it was able to use radio successfully to cover a broad area of Connecticut and Rhode Island. A few companies have used television in somewhat the same way, using low-cost time to present a film or similar material about the organization and its opportunities and alerting potential applicants to these presentations by use of newspaper ads.

On your part as broadcasters, is it worth the effort to woo possible recruitment advertisers? On the whole, the answer is no.

What I would suggest, however, is that in programing, the broadcast media are missing the boat. The whole area of human resources is being reported with increasing frequency and detail in newspapers and magazines. Work and careers are a major topic of interest. Interrelations among work, government, economy, technology, etc., could provide some fascinating material. Check Studs Terkel's book, *Working*, for example. And, for many reasons, this country badly needs to have its citizenry more accurately and more widely informed on what is, after all, a major life interest for most us.



# We helped bring justice to prisoners and prisons to justice



We believe that everyone deserves a fair shake in a free society—even those convicted of crimes. After we learned that some of the inmates in New Jersey's penal institutions were being denied parole, we decided to investigate.

We talked to a variety of parole experts. Attorneys...inmates... and members of the New Jersey State Parole Board. Our interviews clearly demonstrated that a sharp conflict existed between the Parole Board and inmates. Unfair conditions had been imposed on inmates seeking parole.

Parole was often withheld from inmates for as long as a year because of administrative errors. And, most important, uncertainty and confusion existed over guidelines for parole eligibility. In two half-hour programs entitled "Assignment: Dealing Without A Contract," we revealed these conditions and presented a solution called "Contract Parole." The New Jersey legislature—through its State Committee on Institutions—investigated parole in state prisons and found essentially the same problems we had documented. The overwhelming majority of

"Ad Hoc Parole Committee" members who had been active in the reform program, and who were eligible, were paroled. And two members of the Parole Board were not reappointed. We can only speculate whether our programs prompted these actions. But we have a pretty good hunch they did. Under any circumstances, we're happy to see some parole reforms beginning in New Jersey. We believe in justice for all in a free society.

**WPVI-TV**  
Philadelphia

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

# Datebook

■ indicates new or revised listing

## This week

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

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

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

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

**March 31-April 1**—Society of Professional Journalists, Sigma Delta Chi, region 4 conference. Cascade Holiday Inn, Akron, Ohio.

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

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

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

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

## Also in April

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

■ **April 4**—Workshop on advertising research by Association of National Advertisers. Plaza hotel, New York.

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

**April 5**—New England Advertising Research Day,

### Major meetings

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

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

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

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

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

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

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

**June 7-10**—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

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

**June 17-20**—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

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

**Sept. 17-20**—National Radio Broadcasters Association annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

**Sept. 17-20**—Broadcast Financial Management Association's 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

**Sept. 20-22**—Radio Television News Directors Association international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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

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

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

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

sponsored by the Advertising Research Foundation. Sheraton Boston, Boston.

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

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

**April 6**—Missouri Broadcasters Association awards presentation. Ramada Inn, Columbia, Mo.

■ **April 7**—Fourth annual communications career day, sponsored by Department of Mass Communications, Eastern Kentucky University. Bill Stewart, ABC News, will be keynote speaker. Richmond, Ky.

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

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

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

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

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

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

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

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

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

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

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

**April 9**—Society of Broadcast Engineers annual



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Sintronic Corporation is a subsidiary of Singer Products Co., Inc.  
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# We set up an emergency room for two hospitals



During the six days before Christmas, WPAT AM/FM and our Holiday Helpline Radiothon helped raise thousands of dollars for St. Joseph's Hospital and Barnert Memorial Hospital. With the help of celebrities like sports stars Bill Bradley and Larry Doby and comedienne Selma Diamond, WPAT urged its listeners to respond to the plight of two of their community's hospitals. The response was heartening. But we accomplished more than

raising money. During the Radiothon, doctors, nurses and other staffers explained how the pinch their hospitals were in was affecting their patients. For example, indigent patients who were treated formerly without charge now had to pay \$5 for emergency room care. And only those Medicaid patients with incomes below \$3,960 per year were eligible for reimbursement. In many cases, people earning just over

\$3,960 left without paying their bills. As a result, New Jersey lawmakers and former patients reported on the hardships caused by the income cutoff and urged support of pending legislation to increase to \$5,400 the income-level reimbursement to Medicaid patients. Thanks to the generosity of WPAT listeners, we provided much needed emergency relief.

**WPAT**  
Paterson

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

meeting. Las Vegas Hilton, Las Vegas.

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

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

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

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

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

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

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

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

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

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

■ **April 14**—FCC's new date for comments on petition by Council for Children, Media and Merchandising to amend commission's children's programming reporting form (RM-3054). FCC, Washington.

**April 14-15**—*Radio Television News Directors*

region one seminar. Seattle.

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

**April 14-15**—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

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

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

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

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

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

■ **April 16-21**—The 28th Broadcast Industry Conference of *San Francisco State University*. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker April 21. San Francisco.

■ **April 17**—FCC's deadline for comments on Office of Telecommunications Policy and Department of Commerce petitions to promote broadcast ownership by members of minority groups (RM-3055). FCC, Washington.

■ **April 17**—Application deadline for journalists interested in participating in *National Endowment for the Humanities'* summer humanities seminars. Program brings journalists together with literary scholars, philosophers and others for month of full time tuition-free study. Journalists selected receive \$1,200 stipend and reimbursement for travel. Write: Professions Program, Fellowships Division, National Endowment for the Humanities, Washington 20506.

**April 19-20**—*Alabama Cable Television Association* annual "Citizen of Year" awards meeting. Honored will

be Fred Sington, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

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

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

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

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

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

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

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

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

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

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

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

■ **April 24**—Symposium on television in the courtroom, sponsored by *Alpha Epsilon Rho, the National Honorary Broadcasting Society*. Lawson Hall, Southern Illinois University, Carbondale.

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

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

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

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

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

**April 28-29**—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque, N.M.

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

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

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

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

## May

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

**May 2**—*Television Bureau of Advertising* retail

# DASH® (DELTA AIRLINES SPECIAL HANDLING) GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. What's more, DASH serves 85 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals. The charge for DASH shipments between any two of Delta's domestic cities is \$30. Rate is \$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco. There is an extra

charge for pick-up and delivery. For pick-up and delivery, call 800-638-7333, toll free. (In Baltimore, call 269-6393). Special DASH airbill provides speedy documentation. Special DASH bag makes identification easy. DASH shipments are prepaid.

You may pay for your shipment with cash or approved credit or an acceptable major credit card. For full details on rates and shipping information call your nearest Delta air cargo representative.

**DELTA IS READY WHEN YOU ARE®**



# A lot of talk finally did somebody a lot of good



She's Olga Mele; a 59-year-old community worker from Hartford. And this year Olga Mele was one of five persons in the United States to receive the 1977 Jefferson Award. This prestigious award from the American Institute for Public Service honors the highest ideals and achievements in public service benefitting local communities. We think that's terrific. But what's even better is how she won it. WTNH-TV asked its viewers to determine the top five "good neighbors" in the Channel 8 viewer area. We received about 150 heartwarming reports of

people responding to other people's needs. Fifty of the letters told of Olga Mele and the praiseworthy work she has been doing as a counselor, job developer and fundraiser for various community service activities on behalf of the Puerto Rican people in Hartford. We're proud of our local "good neighbors" and thought even more people should hear about them. So we produced a 30-minute documentary showing each at work helping people in their Connecticut communities. And after that film everything snowballed. The American

Institute for Public Service liked our way of listening to people so much, it asked us to tell other stations how we developed our awards plan. Now the Institute tells us it's hard pressed to keep up with the various news media which want to help out with the Jefferson Award nominations as we do. Some people think the trouble with the world is a lack of communication. But we showed that when you talk to people, they talk back. And, in this case, with good results.

**WTNH-TV**  
New Haven

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

workshop. Waldorf-Astoria, New York.

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

■ **May 4-5**—Annual meeting of *Public Broadcasters Organization of Michigan*. Beyne Highlands, Mich.

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

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

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

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

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

■ **May 12**—FCC's new date for comments in its proceeding examining certain changes to the Cable Television Relay Service (Docket 21505). Replies are now due June 12, FCC, Washington.

■ **May 15**—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hyatt on Union Square, San Francisco.

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

**May 18**—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Sheraton Harbor Inn, San Diego.

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

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

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

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

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

■ **May 18**—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Marriott at Kansas City Airport, Kansas City, Mo.

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

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

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

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

■ **May 22-23**—*Virginia Cable Television Association* spring meeting. Technical sessions will be set up with cooperation of *Society of Cable Television Engineers*. Holiday Inn, Roanoke, Va.

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

**May 23**—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.

■ **May 23**—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Red Coach Convention Center, Portland, Me.

**May 23-25**—Electro78 international electronics show and convention, sponsored by *New England and*

*New York chapters of Institute for Electrical and Electronic Engineers and Electronic Representatives Association*. Hynes auditorium and Sheraton-Boston hotel, Boston.

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

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

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

## June

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**June 16-18**—Annual convention and awards banquet of *Chesapeake AP Broadcasters Association*. Hunt Valley Inn, Cockeysville, Md.

**June 17-20**—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

# RELUCTANT REGULATORS

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Mal Oettinger

A former FCC consultant and a long-time broadcast industry reporter take an insider's look at how the complicated game of broadcast regulation is really played.

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Thirty-six community leaders took part in our studio discussion and in talks with phone-in listeners. It wasn't easy keeping the exchanges under control, considering the panelists who got hot under the collar — but we managed.

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## KPOL

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

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

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

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

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

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

■ **June 23-24**—National meeting of *Radio Television News Directors Association of Canada*. Bayshore Inn, Vancouver, B.C.

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

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

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

## July

**July 12-16**—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

**July 15-18**—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

**July 16-18**—*California Broadcasters Association* midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

# Open Mike<sup>®</sup>

## Sound reasons

EDITOR: I'd like to comment on the letter from Bud Andrews of WXQR (FM) Jacksonville, Fla. (BROADCASTING, March 13) where he refers to the poor technical quality of the sound being transmitted by far too many U.S. radio stations.

We at Bonneville Broadcast Consultants are very concerned about this deficiency and spend a great deal of time counseling our client stations on matters relative to engineering.

There's no question that the manufacturers produce broadcast equipment capable of top quality transmission. The problem stems from the fact that most station managers are sales oriented and have little technical knowledge and sensitivity. At many radio stations the engineers have too much of a load to carry so they just keep the station on the air. In other cases the engineer just does not have the skill or commitment to keep up with the heavy maintenance that is required to keep a radio station operating at peak performance.—*Marlin R. Taylor, president, Bonneville Broadcast Consultants, Tenafly, N.J.*

## The royalty treatment

EDITOR: I am getting sick and tired of hearing my fellow broadcasters fuss about the proposed performer royalties. Without music, radio broadcasting would be out of business in a month. The proposed royalty rates are minuscule.—*Glenn F. Cunningham, Wiscasset, Me.*

## Shut the door

EDITOR: Why is it so important that television cameras penetrate the halls of Congress?

After viewing the "Segment 3" portion of the NBC *Nightly News*, which

spotlighted Canadian televised parliamentary sessions, I am more convinced than ever that it is unwise to open the U.S. congressional doors to the networks.

As exemplified in Tom Pettit's report, an advertising agency has already capitalized on the recognizable national attention factors involved by conceiving a biting humorous Canadian tea commercial.

I am afraid it would not be long in this country before a shrewd record company would release a top-40 novelty hit such as *Roll Out Those Lazy, Hazy, Crazy Days of Congress* and you would soon see a decline in public confidence in the federal government.

I am certainly not opposed to the ready accessibility and free flow of information, but I fear the unfortunate moments during a long debate or boring speech when insignificant human foibles become Johnny Carson monologue material. There are some American institutions that simply require the deference of privacy in order to function and I feel one of these institutions is the Congress.—*Joe Caravello, news director, KELD(AM) El Dorado, Ark.*

## The hard way

EDITOR: Your editorial comment under the letter from James DeBold of WVII-TV Bangor, Me., in "Open Mike" March 6 is incorrect in stating none of the Bangor stations is equipped for live remotes. At this very time, WABI-TV is televising live from the Bangor auditorium, for the 25th consecutive year, the annual eastern Maine high school basketball championships. We have done many live remotes through the years, without the benefit of a convenient remote van. That means blood, sweat and tears, brother.—*George Gonyar, vice president and manager, WABI-AM-TV-WBGW(FM) Bangor, Me.*

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# The world's oldest profession now employs kids



Not all boys play Little League baseball. Or deliver newspapers.  
Or enjoy a loving home.  
Because they're involved in male prostitution.  
We knew the problem existed in Houston. And we knew it was not  
something people should ignore. But what we didn't know was  
how widespread it was. So for two years we researched the young  
"male streets" of Houston, Los Angeles and New York City.  
The result: an 11-part series entitled "Boys For Sale," that tells  
it like it is and why some people are doing something about it.  
Several churches and civic organizations have started programs  
to educate boys away from prostitution.  
And the Houston Police Department is going after  
the leaders of these male prostitution rings.  
Hopefully, boys can be boys again.

**KTRK-TV**  
Houston

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CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

# Thanks to KFSN-TV "you (don't) gotta have heart"—disease



During the past year, our 10-part series, "It's Your Heart," laid on the line the facts about cardiovascular disease. It told people how to protect themselves from becoming one of the 70,000 persons that heart disease claims each year. How? Stop smoking. Stop stuffing cholesterol into your body. Exercise. Check your blood pressure. And don't lead your children into a lifetime of heart trouble by feeding them fatty foods. And people listened. In fact they listened so well the Central Valley Heart Association gave KFSN its first-ever "Media Award." That's KFSN reporting. After all, you "gotta have a heart" to help people keep theirs.

**KFSN-TV**  
Fresno

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

## Top of the Week

### Allbritton backs out of WJLA-TV deal

**Swap with CCC for KOCO-TV and \$55 million in preferred stock is off; Washington wheeler-dealer cites citizen groups' court fight**

The station sale described as the largest in television history—that of WJLA-TV Washington—has collapsed. Joseph L. Allbritton, who had agreed to sell it to Combined Communications Corp. in a transaction observers said was worth \$100 million to Mr. Allbritton, called the deal off on Friday (March 24).

Mr. Allbritton, who exercised a right given either party in an agreement extending the life of the contract beyond March 3, acted 11 days after the FCC approved for a second time the complicated transfer.

The apparent reason for Mr. Allbritton's action was the complication caused by the court appeal of four citizen groups who are opposing the sale.

Karl Eller, president of CCC, had objected to completing the sale while the appeal is pending. Mr. Allbritton noted that in his letter to CCC, and added: "Rather than prolong the present state of uncertainty concerning our proposed transaction, the most practical course of action under the circumstances is to terminate the agreement."

Mr. Eller did not try to hide his feelings. "Sure I'm disappointed," he said. "It wasn't our idea [to terminate]. We'd still like to do the deal. But we couldn't close with the appeal pending." He tried to strike an optimistic note, saying, "We've still got a fine station in Oklahoma City, of which we're proud." But then he said, "This was a tough one."

Under the agreement, CCC's KOCO-TV Oklahoma City was to have been transferred to Mr. Allbritton, along with \$55 million in nonvoting, preferred CCC stock. The use of preferred stock was accepted by the commission as insulating Mr. Allbritton from the multiple-ownership and media-crossownership rules.

Mr. Allbritton proposed to sell the station in accordance with a condition the commission attached to its approval of Mr. Allbritton's acquisition of Washington Star Communications Inc. in 1976. He was



Allbritton

to sell either the *Washington Star* or WJLA-TV in three years. However, after the commission's initial approval of the station sale, on Jan. 12, Mr. Allbritton announced his intention to sell the newspaper to Time Inc.—an announcement that triggered the commission's reconsideration of its original decision.

The sale of the *Star*—for \$20 million plus at least \$8 million in *Star* obligations—does not free Mr. Allbritton from problems with the crossownership rule. Under his agreement with Time, he is to remain as publisher of the *Star* for at least five years, and Mr. Allbritton has told friends he intends to serve in that capacity. And the commission, in its March 10 order reaffirming the earlier approval of the WJLA-TV sale, said the media crossownership rule refers to control as well as ownership and therefore would apply to him as publisher of the *Star*. If the WJLA-TV sale were not consummated, the commission said, Mr. Allbritton would require a waiver of the rule to retain the station and his post with the *Star*.

That option seems hardly realistic, given the circumstances of the case and the commission's increasingly strong preference for diversity of voices. So assuming Mr. Allbritton's intention to honor his agreement to remain as publisher of the *Star*, he must—under the present deadline—find another buyer for WJLA-TV by January 1979. The growing speculation in Washington, however, is that Mr. Allbritton will ultimately sever his ties with the *Star*, and hold on to the station that now bears his initials.

### New initials stamped on communication regulation: NTIA starts up

**President expected to have signed order creating new agency by today; all seem ready to accept order creating unit, which is to be put in Commerce, headed by Geller**

The National Telecommunications and Information Administration, an agency that has had an unusually difficult gestation period, is due to emerge into the Washington spring this week, with the signing, expected by today, of an executive order by President Carter.

A signal that all was well, finally, with the President's plan to combine most of the responsibilities and functions of the White House Office of Telecommunications Policy and the Department of Commerce's Office of Telecommunications in a new unit in Commerce, came Wednesday when the White House announced plans to nominate Henry Geller as the assistant secretary to head NTIA. The Senate Commerce Committee is expected to hold a hearing on the nomination by mid-April.

Mr. Geller, 54, a former deputy general



Geller

counsel and general counsel of the FCC under Presidents Kennedy and Johnson, remained active in communications matters in recent years, first with the Rand Corp., then, since 1975, as a communications fellow with the Aspen Institute Program on Communications and Society.

As the assistant secretary in charge of NTIA, Mr. Geller will run an agency of some 300 persons with a proposed budget of almost \$12 million and a grant of power he feels is sufficiently broad to affect telecommunications policy in a variety of areas—from the FCC's fairness doctrine to the encouragement of the already rapid development of telecommunications technology.

But NTIA has had a difficult time coming into existence.

Reorganizing OTP was one of the first projects undertaken by the Carter transition team after the election. And the proposal to create the unit now known as NTIA was part of the first government reorganization plan—dealing with the executive branch—that the White House sent to Congress. The plan became effective in October.

But it has taken five months for officials of affected agencies—Commerce, the Defense Department, the Office of Management and Budget, among others—to agree on an executive order implementing the plan.

In fact, even after all of the parties were believed to have agreed, if grudgingly in some cases, to a final order, Secretary of Defense Harold Brown complained personally to President Carter on Thursday about an aspect dealing with the Defense Department. However, White House aides on Friday expressed confidence the matter could be ironed out in a manner all the agencies involved "can live with."

Although the plan, basically, was to shift OTP's functions and responsibilities to the new unit in Commerce, each of the affected agencies saw in successive drafts

of the order language stripping it of responsibilities and assigning them elsewhere.

Last week, however, after additional discussions with the reorganization team from OMB, Mr. Geller, who has been serving as a consultant to Commerce, helping in the establishment of the new unit, pronounced himself satisfied with the final version of the executive order sent to the President for his signature.

Although the text of the order will not be released until this week, enough information about it has surfaced to make it clear why Mr. Geller, at least, is satisfied.

First, with the help of Mary Jo Manning of the staff of the Senate Communications Subcommittee, Commerce won a point in the last controversy over the executive order that involved the question of whether the secretary of commerce would be called, as the director of OTP was, the President's "principal adviser" on telecommunications matters. The problem was that OMB, it had been agreed, was to be the President's principal adviser on procurement and management of telecommunications systems.

The solution was to label OMB the principal adviser in that respect, and the secretary of commerce the principal adviser on telecommunications matters in most other areas—those relating to technological and economic advancement of the nation, and to the regulation of the telecommunications industries.

Furthermore, the order is understood to assign NTIA the function of developing and setting forth plans, policies and programs in those areas. However, NTIA in that role will be authorized only to propose; the FCC and Congress will have the power to dispose.

One area in which its authority is dominant is in the management of the government side of the spectrum. NTIA establishes policies governing the allocation and assignment of that portion of the



**His honor.** The Gold Medal of the International Radio and Television Society was accepted on behalf of ABC Inc. by ABC Chairman Leonard H. Goldenson (1) from Giraud Chester of Goodson-Todman, IRTS president. The occasion was a dinner Wednesday night at New York's Americana hotel, attended by 900 IRTS members and guests, the largest crowd in the 19-year history of the awards. The award, in the 25th anniversary year of ABC's present ownership and management, recognized "the many innovations of this great company which, under the leadership of [Mr.] Goldenson, has been so remarkably successful at doing things differently that it has had a profound effect in shaping the development of broadcasting over the past quarter-century." Mr. Goldenson said innovation is the secret not only of ABC but of the broadcasting business and pledged that ABC will stay "in the forefront of innovation."

spectrum, and all government agencies must consult with NTIA.

Some on Capitol Hill who had been concerned that the executive order would not be consistent with the plan are not entirely satisfied with the final draft. But one staffer resolved doubts with the observation that Mr. Geller's authority will depend more on his imagination and "willingness to rock boats."

For the record, Mr. Geller was known as an activist at the FCC.

## In Brief

President Carter is expected to name **Robert Pitofsky**, 48, Georgetown University law professor and associate of Washington law firm of Arnold & Porter, to vacant seat on Federal Trade Commission. Mr. Pitofsky said, "I do understand I'm to be nominated," but had no indication when White House would make it official. He was former head of commission's Bureau of Consumer Protection, once was counsel to American Bar Association panel that concluded commission should be abolished if it could not be improved.



**Capital Cities Television Productions** last week claimed still-growing tally of 136 stations (129 network affiliates) and 85% U.S. clearance for *The 45 Billion Dollar Connection*, prime-time hour scheduled for April 27. Special, exploring impact of U.S. dependence on foreign oil on average American, is being distributed on barter basis.

**Cox Broadcasting's** Clifford Kirtland Jr. told stockholders in Atlanta last week that **first quarter sales** are expected to rise 15% and operating income 25%.

**Qube**, its two-way cable service in Columbus, Ohio, has cost **Warner Cable bundle**: Company reported 1977 operating income of \$8.6 million and pre-tax income of \$3.7 million; without Qube, it said, these would have been \$15.7 million and \$11.5 million, respectively. Company had revenues of \$55.7 million, up from \$51.6 million in 1976.

FCC will ask for **Supreme Court review** of appeals court decision overturning commission's rules requiring cable systems to provide channels for public's use. Majority in 4-3 decision is said to have included Chairman Ferris and Commissioners Washburn, White and Brown. Dissenting: Commissioners Lee, Quello and Fogarty.

In sharp turnaround **Time Inc.'s video group** turned in **\$6.1 million in pretax profits** in 1977 after losses of \$1.9 million in 1976 and \$2.8 million in 1975, according to Time's annual report. Group's revenues rose 44% to \$78.8 million. **Home Box Office**, which itself became profitable in 1977 third quarter, was credited as major contributor to group's improvement.

Proposal to permit **radio and television coverage of criminal trials** received major boost last week. American Bar Association's Standing Committee on Standards for Criminal Justice, meeting in Washington,

## FCC enlists in Carter campaign on gobbledygook

**Executive order does not apply directly to commission, but Ferris emphasizes agency's efforts to communicate clearly by his presence at signing**

President Carter last week signed an executive order designed to improve government regulations by, among other things, making sure they are written clearly and simply, and by involving the public in their preparation.

The order applies to executive agencies. But while independent regulatory agencies, such as the FCC, are specifically exempted—"I think their independence should be preserved," the President said in comments at the signing ceremony—he asked them to adopt applicable provisions voluntarily.

He underscored that expressed wish in a letter to the heads of 17 agencies. He said it would be "useful" if the agencies reported to him and Congress on the progress they were making in their programs. He set a June 30 deadline, and said, "I look forward to reviewing these reports."

Furthermore, President Carter managed to point up the role he saw for independent agencies in the effort to improve government regulations by inviting two regulatory agency chairmen to the order-signing ceremony—FCC Chairman Charles D. Ferris and Alfred Kahn, chairman of the Civil Aeronautics Board.

The President also singled out the FCC action in rewriting the citizen band rules in "plain English" as an example of the results he hopes the executive order will produce.

Like most of the other independent



**Cleaning up the language.** Among those present as President Carter signed the executive order last week mandating clear and simple English in government regulation (l to r): Hale Champion, undersecretary of health, education, and welfare; Charles Ferris, chairman of the FCC; Juanita Kreps, secretary of commerce; John O'Leary, undersecretary of education; Robert Bergland, secretary of agriculture; Michael Blumenthal, secretary of the treasury; Joan Claybrook, safety administrator, Department of Transportation; Jim McIntyre, director of the Office of Management and Budget, and the President.

agencies, the FCC had objected last fall, when the order was issued as a proposal, to a suggestion that the order apply to independent agencies. The commission said that it is not subject to the directives the President issues to the executive departments regarding their regulatory functions. But it said it was already following procedures designed to achieve the order's policy objectives.

Last week, however, Chairman Ferris's office acknowledged that the agency would have to travel some distance to implement fully the procedures outlined in the order.

For instance, the commission routinely invites public participation in rulemaking proceedings, not only through its press office but through its *Actions Alert* publica-

tion, which is mailed to some 500 groups.

However, the order also requires agencies to make "early warning announcements" of regulatory actions under consideration. This would involve at least semiannual announcements, which would include the name and telephone number of a responsible agency official. Chairman Ferris's office has been attempting to restore the three-month calendar former Chairman Richard E. Wiley published as a means of setting deadlines for commission and staff, but has been able to publish only one-month calendars.

The order also requires agencies to analyze proposed rules to determine their possible economic impact. The analysis would be expected to include a statement

voted in favor of idea, in action that is expected to result in matter coming to vote on floor of ABA's House of Delegates in August.

□

FCC's Field Operations Bureau has released study on evaluation of loud commercials that asserts **at least one third of TV commercials are "loud."** Report, by William Hassinger, notes experts in field have been unable to arrive at accepted standards for judging loudness. But he says method developed by FOB's Inspections Branch and employing CBS Laboratories loudness level monitor provided evidence that about 35% of 178 commercials examined in study were "loud." He says results are believed to be true for television broadcasting generally.

□

Department of Justice was expected to file brief with Supreme Court late Friday **opposing FCC position in WBAI(FM)** New York obscenity (seven dirty words) case.

□

**James M. Aispaugh**, president of H-R Stone Inc., New York, who began with original H-R Representatives Inc. at its founding in 1950, has sold his large stock interest in representative firm back to corporation and has resigned, effective March 31. **Saul Frischling**, executive vice president of H-R Stone, becomes president.

□

**Seymour Horowitz**, program director of WABC-TV New York, to be named VP-programing for ABC-owned TV stations.

Congress is in recess this week, and House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) is spending it in **Portugal** as delegate to Inter-Parliamentary Union, body with representatives from some 75 parliaments of world, considering problem of terrorism. After Congress resumes April 3, subcommittee continues staff work on rewrite draft, plans another meeting of subcommittee members to discuss cable and broadcasting issues perhaps this week or next, and has scheduled hearings on sports antiblackout legislation in Miami April 28.

□

**Merger talks** between **Combined Communications Corp.**, Phoenix, and **Gannett Inc.**, Rochester, N.Y. (BROADCASTING, March 20), have been called off.

□

**Duke M. Patrick**, 77, communications lawyer for Washington firm of Hogan & Hartson until retirement in 1964, died in Washington March 19 following stroke. He was general counsel of Federal Radio Commission, predecessor of FCC. Survivors include his wife, Gwendolyn.

□

**W. Edward (Ned) Cramer**, 50, with WCB-TV New York 26 years, seven as program director, and later director of broadcasting at CBS's WCAU-TV Philadelphia in 1971-72, was found dead March 12 on boat on which he lived at World's Fair Marina in New York. Death attributed to natural causes.



**On their own.** A national publicity blitz behind Mobil Oil's prime-time access network presentation of *Between the Wars*, a series of 16 documentary half hours featuring former CBS commentator Eric Severeid as narrator, began in Washington last Thursday night (March 23) with a State Department-Foreign Policy Association reception for some 400 guests, including newspaper TV editors flown in from around the country. The series begins Wednesday (April 5), 7:30-8 p.m. NYT, on a 50-station line-up; some \$1.5 million has been budgeted for media sup-

port, in addition to spot announcements on stations carrying the show. At left (l to r): Stan Moger, executive vice president of SFM Media Service Corp., which cleared the access network; Judith Green, national sales manager of WTOP-TV Washington, carrying *Wars* in that market; Alan Landsburg, executive producer of the series, and Herbert Schertz, Mobil's vice president for public affairs and a leading figure in that company's battles with the conventional networks. At right: Hodding Carter III (l), assistant secretary of state, and Mr. Severeid.

of the problem involved, alternative approaches to dealing with it and the reasons for choosing the one adopted. The commission does not now do that.

A provision in the order requiring "sunset" reviews has its counterpart in commission policy. The provision is designed to assure the elimination of obsolete regulations—the goal of the FCC's deregulation policy.

The chairman's office noted that the broadcast deregulation task force has as one of its goals the simplification of commission broadcast regulations. If successful, the task force would accomplish the principal goal of the President's executive order—that regulations be "as simple and clear as possible."

Chairman Ferris put the problem this way: "To a great extent, the rules we have involve lawyers talking to lawyers. It should be the commission talking to the people we regulate."

## FCC gets its right and left hands together on a cable rule

**Significantly viewed signals were required under one rule, forbidden under another for CATV systems; now they're exempted from network nonduplication policy**

What some FCC officials call "a little corner" of the cable television network nonduplication rules was turned by the FCC last week, when by a 5-to-2 vote it exempted from those rules the carriage of significantly viewed signals.

To the majority, consistency in the treat-

ment of such signals was the virtue to be prized: If a station is "local" in terms of the off-air viewing it commands in a community and cable carriage is, therefore, mandatory, it should not be treated as a distant signal for purposes of the nonduplication rule.

The protection that the rule was designed to afford television stations against outside signals would still be available, the majority argued—but through waiver requests. The burden of proving harm would be shifted from cable systems to broadcasters, where, Commissioner Joseph Fogarty said, it belongs.

The question of whether to exempt distant signals that are significantly viewed in a community—signals that are seen off the air at least 3% of total weekly hours and have a net weekly circulation of 25%—has been plaguing the commission for some time. In November 1976, the commission concluded a rulemaking on the subject with a decision not to exempt such signals (BROADCASTING, Nov. 22, 1976). Instead, it said it would adopt criteria for waivers.

That proved beyond the commission's ability. And when the matter came up at a meeting last December, the new chairman, Charles D. Ferris, expressed exasperation. He said rules requiring cable systems to carry distant signals that are significantly viewed but to black them out when they duplicate signals of a local station make the commission look "ridiculous" (BROADCASTING, Dec. 19, 1977).

At the time, there was a question as to whether the commission could reconsider the question on its own motion without a rulemaking. Later, commission attorneys said it could. In any case, the staff came across a petition for reconsideration, by Moscow TV Cable Company Inc., that provided the basis for last week's action.

The burden of arguing for retention of the rule was carried by Commissioner Ab-

bott Washburn. "If there is one rule that can be protected, it's the nonduplication rule," he said. "The commission has been consistent on this . . . Outside signals are not local . . . When they duplicate local station programming . . . they detract from the ability of the local station to provide local service—the basis for television in this country."

And the deputy chief of the Broadcast Bureau, Martin Levy, argued that the rule is not burdensome for cable systems—they must maintain equipment to implement the nonduplication rule in any case—and does not deprive the viewer of any programming. On the other hand, he said, it protects local advertising—on which the small-market broadcaster particularly relies—against capture by distant stations.

But even Commissioner Washburn conceded the force of the consistency argument, as made last week by Commissioner Tyrone Brown. Commissioner Brown noted that the significantly viewed test was developed as a standard for "local" stations. If the commission is interested in a new definition, he said, he is prepared to consider one.

Chairman Ferris sought to ease the minds of broadcasters concerned about the impact of the commission's action. First, he said, he too shares concerns expressed for small-market stations. (Mr. Levy had suggested, without success, that, at a minimum, the commission continue to provide for protection of stations with a circulation of 30,000 households in prime time.) But, he said, "they would have the waiver procedure if they are burdened."

Joining Chairman Ferris and Commissioners Fogarty and Brown in the majority on the issue were Commissioners James H. Quello and Margita White, both of whom concurred in the result. Commissioner Robert E. Lee joined Commissioner Washburn in dissent.

# In this scene, the producer was the star



Women are so fearful about breast cancer, they sometimes ignore its symptoms. Until it's too late. Our own Peggy Mann knew all about that fear. She had been through a radical mastectomy herself. As producer of her own show, "At Home With Peggy Mann," she had learned that while fear cannot be banished, it can be eased by reason and evaluation. Publicly and out in the open.

That's how our six-part series of half-hour programs, "Coping with Breast Cancer: The Emotional Malignancy!," came to be aired. Interviews were filmed at Duke Medical Center with surgeons, radiologists, a plastic surgeon, physical therapists and cancer researchers. They reported on advances in treatment and techniques. Women, including Peggy Mann, who had undergone surgery for breast cancer told about their experiences — in a positive way. We think lots of women will be less frightened about breast cancer because of Peggy's series. Many of them will live longer, too.

That's why we like to get things out in the open — once you know about them, you're better prepared to deal with them.

**WTVD-TV**

Durham/Raleigh

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

## CBS safeguards on sports shows already in works

**Network prepares guidelines to prevent recurrence of mishaps such as tennis promotion for which it's currently on the FCC grill; ABC expects to be asked about its precautions to avoid repeat of boxing incident**

The FCC gave CBS 30 days to explain what steps the network is taking to avoid further inaccurate promotions of sporting events, such as those that occurred with several "winner take all" tennis matches, but the network was way ahead of the commission.

CBS Sports has for months been taking great pains to establish just such procedures—in unparalleled detail—and the FCC is certain to receive a full briefing on them when CBS complies with the commission's request (BROADCASTING, March 20).

The keystone to CBS's efforts is CBS Sports President (until April 15) Robert Wussler's 10-page memorandum on procedures that spells out for all employees of the division exactly what needs to be known about an event and who—from standards and practices executives to on-air announcers, dozens of people in all—needs to know it (BROADCASTING, March 13).

Beyond that, however, a number of "self-imposed" regulations have been added since last spring to govern sports promotion and advertising, according to Don Wierderecht, director of communications for the division. Those include, he said, the use of generic instead of individual photographs in advertisements to avoid misleading viewers in the event that a star—say, basketball pro Julius Irving—ends up not appearing in a game as scheduled.

The division also is paying closer attention to its press releases, Mr. Wierderecht said, making sure, for example, that copy reads "is scheduled to appear" instead of "will appear." And the ads also clearly indicate whether an event is to be broadcast live or on tape.

Less certain is what CBS's response will be to two other matters of concern to the FCC: the possibility that Mr. Wussler made inaccurate statements during the investigation about promotional considerations given to hotels, and efforts taken by the network to correct the misinformation broadcast concerning the purses in the "winner take all" tennis matches.

Asked about the former issue, Mr. Wussler replied, "I do not feel as though we committed any errors or broke any rules or laws." As for the latter, Mr. Wierderecht noted, as did the FCC, that announcer Pat Summerall had made one

on-air correction of the facts. It is not known whether that announcement will satisfy the FCC, or whether CBS will make other attempts to set the facts straight.

Whatever the network's response to the FCC, its tone is certain to be one of appeasement. "I think the over-all effect [of the investigation] has been a very positive one," Mr. Wussler said in an interview before the FCC's censure. "Some of the people around sports at this network and at other networks and some of the people who dealt with the networks were just very naive. Sports is fact broadcasting . . . and we have taken the position that as a result of that our people have responsibilities. They can't just sit there and say, 'Nobody told me.' They have to go out and check and call. There hasn't been enough of that in the sports world."

That attitude will also apply to the division's relationships with promoters, Mr. Wussler said. Presumably the network will note in its report to the FCC that it terminated its relationships with the promoter of the winner-take-all events, Bill Rordan, since CBS took the unusual step of issuing a press release to announce that termination last summer.

Not referring specifically to Mr. Rordan, Mr. Wussler characterized some sports promoters as "fly-by-night operators" who don't always deliver what they say they will. "An organizer can be very good at his business or he can be quite sloppy at his business," Mr. Wussler said. "He doesn't answer to anybody but the local bank . . . We now write a very tough contract. We ask far more questions than we used to."

Over at ABC, expectations are that the FCC will ask what steps have been taken to avoid a recurrence of the negligence the commission found responsible for the problems with the cancelled U.S. Boxing Championships tournament. James Spence, senior vice president of ABC Sports, said last week one response was to have the division's boxing expert, Alex Wallau, investigate the rankings of any fighters appearing on the network to insure their legitimacy. Mr. Wallau conducted a similar investigation of the scheduled participants in the U.S. Boxing Championships, but his report concluding that most of them were either unqualified or "marginal" was ignored by executives in the department.

Another recent action, besides the division's existing policies for assurance of accurate promotion and the like, was the drafting of a guidelines memorandum by legal affairs vice president Charles A. Smiley Jr. Mr. Spence described the document as "multi-page," but he said it was for internal use only and not available for release.

Sports executives at NBC, who face no FCC action, say they want to keep it that way. Accordingly, compliance and practices Vice President Alan Gerson is in the process of adapting a version of the network's compliance manual specifically for use in relation to sports events. Mr. Gerson also said that he or members of his department

meet with promoters to discuss their events before a contract is signed—ABC does not take that precaution, according to Mr. Spence—and that regular brainstorming meetings are held in the sports division to discuss and analyze issues of compliance.

Don Ohlmeyer, executive producer of all NBC Sports programs, explains the atmosphere this way: "I think it [the House subcommittee investigation into network sports] scared a lot of people," he said. "People are going to be a lot more cautious. Sports television now faces a very important period where we are going to have to police ourselves or have laws made for us."

## A gloomy Dann looks at the future of TV programming at CBS and NBC

**Former CBS program chief sees those two networks going in for more stunting to win back viewers, resulting in drop in quality, sponsors and affiliate clearances**

CBS-TV and NBC-TV face a "critical" period in the coming year as soaring program costs and failing series chip away at revenues and force more desperate scheduling tactics which in turn will drive away advertisers, affiliates and viewers, in the opinion of Michael H. Dann.

Mr. Dann, head of programming at CBS from 1963 to 1970, now a TV consultant for Warner Cable Corp. and others, made his gloomy predictions to members of the National Academy of Television Arts and Sciences at a luncheon in New York last week. Pointing to the dismal success ratio of CBS's and NBC's new series entries this season—25 shows, none of which won their time periods, according to his calculations—Mr. Dann foresees those networks resorting by necessity to more one-shot specials, miniseries and expanded episodes of the successful shows they do have. Reminded that NBC and CBS programmers have promised less stunting next year, Mr. Dann replied, "Don't believe pronouncements, especially from current executives."

The increase in those maneuvers will bring a simultaneous need to cut costs elsewhere, Mr. Dann believes, and he expects the over-all quality of programming to bear the brunt. His prediction: Imitation will replace experimentation, lowest-common-denominator fare will take precedence over the more esthetic values of such shows as NBC-TV's *Holocaust* and *King* this year, and news, children's and daytime programming also will suffer.

"Historically, when top management



# J.P. McCarthy puts kids on ice



WJR-Radio's own J. P. McCarthy, the fellow who wakes our listeners every morning with his "Music Hall" show, helped raise the money the Detroit P.A.L. needs to keep kids on solid instead of thin ice.

As the driving force behind the "J. P. McCarthy Police Athletic League Golf Tournament," J. P. helps raise more than \$100,000 annually. And that's over half the sum the P.A.L. needs to run its year-round inner city athletic programs.

And through his golf tournament, J. P. helps publicize how much the P.A.L. means to Detroit. And how our city's police officers coach the kids on their own time.

That's community involvement. And that's one of the things WJR is all about.

**WJR**  
Detroit

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

has faced excessive program costs, they cut back substantially on program expenditures," Mr. Dann said. "You can't get as quick an okay, [because] they can't afford it... Next year's season will not be a better season compared to what we have on now. We'll all be riding coach—it will be an era of frugality."

The chief reason for the failures of CBS's and NBC's \$140 million-worth of new series this year, Mr. Dann said, was the lack of strong programs with which to surround them for support (the "hammock" theory of programing, which Mr. Dann said "has always been the key" to successful introduction of new shows). He believes that, beyond luck, the only way to overcome those odds is to develop new series forms, as represented by the success of such programs as *Laugh-In* and *All in the Family*. "Tragically," Mr. Dann said, no new forms were in evidence this season. And since he sees nothing new in the works for next year—including sex, which he says has increased in permissiveness but not so much in frequency—Mr. Dann envisions no threat to ABC-TV's dominance until at least 1982-83.

In areas of the industry outside the networks, Mr. Dann predicted the following repercussions:

■ For stations—There will be more refusals to clear network programs, not because the quality of the shows is bad, but because their ratings will be low. The affiliates will therefore be more in the market for syndicated product, much of it original, since the availability of off-network reruns will shrink with the number of successful network shows.

■ For advertisers—"Large blocks of money are leaving the networks," Mr. Dann said, "because they can't get the consistency [with all the schedule disruptions]." If Bristol-Myers wants to introduce a new deodorant on March 5, a

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**Second time around.** Former CBS-TV program chief Michael Dann said in a speech last week (story above) that history has shown that viewers will remain loyal to their favorite shows even to the extent of watching rerun episodes. The prime-time ratings for the week of March 13-19 bear out that theory. Ten reruns made it into the top 20 shows, seven of them belonging to ABC-TV (*Laverne and Shirley*, *Three's Company*, *Happy Days*, *Charlie's Angels*, *Love Boat*, *Barney Miller* and *Eight is Enough*) and three CBS (*M\*A\*S\*H* and two specials, *The Easter Beagle* and *The First Easter Rabbit*). ABC won the week with a low 18.8 average to CBS's 18.3 and NBC's 17.1. That makes it 25 weekly wins for ABC since Sept. 5, 1977, compared to CBS's two and NBC-TV's one. ABC said its string of wins now represents the most a network has dominated primetime since 1963-64, when CBS won every week of the season. ABC is now shooting to top its 1977-78 record of 35 weeks in first place.

make-good a month later doesn't interest a product manager, Mr. Dann said.

■ For program suppliers—"It's going to be a great era for suppliers," Mr. Dann said, because of the increased demand for product on both the network and station levels. "I suggest to you that the suppliers will have a lot more strength and clout than they've ever had before."

Mr. Dann said after his speech that he had been asked to re-enter the network arena in a job other than programing (a pressure cooker to which he has said he would not want to return but he would not say who offered or whether he would accept. He made several references during his speech to recent phone conversations he has had with Fred Silverman, whom Mr. Dann hired at CBS-TV and who is now waiting to assume the presidency of NBC.

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## 'Hulk' is only hit among latest tryouts

**CBS show scores a 36 in its second outing; 'Brockleman' does respectably for NBC**

Among the most recent crop of new series to appear on the prime-time schedules of the three commercial networks, there appears to be one new hit: CBS-TV's *The Incredible Hulk*.

In its second week as a regularly scheduled program, *Hulk* (9-10 p.m. Friday NYT) scored a 36 share on March 17, two points higher than its premiere episode a week earlier and 11 points higher than its lead-in, *Wonder Woman*. *Husbands*, *Wives and Lovers*, another new CBS show, follows *Hulk* at 10-11 p.m. It moved from a 26 share its first week to a 30 in its second with the help of weaker-than-usual competition from NBC-TV (a 28-share Dean Martin special instead of the usually strong *Quincy*).

*Hulk* and *Husbands* are the only two of the newest entries to win their time periods, and although instant hits may be considered rarities, many of the new shows have but a few weeks to prove themselves. (*Hulk* and *Husbands* are not in that category; both are to be left on indefinitely.)

Of the two premieres during the week of March 13-19, NBC-TV's *Richie Brockleman*, *Private Eye* was the strongest contender, turning in a 29 share in a face-off with CBS's *Hulk*. *Brockleman* was introduced in an earlier episode of *The Rockford Files*, which he replaces for five weeks, and the test of whether he can hold *Rockford's* viewers should come in ensuing outings. CBS premiered *Sam*, Jack Webb's new cop-and-dog show, on Tuesday (8-9 p.m.). It pulled a 24 share, better than both its predecessors in that time period, *Celebrity Challenge of the Sexes*, and its competition from NBC, the new *Chuck Barris Rah Rah Show* (8-9 p.m.), which continued an apparent slide to oblivion with a 16 share. CBS's *Shields and Yarnell* showed little improvement following *Sam*, pulling an 18 share. Reruns of

ABC's *Happy Days* and *Laverne and Shirley* wiped them all out with 41 and 45 shares, respectively.

Two shows slipped in their second outings: CBS's *The Return of Captain Nemo* (8-9 p.m. Wednesday) had a 24 share against regular competition. It had done four points better against specials in its premiere a week earlier. ABC's *Having Babies* (10-11 p.m. Tuesday) dropped four points from its premiere, to a 28 share.

Of entries that have been on a few weeks longer: NBC-TV's *Quark* (8-8:30 p.m. Friday) and *Project UFO* (8-9 p.m. Sunday) are still slipping, with 23 and 28 shares respectively (although *UFO* faced specials competition from CBS on March 19). CBS's new Monday night lead-off half hours, *Good Times* (8-8:30 p.m.) and *Baby, I'm Back* (8:30-9 p.m.) re-entered the picture after a week's hiatus for a special, and both dropped drastically to 20 shares. They faced NBC's *Little House on the Prairie*, which concluded a two-parter in which one of the little girls goes blind. That was the top-rated show of the week with a 46 share. Against it, ABC tried again with *Lucan*, which pulled a 32 share.

Finally, ABC's new *Fantasy Island* and *How the West Was Won* are holding steady as substantial new hits, with 37 and 35 shares, respectively.

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## Dallas, derby and disco

Rich Texas ranchers, pretty Pittsburgh roller-derby girls and infatuated New York teen-agers are the subjects of three new series hopefuls that have been given short-run tryout slots on the prime-time schedules of CBS-TV and NBC-TV.

For five weeks beginning April 2, CBS will move *Dallas*, a one-hour drama that picks up where the movie "Giant" left off, into *Carol Burnett's* 10-11 p.m. NYT time period on Sunday. Leonard Katzman is the producer for Lorimar Productions.

On NBC, *Little House on the Prairie* will be put out to pasture for four weeks for two new sitcoms, *Roller Girls* (8-8:30 p.m.) and *Joe and Valerie* (8:30-9 p.m.). *Roller Girls*, a James Komack production, centers on the adventures of the Pittsburgh Pitts, a female roller-derby team. *Joe and Valerie* portrays two teen-aged lovers from blue-collar families who fall in love at a discotheque. Bernie Kahn is the producer.



*Roller Girls*: It's the Pitts.

# We're helping North Texas students weather storms



The North Texas territory gets its fair share of tornados. And when a twister hits there's not much you can do about it except batten down the hatches. That's why during the 1977 school year WBAP placed special radios in the office of each superintendent of the 116 North Texas school districts... radios that are automatically activated when our station broadcasts local emergency messages such as tornado alerts and warnings. WBAP is the first station to provide this kind of service. And as members of the North Texas community, we're proud to pioneer this concept. Especially if it means better protection for our children and peace of mind for their parents. At WBAP, we're here to serve people. Rain or shine.

**WBAP**

Dallas/Fort Worth

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

## High court is asked to hear case alleging that TV drama inspired crime

**NBC, KRON-TV ask Supreme Court to review \$11-million suit filed three years ago claiming 'Born Innocent' scene prompted similar attack on young girl**

NBC and KRON-TV San Francisco have asked the U.S. Supreme Court to consider whether a broadcaster can be sued for negligence in presenting a drama because persons might imitate a scene and commit a criminal act that causes injury.

At issue is an \$11-million suit that involves the broomstick-rape scene of a young girl in *Born Innocent*, a television motion picture NBC broadcast—and KRON-TV carried—on Sept. 10, 1974. The mother of an 11-year-old girl brought suit, claiming her daughter, who was 9 at the time, was attacked by girls who wielded a Coca-Cola bottle in an attack allegedly patterned after the one shown on the network (BROADCASTING, Oct. 14, 1975).

The trial judge in the case dismissed the suit. He agreed with NBC's contention that the First Amendment protects broadcasters against such suits (BROADCASTING, Sept. 20, 1976). He said, "The state of California is not about to begin using negligence as a vehicle to freeze the creative arts."

However, the mother appealed, and the California Court of Appeals overturned that decision. It directed the lower-court judge to hold a jury trial on questions of

fact that had been raised (BROADCASTING, Nov. 14, 1977). The court said that, "despite First Amendment protections," the plaintiff is entitled to attempt to show that the broadcast of the movie "resulted in actionable injuries."

NBC and KRON-TV, in urging the Supreme Court to review that decision, said the plaintiff's theory that "the tort [wrong] of 'imitation' may, consistently with long-standing First Amendment principles, be permitted to survive" is "simplistic ... novel ... insidious ... [and] unbounded." The suit claims, the petition for review added, that those who create and exhibit artistic works are liable for injury caused by imitation of any aspect of the expression, "no matter how deprived the actor who actually causes the injury."

Furthermore, the petition argues the trial itself, regardless of the outcome, would have a potential inhibiting effect. For even if NBC and KRON-TV prevail on one or another of their defenses—that, for instance, the assailants in the incident had not seen the program—the "tort of 'imitation'" would survive. And if the petitioners lost, "the range and variety of the entirety of the creative arts" would be "chilled" during the "months or years" of appeals.

## A soap from Syndicast

Still another syndicated soap opera—following Y&R Ventures' *High Hopes* and JWT Syndication's *Gold Coast*—was entered in the marketplace last week as Syndicast Services wired stations about *The Unknown*, a daily barter vehicle it's pursuing for this fall.

The series, to be produced by Time-Life Productions, was described as involving a young woman "who is granted a strange

power of vision" and a man "who seems to know more than he should" and is "the mysterious gift-giver who weaves through [her] life ..." In exchange for airing the half-hour series with national advertising (Syndicast said it was close to signing advertisers last week), stations would be given three or four local minutes per episode.

Syndicast also began offering four one-hour documentaries from Witness Productions' *What Do We Know Now That We Didn't Know Then* series. The shows being produced, and available for cash, are "World War II Dirty Tricks," "UFO's," "Jack the Ripper" and "The Romanov File." One-a-month play is expected beginning in September.

## All the drama that's fit to broadcast

**'Times' forms a TV production firm and plans to offer access documentaries in January; company makes debut with show on the Oscars this week**

The *New York Times* hopes to break into series television next January. It has its sights set on prime-time access play for 13 half-hour documentaries called *Portraits of Power: Those Who Shaped the Twentieth Century*.

Production is a joint venture of the newly formed NYT Productions and the *Toronto Star's* Nielsen-Ferns documentary arm. But for historical perspective, the *Times* has gone in-house.

The series editor is military correspondent Drew Middleton, who will be handling segments on Adolf Hitler, Winston Churchill and Charles De Gaulle. Harrison Salisbury, former Moscow and China correspondent as well as assistant managing editor, is responsible for Joseph Stalin and Mao Tse-Tung. Turner Catledge, former Washington correspondent and executive editor, will have Franklin Roosevelt.

Following an introductory first episode, each leader will be profiled in two half hours. There will be a common narrator (yet unnamed) throughout, and the series writers also will offer on-camera comment.

The distribution method for the series has not yet been decided; taking charge there will be the TVS Network.

Although the series isn't planned for airing until January, NYT Productions in a smaller way is to make its TV debut this week with *Fifty Fabulous Years: Filmmakers Salute Oscar*, a 90-minute syndicated special TVS has been selling in advance of ABC-TV's carriage of the Academy Awards ceremony April 3.

The special was produced by the Robert Wold Co. in association with NYT Productions (which provided background material. By early last week, 15 stations, including the Metromedia group, had bought it.



**Keeping up.** In the wee hours of Monday, March 20, Dick Cavett, Public Broadcasting Service President Lawrence Grossman and British actress Jean Marsh held forth at the conclusion of PBS's *Silver Marathon*, 30 hours of continuous national programming that concluded the system's 16-day-long *Festival '78*. As public stations were calculating viewer pledges received during the annual event, PBS reported preliminary totals of \$12,465,431, with an estimated \$3 million support in "off-air" contributions yet to be counted. WNET(TV) New York, which served as national headquarters for the marathon, reported \$1,008,019 in pledges from 37,411 viewers in its service area (up from its pre-marathon goal of \$750,000 from 30,000 viewers). WETA(TV) Washington reported a "record-breaking" total of \$363,183 from 10,236 viewers. Last year's festival netted \$8.5 million, according to PBS.

# Zero visibility... treacherous roads... cities buried under snow



Friday dawned clear and cold... and most people were at work when the blizzard blasted across Lake Erie. By three o'clock that afternoon, Buffalo and Western New York were in the midst of the Blizzard of '77. That's when WKBW moved into special emergency alert programming.

The lucky ones were marooned at their places of employment. Others were missing, and families were stranded without food or heat. Entire towns were shut down. For the next twelve days emergency conditions prevailed. WKBW became the emergency message center for the community.

Staff members camped out at the station. They answered calls, matched helpers with those who needed help, gave instructions on how to detect frostbite, drive in 60 mph winds and... survive. It was months before the damage could be repaired. And we'll talk of the Blizzard of '77 for generations. But we survived the wall of white that enclosed our world. We pulled together... and we pulled through.

## **WKBW**

Buffalo

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**

## Paul Harvey among 45 IERT winners

Total of 806 entries screened in annual competition

The Institute for Education by Radio-Television at Ohio State University, sponsor of the annual Ohio State Awards for broadcasting, has presented its 1978 Director's Award to Paul Harvey, radio and television commentator. The Director's Award recognizes "a person or organization for a unique and significant contribution through broadcasting, who, in so doing, has enhanced the role of broadcasting in international, intercultural or interpersonal relations."

The following 44 Ohio State Award winners were selected from 806 entries and are recognized for "meritorious achievement in educational, informational and public affairs broadcasting, with the hope that this recognition will encourage and stimulate the quest for excellence in the production of such programs." The awards were presented last month in Columbus.

### Radio

**Bonneville Productions and Church of Jesus Christ of Latter-day Saints**, Salt Lake City □ *If You Love 'Em, Tell 'Em*.  
**CBC/"Ideas"**, Toronto □ *Bob Harrington, the Chaplain of Bourbon Street*.  
**CBS News** New York □ *Newsmark*.  
**Community Connection/A Public Affair**, Denver □ *High Time*.  
**Council of Ministers of Education**, Toronto □ *Mission to the Green Planet*.  
**Johnson Foundation**, Racine, Wis. □ *Conversations from Wingspread*.  
**KSJN(FM)/Minnesota Public Radio**, St. Paul □ *Ashes to Ashes and Dust to Dust*.  
**NBC Radio** □ *The First Fabulous Fifty*.  
**Ontario Educational Communications Authority**, Toronto □ *The Naturalists' Notebook ... with Arthur Black*.  
**Provincial Educational Media Centre**, Burnaby, B.C. □ *Soundscape*.  
**South Carolina Educational Radio Network**, Columbia □ *American Popular Song with Alec Wilder and Friends*.  
**WBZ(AM)** Boston □ *BZ Living*.  
**WCBS(AM)** New York □ *Have We Given Up on Our Schools?*  
**WHA(AM)** Madison, Wis. □ *Remembering Aldo Leopold*.  
**WQXR(AM)** New York □ *Napoleon, a Musical Saga*.

### Television

**ABC News** New York □ *Madness and Medicine*.  
**ABC-TV**, New York □ *Roots*.  
**Agency for Instructional Television**, Bloomington, Ind. □ *The Heart of Teaching: the Parent Crunch*.  
**Agency for Instructional Television and Kentucky Educational Television Network**, Bloomington, Ind. □ *The Universe and I: the Atlantis Connection*.  
**Alberta School Broadcasts/Cinetel Nine**, Edmonton, Alberta □ *Katei Seikatsu: Japanese Family Life*.  
**Dave Bell Associates**, Hollywood □ *Values and Morality in School*.

**CFCF-TV** Montreal □ *Special station citation*.  
**Group W**, New York □ *Six American Families: the Pasciaks of Chicago*.  
**Iowa Public Broadcasting Network**, Des Moines □ *See How They Run*.  
**KERA-TV** Dallas □ *The Stages of Preston Jones*.  
**Network for Continuing Medical Education**, New York □ *Hyperlipidemia and Heart Disease*.  
**New Jersey Public Television**, Trenton □ *Equality*.  
**New York Department of Aging**, New York □ *Getting On*.  
**Ontario Educational Communications Authority**, Toronto □ *Symphony*.  
**Martin Tahse Productions**, Los Angeles □ *ABC After School Special*.  
**University of Mid-America**, Lincoln, Neb. □ *The Lakota: One Nation on the Plains and Japan: The Living Tradition*.  
**WAVE-TV** Louisville, Ky. □ *A New Day in the Mountains*.  
**WBNS-TV** Columbus, Ohio □ *Winter School*.  
**WETA-TV** Washington and **WNET(TV)** New York □ *USA: People and Politics*.  
**WEWS(TV)** Cleveland □ *Feelin' Fine*.  
**WGBH Educational Foundation**, Boston □ *Nova* series and episode, "The Business of Extinction".  
**WKYC-TV** Cleveland □ *Home and Montage*.  
**WMAQ-TV** Chicago □ *Special station citation*.  
**WNBC-TV** New York □ *Sight and Sound: I Am Old, I Am Old*.  
**WRC-TV** Washington □ *A Woman Is ... Homeless*.  
**WTTW(TV)** Chicago □ *Guess Who's Pregnant*.

## NBC hires away ABC's 'Good Morning' producer for new daytime show

NBC-TV announced last week that it had hired Woody Fraser, executive producer of ABC-TV's *Good Morning, America*, to produce a new live Monday-Friday daytime program that will start "later this year."

The new program will be oriented toward women, topical in nature and feature talk and other entertainment, NBC authorities reported. They said it would be scheduled around midday but that no time period or start date has yet been assigned. Mr. Fraser, NBC said, will leave ABC in May.

It was clear that NBC officials considered the signing of Mr. Fraser a coup. Under his direction *Good Morning, America* has edged closer and closer to NBC's *Today* in the ratings.

Robert E. Mulholland, NBC-TV president, said that "Woody Fraser has been the guiding spirit behind *Good Morning America* during the period of that program's growth on ABC. He is a superb production talent and an innovator with a clear idea of how to use television effectively and interestingly. All of us at NBC are delighted he'll be working with us."

Mr. Fraser helped develop the *Mike Douglas Show* in 1961, later produced a succession of series with Dick Cavett, Della Reese, Steve Allen and other personalities and returned to the *Douglas Show* for a three-year stint as executive producer before joining *Good Morning, America* in 1976.

Mr. Fraser wasn't the only old *Good Morning, America* hand NBC hired last week. It also hired Michael A. Krauss, a

former producer of that show, now a freelance producer, to become producer of *Today*, effective in early April. NBC News sources said the position was essentially a new one: that Doug Sinsel, who had held the title of producer, would become program director, which is more in keeping with what he has been doing under the producer title.

## Antiabortion segment in Lutheran show rejected by NBC Radio

The International Lutheran Laymen's League claimed to have been caught "completely off-guard." NBC said it was following company policy. In what's understood to be a first since the *Lutheran Hour* began its weekly run on NBC Radio in 1956, the network rejected a script. Turned down was an antiabortion submission for April 9, "The Sanctity of Life."

The *Lutheran Hour* is carried by 32 NBC Radio affiliates, many in major markets. Over-all, the International Lutheran Laymen's League said, the show is aired by about 1,000 stations, the majority of them taking it on a sustaining basis. It's a paid religious program on NBC Radio as well as on the Mutual Broadcasting and Intermountain networks; the league said the latter two networks haven't raised any questions about airing the "Sanctity" program.

NBC told the league it "does not sell time for the presentation of views on controversial issues." Tommy Thompson, the league's manager for domestic radio, admitted that the program's subject was more "volatile" than most, but charged that "NBC is telling us the church can't talk about anything controversial." The league, however, does not plan to pursue any FCC or court action.

After the rejection, the league sent letters to the NBC-affiliated stations, offering the program outside the network. By last week, Mr. Thompson said four indicated they would be running it, including WBAL(AM) Baltimore. He expected more to follow.

## Christophers go to 12

Twelve television specials were honored last week with Christopher Awards for "their contribution to the portrayal of the highest values of the human spirit through their works" in 1977. The programs cited were *Abide With Me* (BBC/Public Broadcasting Service); *The Body Human: The Miracle Months* (CBS); *CBS Reports: The Fire Next Door* (CBS); *The Gathering* (ABC); *Georgia O'Keefe* (PBS); *The Hobbit* (NBC); *Jesus of Nazareth* (NBC); *Just a Little Inconvenience* (NBC); *Mary White* (ABC); *Minstrel Man* (CBS); *Something for Joey* (CBS); and *Tut: The Boy King* (NBC). Awards are presented by the Christophers, an ecumenical mass media organization.

# We helped give kids the means to stand up to their problems



We did it through the Sixteenth Annual Children's Rehabilitation Foundation Telethon... one of the oldest in the nation.

For 20 consecutive hours, from March 11 through March 12, we televised the live fund-raising from Shea's Buffalo Theater. On hand as host we had TV personality Jack Smith.

Also appearing were comedian Marty Allen, recording stars England Dan and John Ford Coley, singer Cavril Payne, contemporary songstress Linda Bennett and a slew of media personalities from the Buffalo area.

And how did we do? Between our "main" telethon and the many regional groups who collected donations throughout Western New York, we raised over half a million dollars!

At WKBW we're involved in more than show business.

We're also involved in the business of helping people.

With events like the Children's Rehabilitation Foundation Telethon, a Buffalo institution.

## **WKBW-TV**

Buffalo

**One of the stations of  
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**We listen too.**

## Alaskan group tries to put station renewals in deep freeze

**Citizen group files petition to deny licenses of five stations, claiming fairness, logging and clipping violations among others**

Alaskans for Better Media (ABM), the citizen group that has become a focus of controversy within Alaska as a result of a series of challenges to station sale and renewal applications, has done it again. Last week, it petitioned the FCC to deny the renewal applications of Northern Television's five stations—KBYR(AM)-KNIK(FM)-KTVA-TV Anchorage and KFRB(AM)-KTVF-TV Fairbanks.

The petition, which fills one 414-page volume and is backed up by two volumes of exhibits, details 16 major charges. One is that Northern Television is using the stations unfairly, and in violation of commission rules in connection with the controversy over conserving wilderness in the state, and another that "the heads of the other two commercial television stations in Anchorage" had "threatened" KIMO-TV Anchorage with retaliation if it reached an agreement with ABM.

ABM, a coalition of environmental, Indian and women's groups, began its petitioning campaign in November 1977, with an opposition to the proposed \$3.5-million sale of Midnight Sun Broadcasters' three television and four radio stations to Midnight Sun Broadcasting. In December, it petitioned the commission to deny the stations' renewal applications (BROADCASTING, Jan. 9). Subsequently, ABM filed against the renewal of KIMO-TV.

The conservation issue involves a dispute within the state regarding conflicting proposals as to whether 25-35 million or 80 million acres should be protected from development. ABM contends that Northern Television used its stations to promote the more limited program and that, in the process, it violated the fairness doctrine and the personal-attack, logging and sponsorship-identification rules. ABM says the campaign was evidently begun as an effort to attract a major share of the \$74,000 that the state, which favors the more limited proposal, had authorized for an advertising campaign on the issue.

The allegation regarding attempted "intimidation" of KIMO-TV was based on statements that Duane Triplett, president of that station, is said to have made to ABM representatives. According to ABM, Mr. Triplett said that the heads of the other two commercial television stations in Anchorage told him that if KIMO-TV reached an agreement with ABM, "the other stations would try to see that KIMO-TV suffered the consequences; they were

prepared to retaliate against. Triplett in some manner, such as running him out of business." ABM said it was "clear" Mr. Triplett was referring to Northern Television's A.G. Hiebert and Midnight Sun's Alvin O. Bramstedt.

Another charge is that KTVA-TV—through its participation in a "scheme" of the Anchorage Associated Broadcasters—tied access to public service time to financial contributions to the association in such a manner that financial well being determined the selection of PSA's. ABM also said KTVA-TV's participation in the plan involved a violation of the logging rules (the spots should have been logged as commercial matter, according to ABM), and raised the likelihood of a violation of the "lowest unit rate" rule (the station didn't include the value of the PSA time in calculating the lowest unit rate that would be charged to political candidates) and of the antitrust law (barring conspiracies in restraint of trade).

The petition also alleges that KTVA-TV and KTVF-TV have clipped their CBS network programming in order to provide time for more local commercials, that the Northern Television's community leader and general public surveys were invalidly conducted, that programming of some of the stations was neither responsive to ascertained needs nor in compliance with 1974 proposals, and that the licensee violated the commission's equal employment opportunity rules.

ABM's activities have received considerable attention in the press in Anchorage and Fairbanks. Northern Television's Mr. Hiebert contributed to the controversy with an editorial broadcast on KTVA-TV in December, urging viewers to write the FCC in support of the proposed sale of the Midnight Sun stations. Mr. Hiebert's rejection of ABM's request for time to respond to the editorial provided grounds for another fairness doctrine violation complaint in the petition.

The challenges have stimulated a rash some 700 pieces of mail to the commis-

sion—most of them, as ABM notes in its petitions, filled with criticism and, in some cases, abuse of the citizen group. A large part of the mail is made up of petition forms that were published in Alaskan newspapers under the sponsorship of "Alaskans in Support of Alaskan Broadcasters." ABM attributes that attitude to the "distortion" of its petition "by certain media, particularly one newspaper," and to the fact that, it says, politicians have used it as a "whipping post."

## Political preoccupation at the FCC

**Reasonable access provision and definition of legally qualified candidate are subjects of inquiries**

The FCC is seeking help from the broadcasting industry, members of the public and anyone else with ideas on how it might modify its implementation of laws and regulations dealing with political broadcasting. It has initiated an inquiry on whether it should adopt guidelines or rules to make sure that federal candidates receive "reasonable access" on radio and television. And it has proposed revising its definition of a legally qualified candidate.

Both issues have caused problems for the commission over the years. And the commissioners' March 16 discussion on those subjects indicated there may be problems ahead in resolving the "reasonable access" issue (BROADCASTING, March 20).

For instance, Chairman Charles D. Ferris indicated he felt candidates were not being given proper consideration in disputes with broadcasters as to what constitutes reasonable access. "It bothers me that we don't give equal weight to the judgment of candidates as to the judgment of licensees, as to what is wise in the conduct of a campaign," he said.

To which Commissioner James H. Quello replied with some heat that there is "a big difference" between the "self-serving" views of a candidate seeking air time and a licensee's "journalistic" decisions as to when to "give time."

"Sell, not give," said the chairman.

That point aside, Commissioner Joseph Fogarty sided with Commissioner Quello—something, Mr. Fogarty noted, he does not do often. "I'd hate to see a Vegetarian Party candidate have a say as to what time he will have on a station or that he will get time on the news. That should rest with the licensee," he said.

Since Congress in 1972 approved an amendment to the Communications Act authorizing the commission to revoke the license of any station that does not afford reasonable access—either through sale or gift of time—to a candidate for federal office, the commission said, it has developed a general policy of deferring to the reasonable good faith judgment of stations in

**Better late than never.** Office of Telecommunications Policy employes have been startled to receive copies of a merit promotion plan from Acting Director William J. Thaler. Not only did employes think it an odd procedure for an agency that was due to go out of business in matter of weeks—functions and personnel are to be absorbed into the Commerce Department's National Telecommunication and Information Administration by April—but they also wondered about an explanation in a paragraph stating, "There are presently no career ladder positions in OTP. If career ladder positions are identified at a later date, [an appropriate amendment] will be ... published ..." Dr. Thaler said the notice was issued in response to a Civil Service Commission complaint last year that OTP had no merit promotion plan.



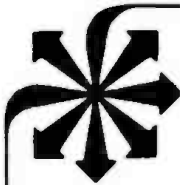
# The housing in Albany was as antiquated as the housing code



"...As long as their kids are warm at night, why should they care?" A lot of tenement dwellers, like the one quoted above, thought nobody cared. If the housing codes in existence had been enforced, it might've helped. But they weren't. So tenants in substandard housing went without heat and water for days. They borrowed water from neighbors or local bars, stored it as best they could, and complained. WROW listened. Then we ran our series on Albany's antiquated housing code. City officials admitted changes were needed, then defended their actions and previous legislation. But since the series ran, there have been more inspectors, more inspections, and a new Chief of the Housing Bureau. Most important, a line of communication has been opened, from tenant to Bureau. Things still aren't perfect, but they've improved. And they'll keep on improving. Because now there's two-way communication, and that's where the road to improvement starts.

**WROW**  
Albany

**One of the stations of  
CAPITAL CITIES COMMUNICATIONS.  
We listen too.**



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

# Please Welcome



**James Thrash**

Mr. James Thrash to the Atlanta office of Blackburn & Company. A former stockholder and director of Turner Communications Corp. and General Manager of WRET-TV/36 in Charlotte, Jim's excellent record includes positions with Pacific & Southern Broadcasting, Westinghouse Broadcasting, CBS and Time, Inc. With over 20 years of broadcast and print media experience, Jim will be concentrating on the Southeast.



**Alan C. Tindal**

We are also pleased to announce that Mr. Alan C. Tindal has joined Blackburn & Company. A former director of WWLP-TV in Springfield, former owner of WSPR in Springfield and founder of WOKW in Brockton, Massachusetts, Alan brings over 30 years of experience to our firm. A Past President of the Massachusetts Broadcasters, Alan will be working out of our Washington office and concentrating on the Northeast.

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3/27/78

determining what constitutes reasonable access. It said it has attempted to strike a balance between the rights of federal candidates and the obligations of broadcasters to present political as well as other types of programming. And in the process, it has developed some general guidelines—if only a few candidates are involved, for instance, they would be entitled to prime time.

The inquiry being initiated asks whether new, specific requirements are necessary. The notice asks comments on whether general guidelines should be adopted and, if so, what they should be. It also asks if the commission should, instead, adopt rules, and whether specific regulations could be written to accommodate the differences in the number of candidates and offices from one area to another.

Another question grows out of the controversy that erupted last year when the commission said noncommercial stations were required by the law to accept, at no charge, commercial messages of a political candidate. Should a different interpretation of the access provisions be applied to noncommercial, educational stations than to commercial stations?

Those questions tie in with the proposed revision in definition of a legally qualified candidate. The commission asks if it should require stations to afford reasonable access to federal candidates as soon as they are determined to be legally qualified candidates under commission rules.

However, the commission feels its present definition of a legally qualified candidate is inadequate. (It covers any person who has announced his candidacy, is eligible to hold office, and has qualified for a place on the ballot or has publicly committed himself to run as write-in candidate and has made a substantial showing that he is a bona fide candidate for nomination.)

The commission noted that under that definition a write-in candidate could become legally qualified far in advance of the time that other candidates could qualify for a place on the ballot. And if a station allowed a write-in candidate to purchase time before candidates could get on the ballot, the latter would not be entitled to protection of the equal-time law.

Accordingly, the commission proposed applying to write-in candidates the time limits that localities and states set for filing and certification of ballot status. The commission also said its definition of legally qualified candidates does not cover candidates seeking nomination other than through a primary, general or special election.

Nor does the definition provide adequate criteria for determining who is a qualified candidate for President or Vice President. Under the commission's proposals, a person who qualified as a candidate for either of those offices in one state or made a substantial showing he was a bona fide candidate would be considered legally qualified in all states.

The commission asked for comments by May 1 on the various proposals.

## Changing Hands

### Announced

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

■ **KYAK(AM)-KGOT(FM)** Anchorage and **KIAK(AM)** Fairbanks, Alaska: Sold by Big Country Radio Inc. to Prime Time of Alaska Inc. for price said to be in excess of \$3 million. Seller is owned by Richard C. Cruver, Glenn S. Miller and Robert W. Fleming, who have no other broadcast interests. Buyer is principally owned by Martin Hamstra and Robert Brown, owners of **KWYZ(AM)** Everett, Wash. Others with interests in buyer are Dr. and Mrs. William Lucas, Washington state restaurateurs, and George Akers, Seattle attorney. **KYAK** is on 650 khz with 50 kw day and 25 kw night. **KGOT** is on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. **KIAK** is on 970 with 5 kw full time.

■ **KPRO(AM)** Riverside, Calif.: Sold by Progress Broadcasting to Inland Empire Broadcasters for \$780,000. Seller, wholly owned by Dick Clark Television Productions, owned by music producer and television personality, Dick Clark, has no other broadcast interests. Buyer is principally owned by Howard N. Fisher, vice president and general manager of station, who has no other broadcast interests. **KPRO** is 1 kw daytimer on 1440 khz.

■ **WGCH(AM)** Greenwich, Conn.: Control of Greenwich Broadcasting Corp., licensee, sold by estate of George Cook Stevens to John T. Becker for \$600,000. Estate, which holds 56% of station, has no other broadcast interests. Mr. Becker, 32% owner of station, has no other broadcast interests. **WGCH** is on 1490 khz with 1 kw day and 250 w night.

■ **WMOG(AM)** Brunswick, Ga.: Sold by Radio Brunswick to Burrows Broadcasting for \$500,000. Seller is principally owned by William G. Brown and Clifton G. Moor, each of whom owns 50% of **WPCF(AM)-WPFM(FM)** Panama City, Fla.; one-third of **WTIF(AM)** Tifton, Ga., and 47.5% of **WAYX(AM)-WLTE(FM)** Waycross, Ga. Buyer is 55% owned by Robert T. Shircliff, Jacksonville, Fla., management consultant, and 45% by Robert Burrows, owner of Eau Claire, Wis., Pepsi-Cola Bottling Co. **WMOG** is on 1490 khz with 1 kw day and 250 w night.

■ **KTGR(AM)-KTGC(FM)** Columbia, Mo.: Tiger Broadcasting Co., licensee, sold by Robert Neathery Jr., Laurel Thompson and Richard Bradley to Tiger Broadcasting Corp. for \$365,000, plus \$75,000 covenant not to compete. Mr. Neathery has minor interests in **KUKU(AM)** Willow Springs, Mo., and **KALM(FM)** Mammoth Springs, Ark., and is principal owner of cable television systems in West Plains, Thayer, Alton, Willow Springs and Branson, all Missouri, and in Mammoth Springs. Mr. Thompson is station manager of **KWPM-AM-FM** West Plains, and Mr. Bradley is president and general manager of Magic

Circle Network, Springfield, Mo., radio station rep firm. Buyer is owned by W. J. Wheeler president and 17.8% owner of **KHOZ-AM-FM** Harrison, Ark., and 25% owner of local cable television system. **KTGR** is 250 w daytimer on 1580 khz. **KTGC** is on 96.7 mhz with 3 kw and antenna 160 feet above average terrain. Broker: Ralph E. Meador.

■ **KCON(AM)** Conway, Ark.: Conway Broadcasting, licensee, sold by Madge W. Clayton, Billy F. Johnson and his wife Rosanne H. to group headed by Paul Coates for \$384,000. Sellers have no other broadcast interests. Mr. Coates is general manager of **KXAR(AM)** Hope, Ark. Neither he nor any other buyer has other broadcast holdings. **KCON** is on 1230 khz with 1 kw day and 250 w night.

■ **WMIL(FM)** Waukesha, Wis.: Sold by Stebbins Communications to Darrel Peters Productions for \$325,000. Seller is owned by Paul M. Stebbins who has no other broadcast interests and is requesting waiver of three-year rule to recover losses incurred in operating station. Buyer is owned by Darrel Peters, vice president and general manager of **WLOO(AM)** Chicago. **WMIL** is on 106.1 mhz with 19.5 kw and antenna 180 feet above average terrain.

■ **KTCH-AM-FM** Wayne, Neb.: Sold by Theodore S. Storck to **KTCH** Inc. for \$265,000. Seller has no other broadcast interests. Buyer is owned equally by Dean D. Craun, Clyde D. Petrossi Sr., Ronald D.

Shaw and Donald F. Dolejs. Mr. Craun is president and general manager of **KHUB-AM-FM** Fremont, Neb. Others are Nebraska businessman with no broadcast interests. **KTCH** is 500 w daytimer on 1590 khz. **KTCH-FM** is on 104.9 mhz with 3 kw and antenna 115 feet above average terrain.

■ **KPUB(AM)** Pueblo, Colo.: Sold by Quixote Broadcasting to Rocky Mountain Broadcasting for \$225,000. Seller is owned equally by Rex R. Miller, Clifton H. Gardiner and L. W. Newcomb, who also own **KPUB-FM** there. Buyer is owned equally by William James Engler, **KPUB** sales manager and news director, and Leo R. Smentowski, Colorado Springs accountant. **KPUB** is 1 kw daytimer on 1480 khz.

■ **KSUZ(AM)** Port Neches, Tex.: Sold by L&R Broadcasting to David Livingstone Missionary Foundation for \$200,000. Seller is principally owned by Lester J. Ledet, president, who has no other broadcast interests. Buyer is nonstock, nonprofit corporation with no other broadcast interest. Billy James Hargis, foundation president, is Tulsa, Okla., evangelist. **KSUZ** is a 500 w daytimer on 1150 khz.

■ **KCIN(AM)** Victorville, Calif.: Sold by Dynamic Radio Broadcasting Inc. to Sidney King for \$160,000. Seller is principally owned by Roger P. Brandt, who has no other broadcast interests. Buyer is former vice president and general manager of **KVOC(AM)** Casper, Wyo. **KCIN** is

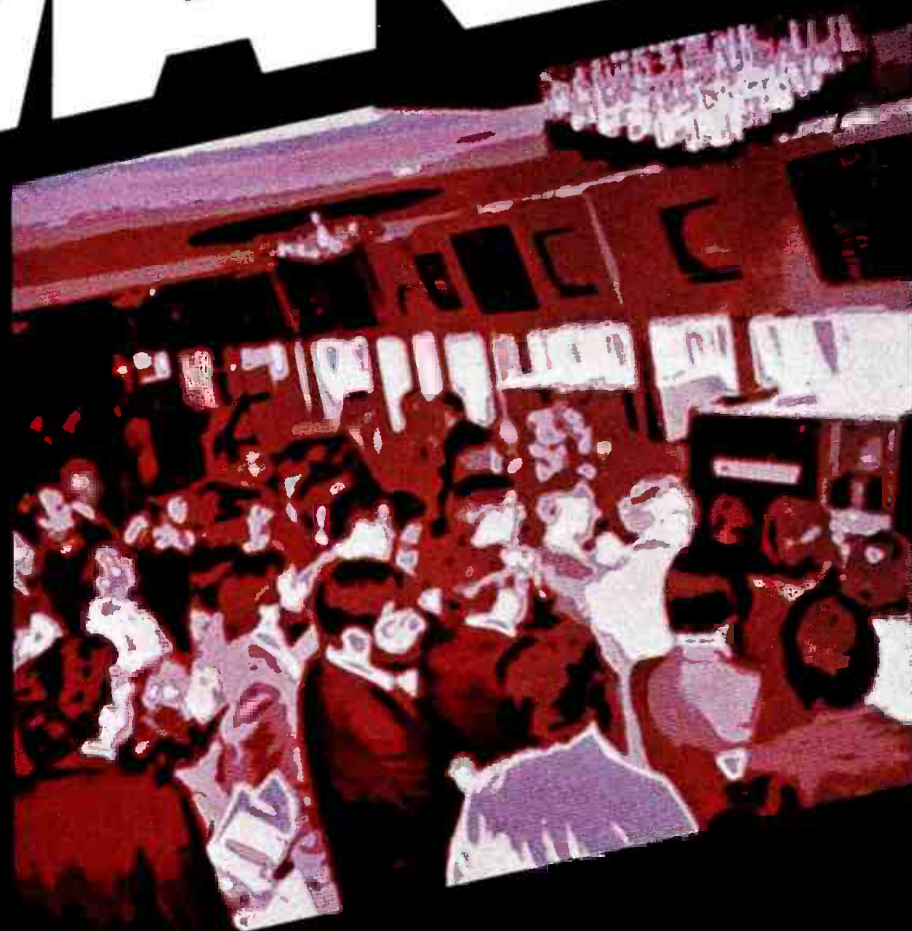
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**Excitement in Helical:** Ampex is showing a new Type C machine, the VPR-2, and a companion portable, the VPR-20. There's a new wide-window digital time base corrector, the TBC-2, to round out the helical excitement Ampex is creating.

**Excitement in Quad:** Super High Band Pilot is today's hottest quad development, and it's available in the "intelligent" AVR-3 and the "grow-on-the-job" AVR-2. These sophisticated

and versatile VTRs extend the worldwide leadership of Ampex in quad recording.

**Excitement in Editing:** Now there are three electronic editing systems from Ampex to provide any desired degree of flexibility, making tape as creative as the mind that controls it.

**Excitement in Digital Technology:** If you're ready to go digital, Ampex has the first commercially available digital video production system, the ESS-2. You have to see it to believe what it brings to video.

**Excitement all over the Booth:** Ampex audio recorders, synchronizers and magnetic tape products will be at NAB too. It's going to be an outstanding NAB year, because... Ampex makes it exciting.

## AMPEX

Ampex Corporation  
Booth: C603

500 w daytimer on 1590 khz. Broker: Blackburn & Co.

■ Other station sales announced last week include: KPCA(AM) Marked Tree, Ark.; KNFB(FM) Nowata, Okla.; KPRB(AM) Redmond, Ore.; KSVN(AM) Ogden, Utah, and KRTR(AM) Thermopolis, Wyo. (see page 80).

#### Approved

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

■ KFAM(AM) Salina, KICT(FM) Wichita, both Kansas: Sold by Jaco Inc. to Journal Star Stations for \$3 million, plus \$1 million covenant not to compete. Seller is owned by Mack Sanders, owner of KBIL-AM-FM Liberty, Mo.; KECK(AM)-KHAT(FM) Lincoln, Neb., and KTOW(AM)-KGOW(FM) Tulsa, Okla. Mr. Sanders has sold KOOO-AM-FM Omaha for \$1.2 million (BROADCASTING, Jan. 9), and has received commission approval of his purchase of WENO(AM) Madison, Tenn. (Nashville) for \$750,000 (BROADCASTING, Oct. 17, 1977). Buyer is wholly owned by Peoria (Ill.) Journal Star Inc., principally owned by Henry P. Slane and Elizabeth T. Heidrich, publisher of *Peoria Journal-Star* and owner of KSSS(AM) Colorado Spring; KBMY(AM) Billings, Mont.; KNOX(AM)-KYTN(FM) Grand Forks, N.D., and WAZY-AM-FM Lafayette, Ind. John G. Enoch is vice president and general manager of broadcast division. KFRM is 5 kw daytimer on 550 khz. KICT is on 95.1 mhz with 100 kw and antenna 500 feet above average terrain.

■ WIRC(AM)-WXRC(FM) Hickory, N.C.: Sold by Foothills Broadcasting Inc. to Broadcast Ltd. for \$825,000. Seller is principally owned by estate of Edmond H. Smith (co-executors are Mr. Smith's widow Margaret and A.J. Burgess) and Joseph A. Moretz. None has other broadcast interests. Buyer is owned by Thomas A. Swatzel Jr. (40%) and William A. McDonald III and Jerry W. Oakley (30% each). Messrs. Swatzel and McDonald are Hickory businessmen with no other broadcast interests. Mr. Oakley is owner of WFBS(AM) Spring Lake, N.C. WIRC is 1 kw daytimer on 630 khz. WXRC is on 95.7 mhz with 27 kw and antenna 350 feet above average terrain.

■ WMAS-AM-FM Springfield, Mass.: Sold by Valley Broadcasters Inc. to Lappin Communications Inc. for \$550,000. Seller is principally owned by Marvin Sameth and his sister, Marcia L. Bernstein, both of Scarsdale, N.Y., who have no other broadcast interests. Buyer is owned by W. Robert Lappin, president and chairman of Pepsi-Cola bottling companies in Hartford and New Haven, both Connecticut, and in Springfield. He has no other broadcast interests. Zachary W. Land, present general manager of stations, will remain under new ownership and assume added title of vice president. WMAS is on 1450 khz with 1 kw day and 250 w night. WMAS-FM operates on 94.7 mhz with 22 kw and antenna 170 feet above average terrain.

■ WWHY(AM) Huntington, W.Va.: Sold by

Ohio River Broadcasting Corp. to Abracadabra Inc. for \$433,779.35, plus assumption of \$85,000 loan. Sellers are Richard Husted (85%) and Hercil Gartin (15%), who have no other broadcast interests. Buyer is owned by Bert Michael Johnson (80%), his wife Judy (10%) and his mother Margaret (10%). They own Huntington hotel. Mr. Johnson is former announcer-engineer with WSAZ(AM), (now WGNT) Huntington. WWHY is 5 kw daytimer on 1470 khz.

■ Other station sales approved last week included: WSUZ(AM) Palatka, Fla.; KANR(AM) Great Falls, Mont.; KRWS(FM) and KHDN(AM) both Hardin, Mont.; KXEO(AM)-KWWR-FM Mexico, Mo.; KLMT(FM) Marlin, Tex., and KOB5-FM Orange, Tex. (see page 82).

## NLRB rules against AFTRA in WPGC "hot cargo" case

**Law judge says clause in agency contracts constituted illegal secondary boycott; although still subject to appeal, decision is seen as protection for broadcasters**

A radio station combination in the Washington market has won the first round of a labor dispute that its lawyers argue is significant to the broadcasting industry. An administrative law judge for the National Labor Relations Board found last week that the Washington-Baltimore local of the American Federation of Television and Radio Artists violated laws against "secondary boycotts" and "hot cargo" contracts by trying to force advertisers to observe its strike against First Media Corp., licensee of WPGC-AM-FM Morningside, Md.

The case is not finished yet. AFTRA has already notified the NLRB that it takes exception to the ruling, meaning that now the agency board will have to consider the issues, perhaps even hold oral arguments before accepting or rejecting the administrative law judge's decision.

The judge, Bernard Ries, found that the AFTRA local has an unlawful "hot cargo" clause in a letter that advertising agencies are asked to sign pledging adherence to the union's codes. Under the clause, an agency agrees to go along with the striking AFTRA performers who want to withdraw their taped commercials from a station that is the object of an AFTRA strike.

In the strike against WPGC, initially brought by the station's announcers, AFTRA tried to enforce that clause, threatening to bring suit against some local agencies that continued to permit AFTRA performers' commercials to run on the stations. The union argued that use of taped commercials carrying the voices of striking performers has the same effect as if the performers were to cross the picket line.

First Media, was concerned that the

union had found a way to pressure it through its advertising, a method which, if successful, "would have been a powerful strike weapon against WPGC," Judge Ries noted in his decision.

He ruled that the union had exceeded the bounds of lawful economic boycotts, saying that by trying to coerce advertising agencies and producers to cease doing business with the stations, it was engaging in a secondary boycott, which is against the law. He ordered the union to stop enforcing the offending clause in the letter of adherence.

On the broadcaster's side, the judge's decision was welcomed as a blow for the entire industry. Indeed, said Marshall Berman of the Washington law firm, Dow, Lohnes & Albertson, which represents First Media, it may be "the most important labor case in the history of the broadcasting industry," because "it goes directly to the balance of power at the bargaining table." If the union can force advertisers to withdraw their commercials from stations in Washington, its but a short step, he said, to apply like pressure on radio and TV stations all over the country—and on the networks. It is also conceivable, he said, that the union could try to shut off records, as well as advertising tapes.

Among those who share Mr. Berman's assessment of the case's importance is the National Association of Broadcasters, which sent a letter over President Vincent Wasilewski's signature to the NLRB last year, urging that the case be carefully considered by the full agency board.

But the attorney for the other side, Thomas Powers of Cafferky, Powers, Jordan & Lewis, disputed Mr. Berman's claim. Last week, he called the controversial clause in the Washington-Baltimore local's letter of adherence "a local peculiarity" that has "no national implications in terms of AFTRA." There is no similar clause in the national AFTRA contract, he said, and "assuming that we win, you will not see the national at the next negotiations trying to change the contract. I just don't think that will happen."

## Three licensees get half-hearted renewals by FCC

**Cases in Houston, Columbus and Tupelo aren't strong enough for ultimate sanction, although last gets short-term license**

The FCC commissioners, faced with license renewal cases that some considered almost too close to call, finally went with the staff's recommendations and renewed all of them, although one is for only a short term.

The short-termer was given to Tupelo Broadcasting Co.'s WELO-AM-FM Tupelo, Miss., whose renewals had been opposed by the local chapter of the National Association for the Advancement of Colored

# The big hit at NATPE can be your big hit **EveryDay**<sup>TM</sup> this fall.

They came. They saw. They committed to the freshest idea in reality programming in years, EveryDay. The five-a-week series that created such enthusiasm in our suite will be causing nation-wide excitement come fall. Now's the time to schedule EveryDay in your market. For a screening and all the details, call Joe Goldfarb—(212) 983-5088.



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The other renewal cases involved Sky Way Broadcasting Corp.'s WVKO-AM-FM Columbus, Ohio, and the University of Houston's KUHF(FM) and KUHT(TV). Both were facing petitions to deny—Sky Way from a group called Concerned Citizens for Broadcasting and the university from the National Black Media Coalition.

In the Tupelo case, the staff said it had examined such matters as alleged violations of the equal employment opportunity rules, fraudulent billing, misrepresentations of commercial policy and of service area, and mislogging.

The staff said its analysis indicated there was no basis for a fine or for a hearing, but no basis, either, for disqualification. So it recommended renewing the licenses to Feb. 1, 1979, which would mean the applications would have to be filed by Oct. 1. Since Mississippi stations must file for renewal again on Feb. 1, 1979, Tupelo Broadcasting will file for renewal twice in four months.

With the licensee's president, Birney Imes Jr., in the audience, Commissioner Joseph Fogarty, who said he did not know the principals, gave his estimate of the licensee: "either a bad administrator or woefully inept. My own feeling is that he's inept."

As for the other cases, the FCC renewed the Houston stations with the condition that the university report on the TV station's EEO efforts and on the outcome of a pending discrimination suit, and renewed the Columbus stations with a feeling of apparent uneasiness. The staff said there was no merit to charges of EEO violations (although the FCC did make renewals subject to the outcome of two discrimination complaints filed with the Equal Employment Opportunity Commission), but for charges of payola and plugola, it said only that the evidence turned up was "inconclusive." The licensee had been admonished by the FCC in 1976 for lack of supervision over staff that resulted in payola violations and in the stations exceeding commercial limits.

In discussions of the Tupelo and Columbus cases, Commissioner Fogarty and Chairman Charles D. Ferris expressed concern about the lack of material in the record as presented on which they could

make a finding with a feeling of confidence. "It's a toss-up case," he said of Columbus. "I think we need more guidance on how to handle these cases," he said of Tupelo.

At one point, Chairman Ferris suggested holding oral argument to help the commissioners decide on a remedy. "The frustration here is that we don't know what remedy is warranted."

The oral argument proposal did not take hold. But Wallace Johnson, Broadcast Bureau chief, suggested the staff afford more input when it routinely summarizes and explains each case in a memorandum that accompanies a proposed order sent to the commissioners.

In other matters, the commission:

- Voted to require stations that, until an appeals court overruled the commission, had been exempt from requirement of filing written EEO programs with their renewal applications, to file them by June 30. The stations are those with between five and 10 employees that filed their renewal applications between Dec. 1, 1976, and Aug. 31, 1977. The commission, in response to the court's decision, reinstated what had been the original five-employee cut off.

The chief of the Renewal and Transfer Division, Richard Shibem, recommended the requirement as, in effect, a benefit for the stations involved. He said that they will be required to file the reports at their next renewal and, he noted, they will have to state what they have done in implementing an EEO program. Without a written program during the license period, they may have trouble at renewal time, he said.

- Issued a notice of proposed rulemaking that would require broadcast permittees and licensees to respond promptly to commission inquiries, and to tell the truth in written statements to the FCC. The expectation that broadcasters be truthful with the commission would not be new; charges of misrepresentation have figured in license-renewal hearings. But a rule would permit the FCC to fine broadcasters who lie to it, a sanction it now lacks.

- Issued a further notice of rulemaking designed to limit the installation and operation of an FM translator importing signals of a distant FM station to com-

munity groups and others not associated with the station. The proposals, which would bar an FM station from either supporting or installing a translator in a community beyond its service area, reflects concern about FM licensees using translators as a competitive tool. But it would not go as far as a National Association of Broadcasters' suggestion that would bar any translators beyond the primary station's service area if the area is served by two local FM stations. In a related action, the commission adopted a rule that would enable it to terminate the authority of an FM translator when circumstances in the community had so changed as to warrant that action.

## Grand jury turns up the heat in Denver

**Indictments are issued against employes of a second station for diary tampering, while two KHOW executives are reindicted**

Indictments have been issued by a Denver grand jury alleging that employes of a second radio station there tampered with Arbitron ratings diaries. Two employes of another Denver station were reindicted after earlier charges were dismissed in court for being incomplete (BROADCASTING, March 20).

Daniel Davis, former morning drive personality for KLZ(AM) Denver, and Hal Widsten, KLZ's former program manager, were charged March 16 with felonious criminal impersonation and conspiracy, as was Mr. Davis's wife, Paula. Harold Moore, afternoon drive personality and program director for KHOW(AM) Denver, and Bud Elliot Stambaugh, KHOW's news director, were reindicted on the same charges.

According to an employe of KLZ, about a month ago Mr. Davis was dismissed for breach of contract, and Mr. Widsten's contract expired and was not renewed. The station's management could not be reached for comment last week, but Mr. Davis's lawyer, Danny Lozow, confirmed that the dismissal was based on Mr. Davis's refusal to discuss the tampering allegations with management at KLZ. Mr. Lozow said he believed the real reason Mr. Davis was fired was that the station changed its format, and used the allegations as an excuse to dismiss him. Mr. Moore and Mr. Elliot (Mr. Stambaugh's professional name) are still employed at KHOW, and Gary Stevens, president of its owning company, Doubleday Broadcasting, has said he is "supporting the presumption of innocence."

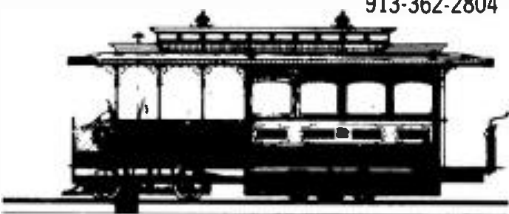
Richard Spriggs, Denver's chief deputy district attorney, said the three new indictments allege that Mr. Davis received six Arbitron diaries for the fall 1977 report from a former wife, Janie Tucker Sherry, who had been chosen by Arbitron to participate in the survey. The diaries were filled out to inflate the ratings of KLZ and of Mr. Davis's program in particular, ac-

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cording to the indictments. Mrs. Sherry is named only as a witness.

Mr. Spriggs said that Arbitron was notified that the diaries might have been forged just before they were processed. He said a police handwriting expert in Denver had identified the writing on them as belonging to the Davises and to Mr. Widsten. A spokeswoman for Arbitron said there are 1,886 diaries in the Denver sample. Mr. Moore and Mr. Elliot are accused of filling out diaries from the spring 1976 report period. Those diaries were destroyed by Arbitron before the indictments in accordance with its standard procedure to keep them no longer than 11 months.

A court hearing was to have been held last Wednesday (March 22) to arraign the accused or to hear motions for dismissal of the charges. Mr. Widsten's attorney, Gary Lozow, said his client would plead not guilty without asking that the charges be dropped in hopes of winning a speedy trial "to get this thing behind him." Mr. Widsten is currently unemployed, Mr. Lozow said, while Mr. Davis has reportedly taken over an *American Bandstand*-type program for KWGN-TV Denver. Mr. Davis's attorney said he would file motions "to gain some time" at Wednesday's hearing, but he expects the case will eventually come to trial.

Mike Dimanna, attorney for Mr. Moore, said he would file another motion for dismissal of the indictments, again arguing

that the charges do not specify what criminal conduct is alleged. The grand jury responded to the dismissal of the first indictments by submitting an eight-page description of the charges—the first indictment was one page in length—but Mr. Dimanna feels the document is still too vague. "Basically, they overreacted," he said. "It still misses the entire point of what we are talking about. If a charge is so indefinite that you can't enter a plea, it's difficult to proceed." The district attorney's office termed the dismissal a "technicality."

## Media Briefs

**Better criteria sought.** FCC Commissioner James H. Quello has again called on commission to institute rulemaking to establish "more efficient and equitable regulations governing standing" of members of public to participate in commission proceedings." Statement was in connection with commission decision denying petition of Media Advocacy Center to deny application for sale of WEZE(AM) Boston to New England Continental Media Inc. (BROADCASTING, March 13). Commission staff had told commission petition appeared to be responsibility of single individual. And Commissioner Quello said commission finding that "mere fact of petitioner's residence" in

Boston confers standing is "ludicrous."

**Two are cleared.** Senate has confirmed nominations of John E. Reinhardt and Charles W. Bray III, currently director and deputy director, respectively, of U.S. Information Agency, to be director and deputy director of new International Communications Agency, which replaces USIA April 1.

## Rosters set for first performer royalty hearing in Los Angeles

**Broadcasters, labor, record industry will all be on hand**

Broadcasters are prominent on the list of witnesses for hearings in Los Angeles this week on Representative George Danielson's (D-Calif.) legislation to create royalties that radio and television and other users of recorded music would have to pay record performers and manufacturers. Among six groups to be represented, the broadcasters have two panels reserved—one for the National Association of Broadcasters, the other for the National Radio Broadcasters Association.

The hearings, before Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, will take place at the Beverly Hilton hotel Wednesday and Thursday. Following is the list of those scheduled to testify, in order of appearance:

**Wednesday, 9:30 a.m.**

Organized labor: Jack Goldner, AFL-CIO; Victor Fuentealba, American Federation of Musicians, and Sanford Wolf, American Federation of Television and Radio Artists.

NAB: Carl Venters, WPTF(AM)/WQDR(FM) Raleigh, N.C.; Peter Newell, KPOL-AM-FM Los Angeles; Willie Davis, KACE-FM Inglewood, Calif.; Major Short, KOBH(AM) Hot Springs, S.D., and John Dimling, NAB research vice president.

Los Angeles Philharmonic Orchestra: Zubin Mehta, conductor; Ernest Fleishman, executive director, and Marilyn Horne, soprano.

American Council for the Arts: Joel Wachs, Los Angeles city councilman and vice chairman of the National League of Cities task force on the arts.

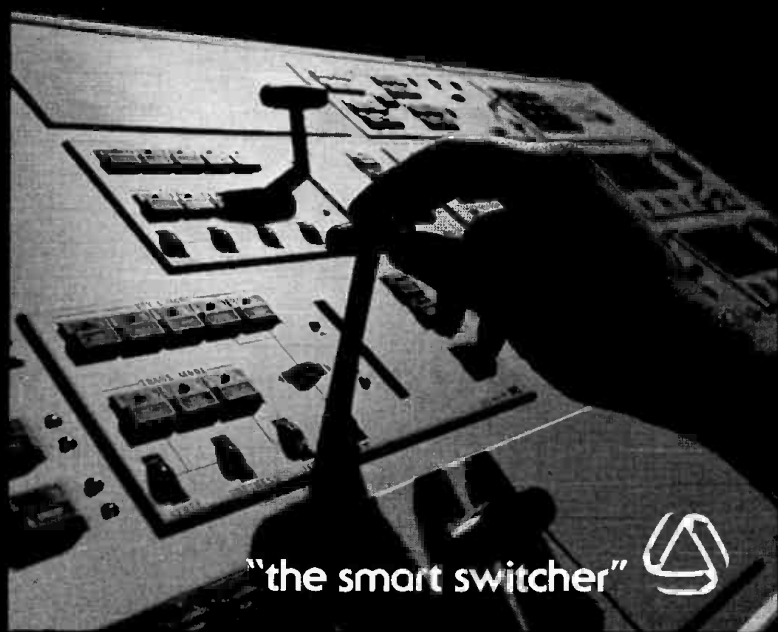
**Thursday, 9:30 a.m.**

Jukebox industry: Nicholas Allen, Music Operators of America.

NRBA: James Gabbert, KIQI(AM)-KIOI(FM) San Francisco, KIKI(AM) Honolulu, NRBA president; John Bayliss, Combined Communications Corp., radio division.

Recording Industry Association of America: Stanley Gortikov, association president; Alan Livingston, 20th Century Fox Records; Stephen Stewart, International Federation of Producers of Phonograms and Videograms; Joe Smith, Elektra Asylum Records; Jerry Moss, A&M Records, and Gene Norman, Crescendo Records.

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## Supreme Court to review libel case involving CBS's '60 Minutes'

**Former Army officer's \$44-million suit is accepted for review by the high court; matter involves whether thoughts of journalists are protected by First Amendment**

The question of whether a public figure who claims to have been libeled can probe the thought processes of the journalists involved to determine whether they were motivated by malice is going to be examined by the U.S. Supreme Court.

The high court will take up the question next winter in the context of a libel suit that has taken on the trappings of a major First Amendment case—the \$44,275,000 suit former Lieutenant Colonel Anthony Herbert filed as a result of a CBS *60 Minutes* broadcast in 1973 he said defamed him.

He petitioned the Supreme Court to review the case after the U.S. Court of Appeals in New York, in a 2-to-1 decision, held that the First Amendment protected journalists from questions concerning the views and conclusions, tentative and otherwise, they reached on the way to completing work on their stories (BROADCASTING, Nov. 14, 1977).

A factor in the controversy is the 1964 Supreme Court ruling requiring public figures who sue journalists for libel to prove "actual malice"—that the statement in question was made "with the knowledge that it was false or with reckless disregard of whether it was false or not."

Mr. Herbert contends that if the appeals court decision stands, potential litigants may decide that a public figure has, in effect, no basis for a libel suit against a journalist.

The Herbert suit, which has not yet come to trial, names CBS; Mike Lando, producer of the broadcast in question; Mike Wallace, *60 Minutes* correspondent, and the *Atlantic Monthly*, which later published an article on the case by Mr. Lando, as defendants. It grows out of a segment that cast doubt on the former Army officer's contention that the Army covered up atrocities by U.S. troops in Vietnam.

There is no claim that the CBS newsmen declined to discuss the *60 Minutes* piece with Mr. Herbert's counsel. In fact, Mr. Lando alone provided 26 volumes of testimony—transcripts of interviews, volumes of reporter notes, video tapes of interviews and a series of drafts of the telecast. Mr. Lando balked only when asked a small number of questions regarding his views and conclusions in preparing the program; he said those thoughts were

protected by the First Amendment.

When Mr. Herbert's lawyers went to court in an effort to compel testimony, U.S. District Judge Charles S. Haight granted the order. He said that since a public figure "bore a heavy burden of proving that an alleged libeler acted with malice or in reckless disregard of the truth," Mr. Herbert was entitled to the answers he sought.

The appeals court decision overturning that opinion was written by Chief Judge Irving R. Kaufman. Forcing the journalist who must "question his conclusions" at every step, to divulge his thoughts, opinions and conclusions, Judge Kaufman wrote, would "strike to the heart of the vital human component of the editorial process."

Reporters and journalists, he added, "faced with the possibility of such an inquisition . . . would be reluctant to express their doubts. Indeed, they would be chilled in the very process of thought," and would take the safe course "of avoiding contention and controversy."

The dissenting judge, Thomas J. Meskill, upheld the view that a public figure seeking damages for libel should be permitted to inquire into journalists' thoughts. He said that was the purpose of the lawsuit—to expose the journalists' thoughts and opinions to the light of judicial review. "Obviously, such a review has a chilling effect," he said. "It is supposed to. The publication of lies should be discouraged."



## Miami media lose bid to have law banning secret taping reviewed by the Supreme Court

WCKT(TV) Miami and the *Miami Herald* have lost their court fight to outlaw a Florida statute prohibiting reporters from secretly recording interviews. The U.S. Supreme Court last week rejected their petition to review a state supreme court decision upholding the statute.

The station and the newspaper had contended that the 1974 law—which makes it a criminal offense to film or record a conversation without the prior consent of all persons involved—is a hindrance to investigative reporting and violated their free press rights.

They won the first round when a Dade county circuit court judge declared the law unconstitutional, and issued a temporary injunction barring its enforcement (BROADCASTING Jan. 31, 1977). However, the state supreme court last October reversed that opinion, and held the statute to be constitutional. It said that the First Amendment "is not a license to trespass or to intrude by electronic means into the sanctity of another's home or office."

The petition for Supreme Court review failed by one vote. Justices William J. Brennan, Byron White and Harry Blackmun voted to hear arguments.



**The media at bay?** During a live, two-hour telecast (March 21, 9 p.m. NYT), *Terrorism—the World at Bay*, noncommercial whyy-tv Philadelphia and the Public Broadcasting Service examined the worldwide problem and the roles and responsibilities of the world's media in dealing with the coverage of terrorist actions. Jim Hoge of whyy-tv (l-r) interviewed, via satellite, David Webster of the BBC, and Conor Cruise-O'Brien, editor-in-chief of *The London Observer*. Via another satellite hook-up, Ron Ben-Yishai, political correspondent for the Israeli Broadcast Authority, also participated in the discussion. Mr. Cruise-O'Brien, who is a former member of the Irish government, admitted that he had prohibited broadcast coverage of some Irish Republican Army activities. "Our view on that was that the publicizing of these people on television, the mere appearance of them on it, gives them a point which they want very much. One of the motivations of the terrorist is the quest for publicity, prestige and glamor." He added: "I think there is some ground for search of conscience by the media, generally, on this, because there is a tendency towards complicity; there is a tendency towards collusion." Mr. Webster tried to defend broadcast coverage, however, and said, "We have to live with this phenomenon the same way that governments and the rest of society have to live with it. We have to adjust without giving up our basic role in society." He said even as well respected a news organization as the BBC has, at times, chosen "not to broadcast" information "because we knew that it was possible that it could be picked up by the terrorists." From Jerusalem, Mr. Ben-Yishai, whose country has experienced the horror of terrorism perhaps more than any other, supported, "not enforced restraint, but considerable cooperation. We journalists are not evil. We have one task, one duty: to supply and provide the public with information."



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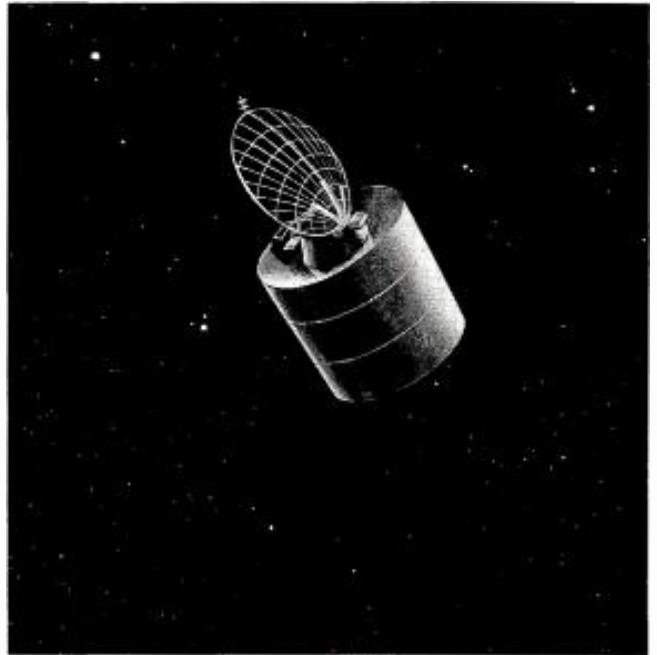


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## Satellites: tomorrow is here today

**There's a scramble among networks and other program suppliers to incorporate transmission through space into their systems; quality, lower cost and technical innovations that will be possible cited by MBS, NPR, PBS and others**

According to William Houser, director of the Corporation for Public Broadcasting's satellite interconnection project, 1978 will be remembered in the communications industry as the year domestic satellite distribution of programs became reality on a grand scale—a situation Mr. Houser believes is “analogous to the transition

from the propeller-driven airplane to the jet.”

Why satellites, and why today? Are they just this year's gadget, or will they prove—as their advocates believe—to be the harbinger of a new age in communication?

On March 1, the Public Broadcasting Service unplugged 24 of its member stations in the Southeast from their old AT&T land-line interconnection and switched them to Western Union's Westar satellite. By May 1, another 31 stations will be receiving their PBS feeds via Westar, and by the end of the year the public network expects more than 270 television stations in all 50 states, Puerto Rico and the Virgin Islands to be on line.

On March 3, the Mutual Broadcasting System filed with the FCC applications to build more than 500 earth stations. When that system is approved by the commission and built, Mutual's 780 affiliates will begin receiving their network programming via Westar, and, in the words of the radio net-

work's executive vice president, Gary Worth, “for the first time in 52 years” network radio transmissions will experience a qualitative technical improvement. Satellite distribution, Mr. Worth believes, marks a “quantum leap upward” in network radio.

And National Public Radio, “a radio network that depends on the goddamn Postal Service” now, according to President Frank Mankiewicz, will at the end of 1979 follow PBS to Westar and begin feeding its 200-plus affiliates up to four different programs simultaneously at a remarkably cheaper cost per hour than it presently pays for only one program transmission.

Satellites provide broadcasters with greater programming flexibility at a lower price, and, says Daniel Wells, senior vice president for engineering and operations at PBS, those two reasons alone make them much more than an engineer's toy.

Nor are those broadcast networks alone

in turning to the satellites. Home Box Office Inc., Time Inc's pay-cable service, serves over one million subscribers via RCA's Satcom satellite. Others on that satellite include Viacom's Showtime Entertainment Inc., Madison Square Garden, UPI Newstime, the Christian Broadcasting Network, the PTL (People That Love) Network, Trinity Network, KTVU(TV) Oakland, Calif. and WTCG(TV) Atlanta. Others on Westar are the Independent Television News Association, Spanish International Network, Hughes Sports Network and Robert Wold Co. (see page 62). The major television networks, ABC, NBC and CBS, occasionally use one or both of the domestic satellites. (see page 62).

Of all the broadcast satellite users, PBS is the farthest along in its construction. When completed, the \$39.5-million system will allow the public network to transmit up to four (it is to acquire a fourth Westar transponder in 1980) programs simultaneously. PBS, then, will have the capacity, allowing for time zone delays, to transmit up to 96 hours of programming a day. But, warned PBS President Lawrence Grossman, "the satellite is a tool. It makes it easier, but it is no substitute for developing programming."

Mr. Grossman is understandably hesitant to wave the satellite's flag too enthusiastically. "The bottom line is still the programming," he contended. "You have to be careful not to confuse the hard-

ware and the programming. A good program can be done whether you have a satellite or not."

But Mr. Wells is convinced that the new system will allow PBS to generate "considerably more service" to its viewers. One PBS project on the drawing boards, for example, is an expanded, one-hour version of its successful *McNeill/Lehrer Report*. It "would be very expensive," Mr. Wells said, to distribute the longer news program on PBS's present terrestrial interconnection.


Here, too, the satellite's flexibility will play an important role. PBS would like to see *McNeill/Lehrer* do more remotes than it presently can. Seven uplinks—earth stations with the capacity to transmit as well as receive—are planned as part of the PBS system. Located in various regions of the country (Columbia, S.C.; Tallahassee, Fla.; Hartford, Conn.; Lincoln, Neb.; Denver, and somewhere as yet undetermined on the West Coast), the uplinks will allow the affiliates to provide instantaneous remote feeds which can either be fed to the public system's main origination terminal (MOT) in suburban Washington and then passed out over the system or go directly to the affiliates without going through the MOT at all.

Such flexibility, PBS believes, will open the network to "geographic and interest" consortia, said Mr. Grossman, that will radically alter the television network concept. For example, he said, an urban affairs program produced in San Francisco could be picked up by stations in New York, Washington, Boston and other big cities while stations in the rural Midwest or South could be showing another program originating from the PBS uplink at Lincoln. Or in markets such as Washington that are served by more than one non-commercial television outlet, both shows could be seen. The satellite, Mr. Grossman said, will have the capacity, at once, "to tie the nation together and then break it up again."


Mr. Mankiewicz is equally excited by the flexibility of the satellite. The NPR system will have about 15 uplinks around the country (cities tentatively planned include New York, Washington, Boston, Atlanta, Los Angeles, Chicago, Minneapolis-St. Paul, and one in Texas), and Mr. Mankiewicz is convinced that local stations will gain stature from the new system. It will "strengthen localism in radio," he said, but tend to "centralize" television. He said the satellite will have a "centrifugal" effect on radio but a "centripetal" one on television, where production costs are significantly higher. Furthermore, he said, "the opportunity for non-Washington production increases with the satellite."

(While being interviewed, Mr. Mankiewicz was confronted with a classic example of the limitations of NPR's present terrestrial distribution system. As the network was broadcasting the recent Senate Panama Canal debates, President Carter held a news conference. "I have to

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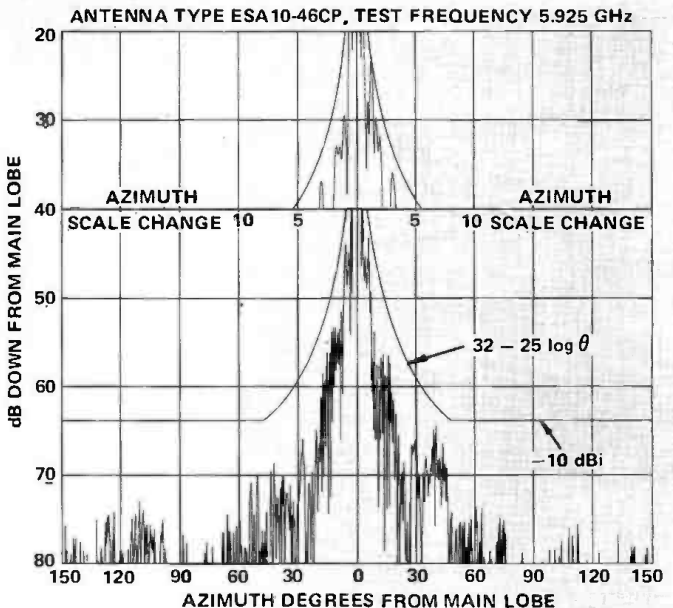
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decide," Mr. Mankiewicz lamented, whether to carry the Senate or the President. "When we have the satellite, as a matter of course we'll do both and let the station make the decision" as to which to air. NPR opted to carry the debate live and delay the news conference.)

Nor is the enthusiasm for the new programming possibilities of the satellite restricted to the noncommercial sector. Mr. Worth at Mutual said that with its present system "sporting events have to compete for clock time with news." With the satellite's "multiple transmission capability," he said, "that will no longer be the case."

Initially Mutual will be leasing three 15 khz channels on Westar, ultimately expanding to six. With those six channels, Mutual anticipates "regional network broadcasting" of, for example, sporting events. Affiliates interested in running one of Mutual's offerings, one of four Southwest Conference football games being played simultaneously, will have that opportunity while affiliates in other regions will be able to carry some other program, Mr. Worth pointed out.

The satellite will cause a "revolution in this industry," Mr. Worth said. It will allow Mutual "to offer programs national networks cannot do today", such as stereo music, and has the possibility of allowing Mutual, for one, to deliver "three or four programs simultaneously within a market." It is really an "extension of the

multiple formats" of local radio to the network level, Mr. Worth said.

Mr. Worth's plans extend beyond the present Mutual network. There are "7,000 radio stations to serve," he said, and he seemed convinced that Mutual, with its expanded ability to transmit up to six different programs at once, just might be able to produce something for everyone. He suggested, for example, that "something similar" to NBC Radio's ill-fated News and Information Service could be developed and distributed at a significantly lower cost to the network.

Mr. Worth was quick to point out, however, that at Mutual, at least, the satellite "isn't really a cost-saving measure." In fact, he said, the network presently spends about \$2.1 million a year on distribution, and over the eight or nine years it will take for Mutual to pay for the new system, costs will be in the same neighborhood. But, he also said that when the system is fully operational, it will cost Mutual virtually the same to distribute six different programs as it now does to feed one.

The Mutual earth stations are being developed and manufactured by California Microwave Inc. and maintained by Western Union. The stations, each to consist of a 10-foot receiving dish at each terminal and studio equipment, will be installed and owned by Mutual.

At NPR, the satellite will reduce distribution costs for some programs from \$1,500 an hour to about \$50, said Clyde Robinson, who is heading the public radio network's satellite project. (Many of NPR's music programs are distributed on tape via the mails, a process that forces the network's costs up considerably.) At present, said Sam Holt, vice president for programming, "the distribution of some programs on tape is more expensive than the production."

Mr. Robinson also said that NPR is finding it less expensive to build earth stations for its new affiliates than to hook them to the AT&T system. "If you're going to spend \$30,000-\$35,000 just to get a phone line in, why not spend the same money to get first-class service and give them a range of choices that they would not have otherwise?"

The important thing about any system is, of course, what it will do for the listener or viewer. Mr. Wells said the satellite system will first result in reduced interference. Between Washington and Spokane, Wash., he said, the PBS signal passes through about 130 AT&T relay stations. At each, he said, there is a slight degradation of signal quality. Over the distance-insensitive satellite system, however, there is "essentially only one relay." The signal quality "is much better," Mr. Wells said, and that will result in home viewers noticing "a lack of snow in their picture" and "improved sound quality."

On radio, the listener will notice that the "sound degradation that we associate with distance" will have become virtually a thing of another era. Those who remember the scratchy, almost incomprehensible radio reports of the past that were

**Earthbound.** Among the principal suppliers of broadcast earth terminals:

**Complete earth station systems**  
 □ Harris Corp., Quincy, Ill.; Scientific-Atlanta, Atlanta, and Rockwell International (Collins Commercial Telecommunications Group-Broadcast Products), Dallas.

**Earth station systems** □ Andrew Corp., Orland Park, Ill.; RCA Corp., New York, and R.F. Systems Inc., Orlando, Fla.

**Terminals** □ Farinon Electric, San Carlos, Calif.

**Terminal components** □ Hughes Microwave Communications Products, Torrance, Calif.; Microdyne Corp., Rockville, Md., and Microwave Associates Inc., Burlington, Mass.

Other manufacturers can provide broadcasters and cable systems with a variety of products and services. Some of these include California Microwave, Comtech Communications, Fairchild Industries, GTE International Systems and Terra Com.

delivered over low-grade land lines will be surprised, Mr. Holt said, when they listen to NPR reporters on the new system. "Literally, they're going to sound like they're in the same room."

(Mr. Holt and Mr. Mankiewicz said that during experiments with the satellite, some listeners complained that remotes were rigged—that the reporter who was said to be in the field was actually in the studio. As a consequence, the NPR officials said, they are toying with the idea of using less sophisticated microphones for a while so listeners can grow accustomed to the new sound quality.)

"The idea that you can listen to a program live, 3,000 miles away, that has tape-like quality has just been an unreasonable expectation until now," said Mr. Holt.

The enhancement of signal quality on the satellite is a result, in part, of the reduced handling of the signal that Mr. Wells spoke of. But the satellite also allows the broadcaster to start with a better grade signal than can be passed through a terrestrial system. Most AT&T lines, for example, are only five khz, adequate for most voice transmissions but woefully inferior to signals listeners have grown accustomed to on local FM stereo broadcasts.

Sound for television, as well as radio, over the satellite will be transmitted at 15 khz with only one percent harmonic distortion. Multiple sound channels will allow for the simultaneous transmission of stereo from the network plus a monaural signal, which could be used for foreign language translations, international sound, commentary circuits or multiple sound channels for instructional techniques.

There will also be enough room on the transponders for a network to upgrade its nonbroadcast communications with affiliates. Mutual, Mr. Worth said, is planning a "hard copy" transmission to its affiliates

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## More and more, they reach for the sky

The Public Broadcasting Service, Mutual Broadcasting System and National Public Radio may be the largest broadcast users of satellites; but are by no means members of an exclusive club. Here are some of the other broadcast and cable services that are now or soon will be fed via satellites:

**Home Box Office** □ A subsidiary of Time Inc., the pay-cable service began transmitting to cable systems on the RCA Satcom satellite in 1975. Its signals are received at 170 earth terminals and are fed to 260 systems. It programs eight to 12 hours a day of movies, sports events and specials. It uses two of Satcom's 24 transponders.

**Showtime Entertainment Inc.** □ Viacom International's pay-cable service that started on Satcom earlier this month. It uses two transponders eight hours a day and is fed to about 50 cable systems.

**Madison Square Garden** □ Sporting events at the New York arena are distributed by UA-Columbia, a multiple system operator, to 75 cable systems. About 135 events are fed a year.

**UPI Newtime** □ Aiming to start its 24-hour daily video feed in mid-April, the new news service will be distributed to cable systems over one Satcom transponder

by Southern Satellite Systems of Tulsa, Okla.

**WTCG(tv) Atlanta** □ Ted Turner's independent UHF has enjoyed a phenomenal success with cable systems importing it as a distant signal. About 200 systems now carry the station, distributed by Southern Satellite Systems via Satcom, and others have applied to the FCC for permission to import it. WTCG was the first television station to go on a satellite (Dec. 17, 1976).

**KTVU(tv) Oakland, Calif.** □ To be distributed by Satellite Communications Systems Inc., Memphis (a joint venture of Holiday Inns Inc. and Southern Satellite Systems), the station expects to begin transmissions by Aug. 1. It will be offered to cable systems and as an in-room service to hotels and motels—including some 1,700 Holiday Inns.

**Christian Broadcasting Network** □ The Virginia Beach, Va., religious broadcaster transmits 24 hours a day to cable systems from its own uplink. Distributed by its own carrier, Continental Satellite Corp., by the end of 1978 it expects to construct earth stations in the 60 largest television markets for transmission to broadcast stations. Presently using only Satcom, CBN expects to go on Westar for

its new broadcast service.

**The PTL Network** □ Another religious broadcaster, based in Charlotte, N.C., it will start transmissions to about 30 cable systems April 3. PTL plans initially to offer 20 hours a day over Satcom but will soon move up to a full 24 hours.

**Trinity Broadcasting Network** □ The Los Angeles religious broadcaster plans to go on Satcom April 30. It has built an uplink in Los Angeles and a downlink at its station in Phoenix. Others are planned. The network's 24-hour-a-day programing will be distributed by Robert Wold Co.

**Spanish International Network** □ Using Westar, eight SIN affiliates receive 43 hours a week of Spanish programing. Two SIN stations have their own downlinks; another is under construction. The other stations receive their feeds via Western Union terminals.

**Independent Television News Association** □ The 10 member stations use Westar for an hour a day to distribute a national news service. ITNA is distributed by Robert Wold Co.

Other firms, classified as carriers or service coordinators, are also heavy users of Satcom and Westar. Among them are Robert Wold Co., Hughes Television, American Satellite, RCA Alaska Communications, Southern Satellite Service and Satellite Business Systems.

that will allow the network to provide a continuous wire service or relay traffic information without taking away from programing time. With that additional capability, Mr. Worth said, Mutual "could actually automate a station." That is, the network could run an affiliate's automation system with a series of sound cues that would be inaudible to listeners.

The satellite will provide networks with a "wealth of alternative programing" possibilities, Mr. Worth said. It will put them "back into the programing business." With such a selection from which to choose, "the decision as to what is going to be heard" will, again, belong to the local broadcaster. Networks, he said, will become program "suppliers" with a variety of offerings, and the local general manager or program director will "determine what he wants to carry."

Mr. Mankiewicz is convinced that NPR will be able to provide its member stations with a "richer menu" of shows. Production centers other than New York, Los Angeles and Washington will flourish. "I guarantee you that an opera lover would rather hear the San Francisco Opera on our satellite than he would the Metropolitan Opera on a five khz monaural line," the NPR president said.

Mr. Grossman said that he believes "picking and choosing will happen" among PBS's members, but the concept of the "core schedule" will remain a part of

network television. He envisions "strands of programing" on the various available channels. The satellite will allow us to "build on our record of performance," and, for instance, "enable us to cover legitimate cultural events and arts festivals the same way that the commercial networks cover sports." He also envisions "adult education" daytime feeds.

Although far from boundless, the opportunities presented to broadcasters by satellites promise to expand. Hughes Aircraft's Syncom 4, an experimental system with a substantially greater capacity than present ones, is scheduled to go up with one of the early space shuttle flights. The engineers are still trying to determine how Syncom will be used, but its longer life and capacity for more traffic will certainly make it attractive to broadcast users. Another experimental satellite, ATS-6, has demonstrated in the Rocky Mountain region and elsewhere that a very powerful satellite signal can appreciably reduce the hardware costs of earth terminals.

The big jump," said Mr. Houser, "is going to come with the space shuttle that puts these very large packages up there and puts far more effective units in a particular orbit than we have right now."

Satellites are not "trendy in the sense that they are this year's gadgets," Mr. Houser said. "They are the next logical step in communications." With other developments such as direct-to-home

satellite service "10 to 15 years down from us," he said, the existing broadcast system in the United States could undergo some radical changes. But, as Mr. Robinson said, whether such changes will, in fact, take place is "not a technical question," but a regulatory one.

## Three majors bide their time on satellites

**They're using them now ad hoc, and even though they view them as eventually, they're holding off, waiting for cost effectiveness**

ABC, CBS and NBC are taking a "wait and see" attitude toward satellite distribution of their day-to-day TV and radio programing to affiliates, according to engineers at those networks. At the same time, however, they are studying the field closely and increasing their level of occasional satellite use every year.

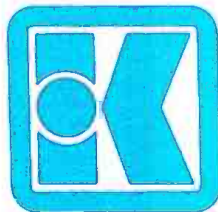
David White, vice president and general manager of operations and engineering at CBS, said, for example, that his company had used more than 700 hours of satellite time last year (divided about equally between news and sports programs) an increase of at least 25% and perhaps as much



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- KMBC-TV — Kansas City
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- KMJ-TV — Fresno
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as 50% over the year before. "The applications," Mr. White said, "are more and more advantageous, more and more cost effective for our uses."

He mentioned as one such use the Muhammad Ali-Leon Spinks fight, which CBS found was more economical via land lines from Las Vegas to Los Angeles and via satellite to New York for distribution to the full network. Similar combinations are definitely on the upswing, he said, and will continue to be as satellite vendors increase their facilities, as RCA has recently done by building an earth station in Atlanta (Western Union also plans a station there, Mr. White said.)

The attitude at CBS and at the other networks seemed to be summed up by Frank Smith Jr., CBS's vice president of operational resources. "The systems we now have do the job on an economic basis that is acceptable to us," he said.

No one is against saving money if the opportunity presents itself, however. Julius Barnathan, president of broadcast operations and engineering at ABC, said "we're not hurting in terms of distribution," but he added that the network, with yearly distribution costs of about \$20 mil-

lion, is happy to shave off more than \$1 million of that with the 500-700 hours of satellite time it does use. And ABC seems more willing to acknowledge a readiness to go all-satellite if land tariffs go out of sight. The company has submitted a detailed satellite distribution plan to the FCC to be considered with AT&T's current application for a tariff increase, in part to put the phone company on notice that it may lose an important customer if prices make satellite an attractive alternative, Mr. Barnathan said. But he also said he considers it probable that if one or more of the networks took to the sky, AT&T would "rightly" curtail some of its occasional-use services, leaving what could become a dangerous lack of backup.

"What if sunspots come around?" he said, "Do we go off the air?" So Mr. Barnathan makes it clear he is reasonably happy with what he's got and with the "responsiveness" of AT&T, at least since the last tariff increase in 1969. "I'm willing to go another direction," he said, "but it's all cost effectiveness" and reliability.

ABC does use satellite to relay its four different radio feeds from New York to the Pacific and mountain zones. They are sent

to Los Angeles, and the mountain feed is then "back-hauled" by land lines to the mountain states, with the purpose of inserting compatible commercials in different time zones (a sponsor may want his spot to run in morning drive time all across the country, for example).

That use could expand simply by installing earth stations in the mountain zone to bring the material down there, Mr. Barnathan said. But he sees little sense in expanding further at the moment, partly because of the unique requirements of the four radio networks ("Would you need four different ground stations for four different radio stations?" he asked) and partly for the same reasons TV is hanging back—the advantages of regionalization of certain broadcasts and the ability of stations to send as well as receive material. Nonetheless, other ABC radio executives have implied that satellite distribution may be very close indeed—perhaps within a few years—and that it may be the key to adding fifth and sixth networks to the four existing ones (BROADCASTING, Feb. 13).

Regionalization and the ability to send as well as receive were cited as particularly important factors by Frank Flemming,

## Some names of the game in satellite technology

*Satellite communications is a relatively new technology with its own language. Below are excerpts from a glossary prepared by the Public Broadcasting Service to make more familiar some terms that are destined to become a part of broadcasting's vocabulary.*

**Crosspolarization** □ Electrical energy transmitted by a satellite normally has its waves oriented either horizontally or vertically. When a satellite transmits both horizontal and vertical waves it is said to be crosspolarized, and thereby can reuse the entire satellite frequency spectrum—once horizontally and once vertically.

**Earth station** □ Equipment located on earth used for communications between a satellite and users on earth. Some earth stations are designed as receive-only, in which case they only have the capability of receiving signals transmitted by a satellite. Other stations are designed as receive-transmit, capable of both receiving signals from a satellite as well as originating programs to be sent to other stations through the satellite. A main origination station has the capability of transmitting multiple channels to earth stations in the system via satellite as well as receiving those satellite transmissions as a means of monitoring their transmissions. The main origination station also includes a control and cueing system to prevent two signals from impinging on the same transponder simultaneously and thereby causing interference and loss of intelligible signal.

**Footprint** □ The area on earth within which a satellite's signal can be received.

**Frequency bands** □ Under present International Telecommunications Union provisions the frequencies for satellite communications are 6000 mhz for uplinks and 4000 mhz for downlinks. In the future, additional frequencies for communications satellite use would be 14 ghz up and 11 ghz down. As technology progresses, even more frequencies are expected to become available in higher areas of the electromagnetic spectrum.

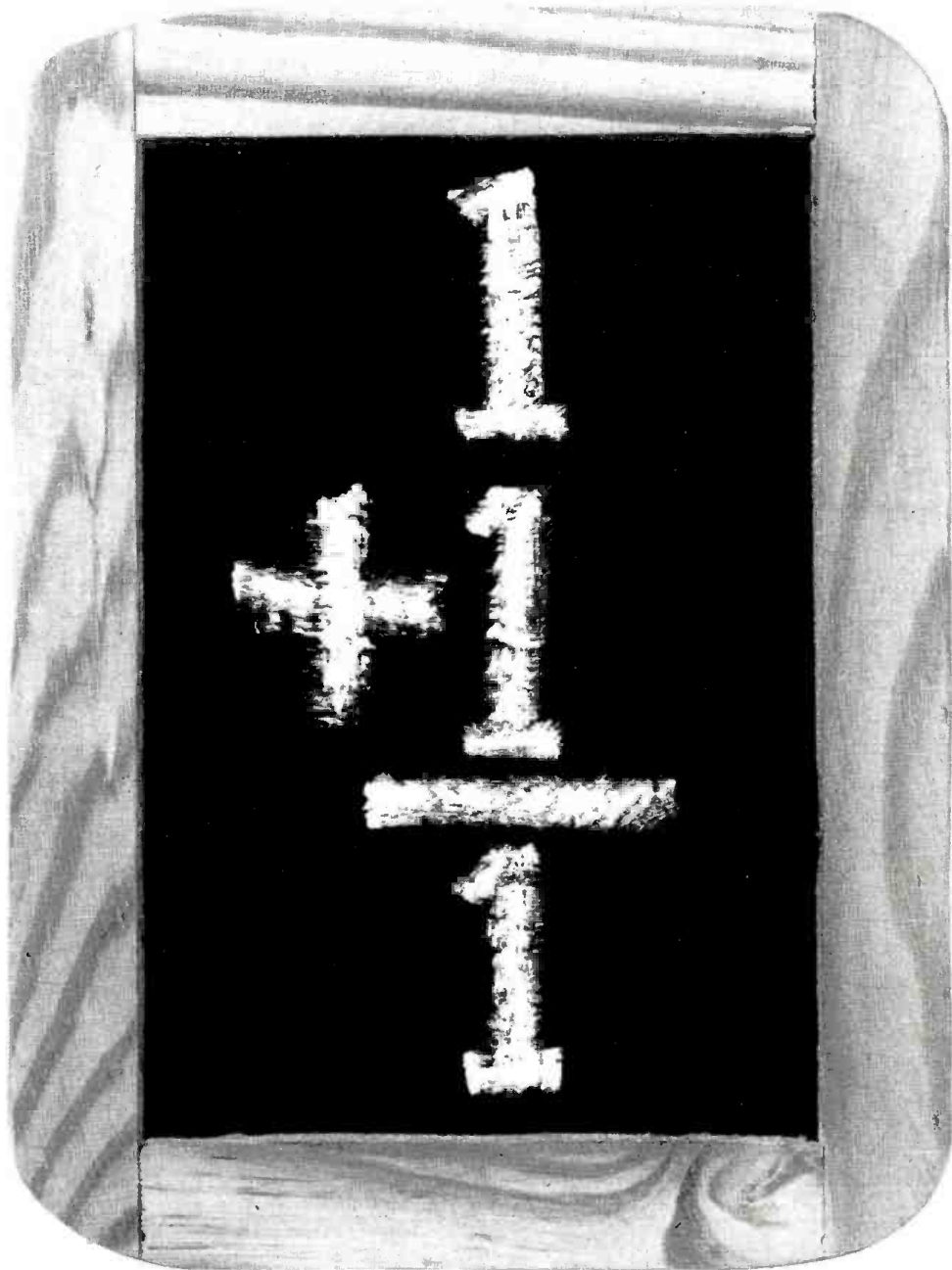
**Look angle** □ The angle above the horizon where the earth station's antenna is pointed to communicate with a satellite.

**Low noise amplifiers** □ Amplifiers are used in earth stations to boost the received satellite signal to usable levels. Since satellite signals travel over 20,000 miles before reaching the earth, they arrive at extremely low levels. These levels are so low as to be comparable to the noise levels that are inherent in the majority of receiving devices often masking the desired signal. Special amplifiers which introduce very little noise have been developed; they are called low-noise amplifiers.

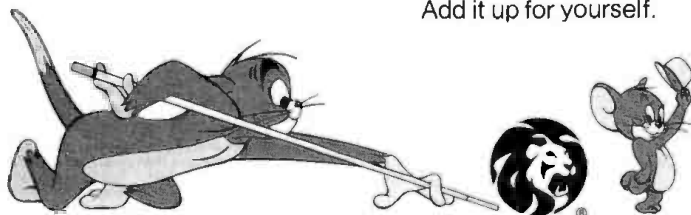
**Parabolic antenna** □ An antenna in the shape of a large bowl which gathers in the satellite signal as a funnel would gather rainfall, and focuses the satellite's energy into the earth station's receivers. Some antennas are steerable, allowing them to be pointed at various satellites in orbit, either manually or by means of motors.

**Satellite** □ A man-made object put in orbit around the earth. A communications satellite is one that carries electronic equipment capable of receiving signals from earth and retransmitting those signals back to a desired area on earth. A community broadcast satellite is a high-powered communications satellite that transmits signals capable of being received by inexpensive installations on earth, affordable by communities but not by individuals. A direct broadcast satellite is one that can send a signal capable of being received directly by the general public. A geostationary satellite is one whose orbit 22,300 miles above earth is in the plane of the Equator so that it not only has a 24-hour period, but also no north-south motion, appearing thus to remain stationary over one point of the earth. A synchronous satellite is one whose orbit is located 22,300 miles from earth so that its period of revolution is 24 hours, or synchronized with the earth's daily rotation.

**Transponder** □ Equipment on a satellite that receives the signal from an earth station, amplifies it, changes its frequency and retransmits it back to earth. Each transponder operates on a different frequency and is capable of handling one frequency-modulated television channel with associated audio. The electromagnetic spectrum assigned for satellite communications is approximately 500 mhz wide. Currently, each satellite transponder is 40 mhz wide, so that 12 transponders on one satellite occupy the entire satellite communications band. Satellites that are capable of transmitting crosspolarized signals can have 24 transponders.



Take one cat, and one mouse. Add them together and you have a number one team. In the November sweep, Tom and Jerry was the top-rated syndicated cartoon show. And now the February books show Tom and Jerry climbing even higher on the rating charts. Kids love Tom and Jerry. Add it up for yourself.



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**How secure is the satellite communication system?** With recent news stories about satellites falling to earth and about so-called hunter satellites designed to destroy communications and surveillance satellites in space, the Corporation for Public Broadcasting's William Houser, a retired admiral who headed the Navy's air warfare planning, attempted to dispel some of the fears about turning the communications system over to geosynchronous satellites. Domestic public satellites, he said, are "very vulnerable, but the more you get up there, the more difficult it would be to destroy them all." Furthermore, he said, an attack on a satellite would be a "very powerful signal" from a foreign government to the United States that war was imminent. It is likely, he indicated, that the United States could develop a timely and appropriate response to an attack on one of its satellites.

On the possibility of a satellite breaking down 22,300 miles from the nearest repairman, PBS's Dan Wells responded confidently, "It hasn't happened yet." Communications satellites of the sort used by broadcasters and cable systems, he said, "are several generations old" with multiple-channel capacities that provide their own back-ups. If one transponder went out on the Westar, he said, PBS's signal could be switched to another with no loss of service. If one of the Westars went dark, the signal could be beamed almost immediately to the other, and a third Westar is on the ground, ready for launching if necessary. Then, if Western Union's back-ups fail, PBS has arranged to go to Satcom, then AT&T-Comsat's Comstar, and, if all else fails, to Telesat Canada's Anik satellites.

According to Mr. Wells, satellites have "predictable end of life," and the Westar, designed for seven years, has demonstrated an actual life span of eight to nine years.

vice president of engineering at NBC. NBC depends on its "round robin" ground circuit that enables the network to break in at any point at any time, "and it's very hard to beat that," Mr. Flemming said. Bud Prather, NBC Radio director of engineering, agreed.

"With our regular need for getting material back to us," he said, "ground stations are not practical."

But NBC, too, is preparing for the satellite era, whenever it comes. The company has solicited systems proposals from

"three or four" vendors, (neither Mr. Flemming or Mr. Prather will name them), all involving expanded channel and bandwidth availability, Mr. Prather said. Radio proposals, where less occasional use is required, are also being studied, but Mr. Flemming, like his counterparts at the other networks, communicates no particular sense of urgency about the fruition of either the TV or radio systems. "It's a tough dilemma," he said. "We're not anti-satellite—it's just the practicality of the service."



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Jeff isn't alone. Of the stations reporting in at the end of the third week, average new business was \$7,382.00 per station. . . . Two stations reversed cancellations. . . . and numerous stations reported extensions of existing schedules. . . . all with Spot Shop Campaigns. And that's after just three weeks! Your station has received our complete presentation. But if you need another copy or want to put a "hold" on your market, phone Warren Miller (804) 622-2111 immediately!

## Deintermixture doubts

An Alabama UHF broadcaster's request that the FCC help rewrite the "tortured history" of television in that state has drawn some heavy fire from the National Association of Broadcasters and the Association of Maximum Service Telecasters.

WCOV Inc., licensee of WCOV-TV Montgomery (channel 20), asked the commission to reallocate the VHF assignment of its competitor, WSFA-TV there, from channel 12 to channel 45, to move channel 8 from not-too-distant Selma, Ala., to Tuscaloosa for educational purposes, to switch WSLA-TV Selma from channel 8 to channel 29 and to bump WYEA-TV Columbus, Ga., from channel 38 to channel 12. The musical allocations, according to WCOV Inc., would help to rectify the "unique television problems of central Alabama" (BROADCASTING, Jan. 9).

But NAB and AMST told the commission last week that the request for deintermixture would, in the words of AMST, "be inconsistent with basic tenets" of the nation's broadcasting system.

"If UHF is not successful now in Montgomery," AMST declared, "the fault lies with the operators themselves, not with some inherent defect in the UHF frequencies. The commission's policy against deintermixture should be affirmed, not subjected to erosion."

Echoing that refrain, NAB attempted to convince the commission that it could not reallocate the assignments without congressional approval. "The commission is precluded from independently considering deintermixture without congressional guidance," the industry association said.

"The NAB reaffirms its opposition to the deletion of VHF assignments because the inevitable dislocations and loss of existing service would be profoundly detrimental to the public as well as the industry," NAB said.

## ENG by fiber optics

KSL-TV Salt Lake City claims it's the first TV station in the U.S. to use a fiber optic video transmission link as an operational part of an electronic news-gathering system.

KSL-TV said that on March 8 it began transmitting ENG material from its microwave receiving station atop the Beneficial building through a 1,700-foot fiber optic cable to the outlet's studios a block away. A spokesman for KSL-TV said the advantages of the system are that it takes up much less cable space than a comparable electronic signal, provides better quality because there is no line loss and no frequency limitation and the light beam is not affected by any type of interference.

The system replaces a line-of-sight laser system that had been in use for 18 months.

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**BROADCAST ELECTRONICS, INC.**

PRODUCERS OF *Spotmaster* TAPE CARTRIDGE EQUIPMENT  
4100 NORTH 24th STREET, QUINCY, ILLINOIS 62301

## KUTV turns down P&G 45/15 spot

**Station general manager cites technical and business reasons**

The controversy surrounding odd-length TV commercials continued last week when a Salt Lake City broadcaster said he had rejected a 45-second commercial from Procter & Gamble, in part because he felt it might encourage 15-second commercials.

Recently, other broadcasters have raised their voices against the emergence of the 15-second spot (BROADCASTING, March 20), and last week Robert H. Temple, vice president and general manager of KUTV(TV) Salt Lake City, joined the chorus. His points were essentially those of other critics.

Mr. Temple set forth his views in a letter to the Leo Burnett Co., Chicago, and in an interview with BROADCASTING. He said KUTV has declined to schedule the 45-second commercial for Camay soap for a number of reasons.

He said P&G's order for a 60-second position included a 45-second commercial and a 15-second public-service message, and claimed this combination added to clutter. Second, he said, the station does not use cartridge video-tape equipment and must rely on manual switching, which resulted in "awkward and unacceptable performance" during switching from the 45-second spot to the 15-second public-service announcement. Third, the public service spot was not one that the station considered relevant to the needs of the community, according to Mr. Temple.

"And perhaps what may be most important," he said, "we know the 15-second commercial is attractive to some advertisers, and the type of spot we are turning down could become a new bastard element. Today an advertiser is offering a 15-second as a public service announcement. What's to stop them from trying to place 15-second commercials in the future?"

A spokesman for Burnett said it is the



**Computer confab.** Included among the more than 300 broadcasting executives present at the seventh annual BIAS seminar on broadcast automation in Memphis were (l to r): Dick Paul, president, WTTN-TV Washington, N.C.; Joe Jerkins, assistant general manager, KTVV(TV) Oklahoma City; Walter Hoffman, director of data processing, RKO General, New York, and Floyd Smith, controller, Combined Communications Corp., Phoenix.

policy of the agency not to comment on matters relating to P&G. He declined to give the number of stations offered the 45-second commercial or the number accepting or rejecting it.

## Ad expenditures hit \$38 billion last year, says Coen, with 20% jump in TV, 7% in radio

Advertising expenditures in television in 1977 reached \$7.63 billion, or 20.1% of all advertising expenditures, according to preliminary estimates by Robert J. Coen, vice president of McCann-Erickson.

His estimates put total advertising expenditures at \$37.99 billion, with newspapers getting \$11.07 billion or 29.1%; direct

mail \$5.34 billion or 14.1%; radio \$2.595 billion or 6.8%; magazines \$2.165 billion or 5.7% and outdoor \$420 million or 1.1%. The rest was distributed among business publications (\$1.18 billion), farm publications (\$100 million) and miscellaneous (\$7.49 billion).

Total national advertising expenditures were put at \$21.1 billion, total local at \$16.89 billion.

In television, the McCann-Erickson estimates put \$3.455 billion in network, up 20.9% from 1976; \$2.26 billion in spot, up 4.9%, and \$1.915 billion in local, up 12%. In radio, the division is \$120 million in network, up 14.3%; \$580 million in spot, up 12%, \$1.895 billion in local, up 11%.

## L.A. radio toots its horn in the Big Apple

The "Los Angeles Radio Story" was trumpeted for five days by a band of Southern California broadcasters to a selected group of advertisers in New York.

Robert M. Light, president of the Southern California Broadcasters Association, said the group had 10 appointments set with advertisers and hoped to make 15 presentations before the end of the week. What made this foray different from others was that this year Mr. Light was joined by executives of radio stations from the Los Angeles area in delivering the presentation.

Mr. Light and his colleagues focused on Los Angeles county and Orange county in the presentation, stressing that this area of 8.75 million individuals has been touted by the American Association of Advertising Agencies as the "best radio market in the U.S." Among its advantages: Almost all food stores in the counties are open ev-



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ery day of the week; radio reaches almost 96% of the female heads of households in the area; most department stores are open seven days a week; radio penetrates 99% of the market and, counting passenger cars, Los Angeles residents own more than 23.5 million radios; each week Los Angeles radio reaches 97% of men and women in households with an annual income of \$15,000 and more.

## Advertising Briefs

**More.** Federal Trade Commission Chairman Michael Pertschuk told House subcommittee that commission's most important issue was "spiralling costs of goods and services—in other words inflation"—as he requested \$3,917,000 increase in agency's budget for 1979. Mr. Pertschuk said FTC needed \$66,485,000 budget for upcoming fiscal year.

**Driving force.** Investment in television for new-car advertising in 1977 grew by 19% to \$510.6 million, according to figures released last week by the Television Bureau of Advertising. Roger D. Rice, president of TVB, noted that 56% of every new car dollar invested in media in 1977 went to TV. Television's total in 1977 compared with an estimated \$200 million in newspapers, up 22%; magazines, \$111.8 million, up 21%; and radio, \$52.6 million, up 8.5%.

**NADA's February.** Thirteen challenges to national advertising, including four on television, were resolved during February by National Advertising Division of Council of Better Business Bureaus. Modified or discontinued were TV commercials for General Mills Fun Group Inc. (Tree Tots preschool toys); Gillette Co. (Right Guard Preschool Pump antiperspirant); North American Systems (Mr. Coffee coffeemaker) and Singleton Packing Corp. (batter-fried seafood products).

**Burke expands.** Burke Marketing Research Inc., Cincinnati, has formed Burke Broadcast Research Inc., based in New York, which will provide syndicated ratings for radio stations in top 20 markets, and may go into TV later.

## Drug stores continue to like local TV

Local TV investment by drug store chains climbed by 30% in 1977 to \$19.1 million, according to figures released by the Television Bureau of Advertising.

Roger D. Rice, president of TVB, in preparing for a speech before the National Association of Chain Drug Stores in Los Angeles today and tomorrow (March 27-28), said that drug stores are "becoming more and more aware that their growth potential rests in being able to generate new buying power through new customer traffic, and that means greater use of television."

Leading the list of the top-15 drug chains in local TV advertising in 1977 was Revco with \$2.9 million, up 51%, followed by Eckerd, \$2.7 million, up 34%;

Walgreen, \$1.5 million, up 6%; Thrifty, \$1.0 million up 69%, and Hook, \$900,000, the same as 1976.

## Reps worry over drain on spot by film studios' programing twist

**Paramount technique of giving station hour show linked to new release in exchange for banked time is picked up by MCA**

It's not an epidemic, but Paramount Pictures' "Premiere Fever" concept of promoting upcoming theatrical releases via special TV programs that earn time credits on stations could become contagious.

Stations seem to have embraced the approach. Last December approximately 80 TV stations carried the one-hour *Disco Fever* special which spotlighted the West Coast premiere of Paramount's feature film, "Saturday Night Fever." And in mid-March, according to Paramount, more than 100 stations telecast the one-hour *Thank You, Rock and Roll*, which heralded the premiere of the studio's "American Hot Wax."

Some station reps are worried about the development. They regard this marketing technique as a threat to spot TV investments by motion picture companies, which amounted to about \$67 million last year. They point out that not only does the station carry the special, which might be construed as an advertisement for the film, but the studios earn time credits to be used in other periods of a station schedule. And they thereby reduce, to some measure, paid spot TV advertising, reps contend.

Walter Schwartz, president of Blair Television, New York, said "the long-term ramifications can be serious since these television specials and the attendant time bank pose a real threat to the spot dollars these major producers have spent promoting their big releases. . . . If Paramount and MCA are successful, other major studios will jump on the bandwagon and severely reduce their spot budgets."

A spokesman for H R Television, New York, said the MCA and Paramount moves could be damaging in the same sense that all TV programing that is bartered is a threat to spot TV investment.

An official of the Katz Agency, New York, said the firm has long opposed barter and has consistently advised its stations that in the long run this practice is detrimental. He added that although the present development is still in the infant stage, Katz is watching it carefully and will take a firmer stance once it proves to be, in its opinion, a definite threat to spot TV.

Outside of Paramount, which plans four to six more "Premiere Fever" programs, MCA-Universal has announced it plans to produce a half-hour special for its new

theatrical release, "FM." Officials of Warner Bros. and Columbia Pictures said they were watching the development carefully but had no immediate plans in this area.

"We would have to cost it out to see if it is worthwhile to produce a special," one official said. "It might be that it would be too costly and the best route would be to buy spot television."

A Paramount spokesman said that for the remainder of 1978 four to six specials are planned for production timed for upcoming theater releases of "Grease," "Heaven Can Wait," "Bad News Bears Go to Japan," "Death on the Nile," "Foul Play" and "Oliver's Story."

He said the specials are not overt advertisements for the motion picture, although references are made via introductions of performers appearing in it or comments by guest stars. Commercials for the film are not used within the framework of the program, he added, "to make it clear that the whole thing is not a commercial."

The Paramount official explained the one-hour special actually devotes 50 minutes to program content, with the remainder turned over to stations for local sale. In turn, Paramount earns 10 minutes of time, he said, but this formula is subject to negotiation with stations.

Both specials have rated "very highly," he continued. He said *Thank You, Rock and Roll* ranked first in its time period on KTTV(TV) Los Angeles and WGN-TV Chicago, and second on WPIX(TV) New York.

"Every feature doesn't lend itself to this sort of treatment," the Paramount official said, "but those in the light-entertainment area are candidates."

MCA TV said last week it has lined up more than 30 stations and expects to obtain substantially more for its half-hour special, which will have two runs, initially two or three days before or after the theatrical exhibition begins in late April. On the first run, MCA TV will earn six minutes of time credit and on the second run, two minutes.

An executive of a group station operation summed up the attitude of some stations by saying: "This deal should not be judged by whether this is barter against cash. If the program is good and the arrangement makes sense, it's acceptable. Obviously reps don't like it because it's not commissionable to them."

Rich Frank, president of television distribution, Paramount Pictures Corp., Los Angeles, disputed the contention of national reps that the TV special-barter approach would siphon off spot TV dollars. He claimed that Paramount invested more money in paid spot TV for both "Saturday Night Fever" and "American Hot Wax" than it ordinarily would have allocated and intends to spend proportionately more in the medium on future releases.

"Our company intends to shift more of our money into spot TV," he said. "We have learned the value of television advertising and we intend to spend more money in spot TV than we have in the past."



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# The NFL Game of the Week is no ghost story

The image is clear and sharp when it leaves the transmitter. That's the way it should be when it arrives on home TV receivers, too. No triple chins or fuzzy outlines. No ghosts. No snow. No distortions.

Until just now, man-made and natural terrain could distort video signals so that the big plays were haloed with ghosts. Or snowbound by poor indoor antenna performance.

Circularly polarized transmission can change all that, as exhaustive field-testing under FCC authorization has proved. Proved well enough that CP transmission is now FCC-authorized for VHF and UHF broadcast.

Circular polarization brings to TV what FM radio has had for 25 years or more: Signal transmission that rotates more than 55 million times per second between *horizontal* and *vertical* planes.

The result, shown in the field tests, can mean elimination or dramatic reduction in snow and ghosting on home TV sets. In Manhattan's concrete

jungle. Over hill and dale. In just about any tough reception area. (And in good ones, too.)

Naturally, we think Jampro's unique spiral CP transmitting antenna design is the premier one. After all, we already have more than 1600 CP FM radio antennas operating around the world. And our half of those year-long FCC-authorized tests demonstrated our ability to deliver all the action in sharp, clear profile to home receivers—no matter what the receiving antenna: rabbit-ears, UHF rings, bow-ties, or outdoor antennas.

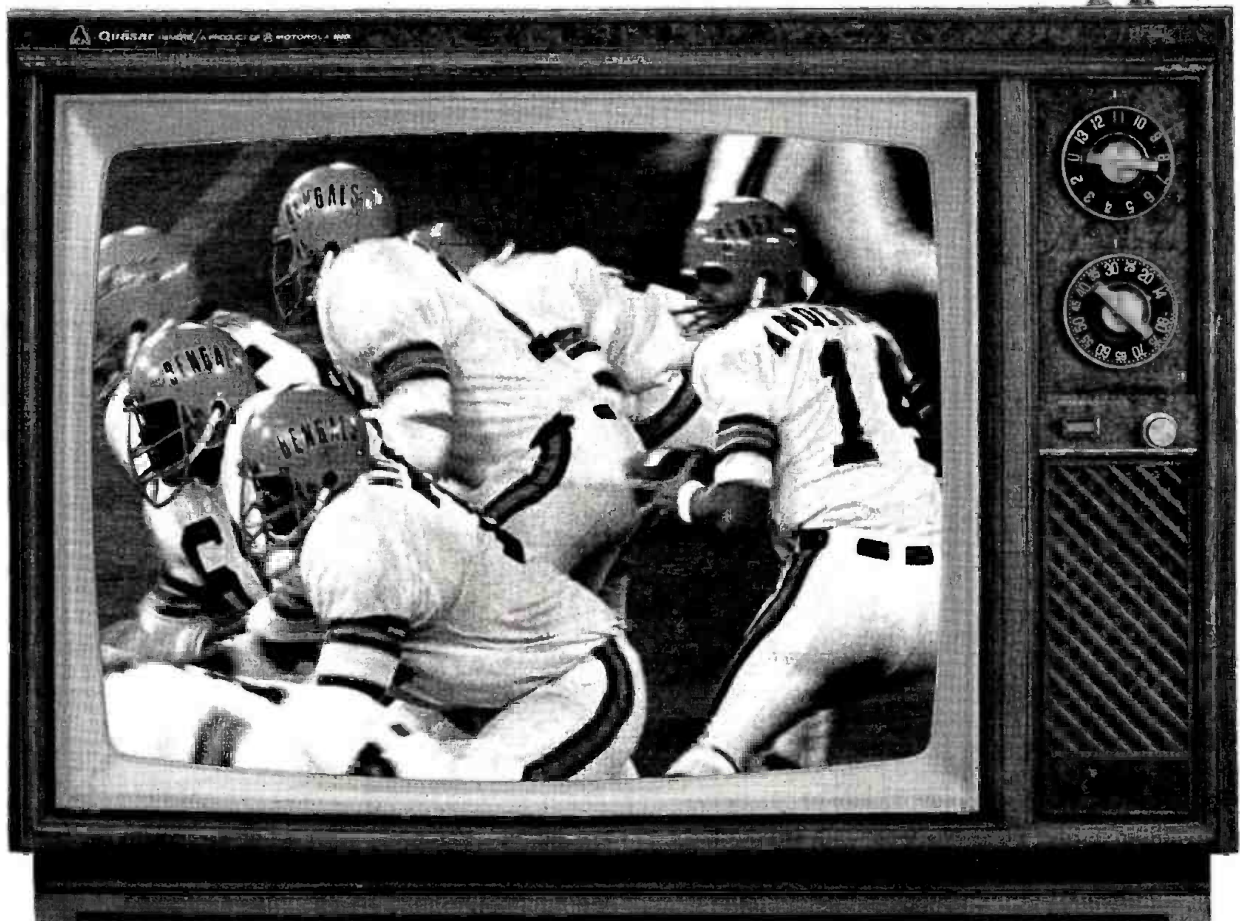
Picture quality is a competitive consideration, not just an esthetic one. If your signal isn't picture-perfect throughout your service area, it will be well-worth your time to investigate the Cetec Jampro CP transmitting antennas.

We have a fully illustrated documentary brochure just off the press. Write for yours today, or telephone Peter Onnigian, (916) 920-0600.



## Jampro CP/TV Antennas

Jampro Division of Cetec Corporation  
1900 Point West Way, Sacramento, Ca. 95813



# The Broadcasting Playlist Mar 27

## Contemporary


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

## Playback

'Grease' spooning. *You're the One That I Want* (RSO) isn't eluding music directors "who can read the trends." So says Mark Elliott of WKRO(FM) Cincinnati, who also says "John Travolta is what's happening right now." And this single—a duet by Mr. Travolta and Olivia Newton-John—is happening on "Playlist": it debuts at 32 one week after its release. Drawn from the upcoming soundtrack album from the motion picture "Grease," the cut is "a monster. It's a bouncy, happy, sing-along without being abrasive. It's a good programming song ... full market in terms of demographics," says Jay Cook of WFIL(AM) Philadelphia, which added the record last week as did wxLO(FM) New York. Rozy Myzral, music director, says "it sounds totally unlike John Travolta. The voice is higher ... people out there are not yet sure" that it's he. **Movin' up.** While Billy Joel's *Just the Way You Are* (Columbia) is still active in "Playlist's" top 10 (seven this week), *Movin' Out*, the follow-up single, bolts to 39. Both are from Mr. Joel's fourth album, *The Stranger*, which ranks in the top five on many album charts. *Only the Good Die Young*, another cut from the album (not released as a single), is proving to be "one of the more popular cuts," says Jim McCann of W8Z-FM Boston, where all three are being played. Each is different: *Just the Way* is a ballad, *Movin' Out* is a rocker and *Only the Good* falls in between. "As diversified as his music is, programmers are going to look for different cuts," says Jim Smith of WOKY(AM) Milwaukee. WNBC(AM) New York also is having success with Billy Joel. The station named him artist of the month and, says Music Director Roz Frank—who likens him to the Bee Gees in popularity—"he's so hot [that] he's mass appeal."

## Country

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

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

# Fates & Fortunes

## Media

**Stephen T. Lindberg** named VP and general manager of Intermountain Radio Network, Salt Lake City, succeeding **Jack Paige**, who has retired after 43 years in broadcasting, last 29 at



Lindberg



Paige

IMN. Mr. Lindberg was with NBC Radio Network prior to joining IMN last July in preparation for present position. Mr. Paige continues as consultant to IMN.

**Asa T. Spaulding Jr.**, public affairs director WRDU-TV Durham, N.C., named corporate director of public affairs for licensee, Durham Life Broadcasting Service, which also owns WPTF(AM)-WQDR(FM) Raleigh, N.C.

**Charles E. Giddens**, general manager of WCZQ(FM) Columbus and WAGQ(FM) Athens, both Georgia, appointed general manager, KSGR(AM)-KDOT(FM) Scottsdale, Ariz.

**Earl David Greenburg**, attorney with Atlantic-Richfield, Los Angeles, named director, compliances and practices, NBC, Burbank, Calif.

**Stephen Miller**, assistant VP for administration, The Urban Institute, Washington, appointed director of administration, Public Broadcasting Service, Washington.

**Arnold Raskin**, from WOR(AM) New York, joins WVNJ-AM-FM Newark, N.J., as director of station operations.

**Kathy Arnold**, writer-producer in promotion department, WCCO-TV Minneapolis-St. Paul, named public service coordinator.

**Joe Baird**, WXEX-TV Richmond, Va., assistant promotion manager, named promotion manager, replacing **John McGurn**, resigned. **Deveron Castle**, from WRVA(AM) Richmond, Va., assumes Mr. Baird's former duties.

**Joseph Norris**, sales manager, WICD(TV) Champaign, Ill., appointed station manager.

**Herb Loops**, sales manager, KCJJ(AM) Iowa City, Iowa, named station manager. **Mike Moon**, operations manager, appointed assistant station manager.

**Jo Ann Cabanne**, coordinator of compliances and practices in broadcast standards department of KNBC(TV) Los Angeles, promoted to policy editor. She is succeeded by **Veronica McGovern**, who was station information editor.

**John Lauer** named VP of Meredith Broadcasting Group and general manager of its WGST(AM) Atlanta. He also will continue as general manager of WPCB-FM Atlanta, which has been acquired by Meredith.

## Broadcast Advertising

**Edward H. Forester**, Eastern sales manager and manager of sales development, RKO Radio Representatives, New York, appointed director of Buckley Marketing Services of Buckley Radio Sales, New York, responsible for sales of BRS Network and for special program sales of represented stations.



Forester

**Craig McKee**, manager, Blair Radio Minneapolis office, joins WLS(AM) Chicago as sales manager, with primary responsibility for national sales. He succeeds Don Bouloukos, appointed WLS general sales manager (BROADCASTING, Jan. 30).

**Steve Dickler**, formerly in sales with Storer Broadcasting in Atlanta and New York, joins WCKT(TV) Miami as national sales manager.

**Mike Vogel**, media director, Burton Advertising, Detroit, named VP.

**Stuart Hyatt**, VP-creative director, J. Walter Thompson, San Francisco, named senior VP.

**J. Donald Howe**, general sales manager, WCPOTV Cincinnati, appointed assistant general manager/sales.

**Richard A. Johnson**, VP and associate creative director, BBDO, Detroit, named creative director on Chrysler account.



Johnson

**Robert A. Munson**, media research supervisor, J.I. Scott Co., Grand Rapids, Mich., agency, named VP-director of media/research.

**Allen Murphy**, account executive, WCAU-TV Philadelphia, joins WZZD(AM) Philadelphia as sales manager.

**Thomas P. McAleve**, VP and project manager, Advanswers/Media Programing, St. Louis, joins Needham, Harper & Steers, Chicago, as VP and associate media director.

**Michael McCoy Moore**, research supervisor, Doyle Dane Bernbach, New York, appointed research group head, McCaffrey & McCall there.

**Gary Reams**, account executive, KCMO(AM)

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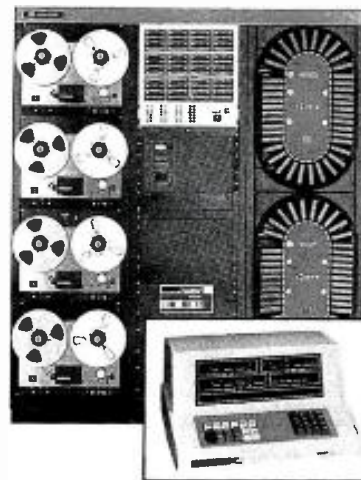
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Kansas City, Mo., joins co-owned KCEZ-FM there as sales manager.

**J. Donald Howe**, general sales manager, WCPO-TV Cincinnati, appointed assistant general manager/sales.

**Kent Beckwith**, account executive, WOKR-TV Rochester, N.Y., appointed general sales manager. **James Hogan**, account executive, appointed national sales manager. **John Wallace**, account executive, WBBF(AM) there, and **Bradd Lasch**, account executive, WEZO(AM) and WNYR(AM) there, join WOKR-TV in same capacity.

**Dave Arnold**, associate media director in charge of administration and development, Leo Burnett, Chicago; **Walter Maes**, associate creative director; **Patrick Martln**, associate creative director, and **Tom Ross**, account supervisor, named VP's.

**Susan Abramowicz**, media buyer, Arthur Meyerhoff Associates, Chicago, joins J. Walter Thompson there as local market broadcast buyer. **Matt Kurz**, account representative, JWT/Chicago, appointed account supervisor. **Janet Weber Bahr**, with Haddon, Burns & Cohen, Chicago, joins JWT there as art director.

**Marilyn Gottlieb**, media director, March Advertising, New York, joins Stone & Adler, Chicago, in same capacity.

**Wilson A. Seibert Jr.**, senior VP and group creative director, J. Walter Thompson, New York, named executive creative director.

**Kris Augusta**, with Metro Radio Sales, New York, joins Major Market Radio there as account executive. **Gordon McCaw**, former

Detroit manager, Buckley Radio Sales, joins MMR, Chicago, as account executive.

**Gregg Cebulski**, associate creative director, Jennings & Thompson/FCB Advertising, Phoenix named VP-creative director. **Bernie Pitzel**, copywriter, Young & Rubicam West/Phoenix, joins J&T/FCB in same capacity.

**Harvey Rabinowitz**, director of negotiations, Ed Libov Associates, New York, joins W.B. Doner & Co., Southfield, Mich., as associate media director and director of broadcast negotiations. **Lynn McCormick**, office manager, Sherman A. Kay cancer clinic, Huntington Woods, Mich., joins Doner as account executive.

**Lee Savage**, account executive, WINZ(AM) Miami, named general sales manager. **Warren Chiavaroli**, account executive, WFTL(AM) Fort Lauderdale, Fla., joins WINZ as Broward county sales director.

**Nick LaMicela**, VP-associate creative director, Norman, Craig & Kummel, New York, named senior VP-creative director.

**Mim Crowley**, account executive, WFLD-TV Chicago, appointed senior account executive. **Jim Ottolin**, media buyer, Leo Burnett, Chicago, joins WFLD-TV as account executive. **Erin Clifford-McCabe**, retail sales coordinator, WFLD-TV, named account executive. She is succeeded by **Raybon Myers**, account executive, WLUP(FM) Chicago.

**Stan Vogin**, account executive, WCAU(AM) Philadelphia, joins WFLN-AM-FM there in same capacity.

**David B. Eberhard**, account executive, WTHR-TV Indianapolis, joins WLCY-TV Tampa-St. Petersburg, Fla., in same capacity.

**Herb Hahn**, executive VP and national sales manager, Selcom, Inc., New York, joins Katz Radio's New York sales staff.

**Linda H. Snelham**, office manager, CBS-FM National Sales, Detroit, joins Blair Television, New York, on ABC/Blue sales team.

**Frank M. De Felipo**, senior copywriter, Foote Cone & Belding, New York, joins N.W. Ayer there in same capacity.

**Lenda Westbrook**, account executive, Metromedia's WTTG(TV) Washington, and **Scott Marcus**, with Katz Television, New York, join MM's Metro TV Sales, New York as account executive. **Maria-Luise Busi**, director of finance and administration, Avco Broadcasting, joins Metro TV Sales in New York as business manager.

**George Acree**, account executive, Cunningham & Walsh, Southfield, Mich., joins D'Arcy, MacManus & Masius, Bloomfield, Mich., in same capacity.

**David A. Beale**, salesman, Prudential Life, Houston, joins KCOH(AM) there as account executive.

**Katherine Hicks**, account executive, KTAL-TV Shreveport, La., joins KSLA-TV there in same capacity.

**Monica Jean Park**, sales coordinator, KOMO-TV Seattle, appointed account executive.

**Michelle Jennings**, account executive, WHFS(FM) Bethesda, Md., and **Tony Gagliardi**, account executive, Savalli/Gates, New York, join Pro/Meeker Radio, New York, in same capacity.

## Programing

**Lawrence Gershman**, independent television packager in New York and earlier station manager of WNBC-TV New York, named VP—international of Viacom Enterprises, New York. **David R. Laking**, president of Television Marketing Services, Toronto, station representative firm; appointed VP and general manager of Viacom Canada Ltd., Toronto.

**Aubrey (Bud) Groskopf**, executive VP, National Telefilm Associates, Los Angeles, named chief operating office of company, following resignation of **Donald Havens** as president.

**Robert Wulffhorst**, senior associate media director and VP, director of spot-buying operations of Dancer-Fitzgerald-Sample Inc., New York, named president of Program Syndication Services, TV programing subsidiary of D-F-S, replacing **Ave Butensky** who became president of Viacom Program Television Group (BROADCASTING, March 20). **Robert Rierson**, PSS sales manager, appointed VP, director of programs of PSS. **Peggy Green**, VP, spot buying, succeeds Mr. Wulffhorst as senior associate media director and VP and director of spot buying.



Wulffhorst

**Irv Sepkowitz**, director of contract negotiations and administration, CBS Entertainment Division, appointed VP for television business affairs, Lorimar Productions, Burbank, Calif. He succeeds **Billie Gold** who last week joined Paramount Pictures as VP, business affairs-feature division.

**Edward K. Cooper**, VP, Filmways International, Los Angeles, elected president.

**Stan Sellers** from sales staff, WTVF(TV) Nashville, named VP-sales, Show Biz Inc. there.

**Mike Brown**, with Multimedia Program Productions, Cincinnati, promoted to supervisor of syndicated services, responsible for duplication and syndication of *Donahue* and *Young People's Specials*.

**Michael A. Krauss**, producer of ABC-TV's *Good Morning America*, New York, named producer, NBC-TV's *Today*, there.

**Richard G. Peabody**, television and film actor, named production manager, KIEM-TV Eureka, Calif.

**Keith James**, announcer WGCL(FM) Cleveland, joins WMHE(FM) Toledo, Ohio, as program director.

**Kevin Sargent**, director, WSJV(TV) Elkhart, Ind., named production manager there. **Eric Blackburn**, studio cameraman, becomes director.

**Joyce Rebeta Burditt**, program executive for comedy programs, ABC Entertainment, Hollywood, named director of variety programs there.

**C. Norman (Rick) Reeves**, production manager, named director of operations, WCPO-TV Cincinnati.

**Sherman Singleton**, production assistant,

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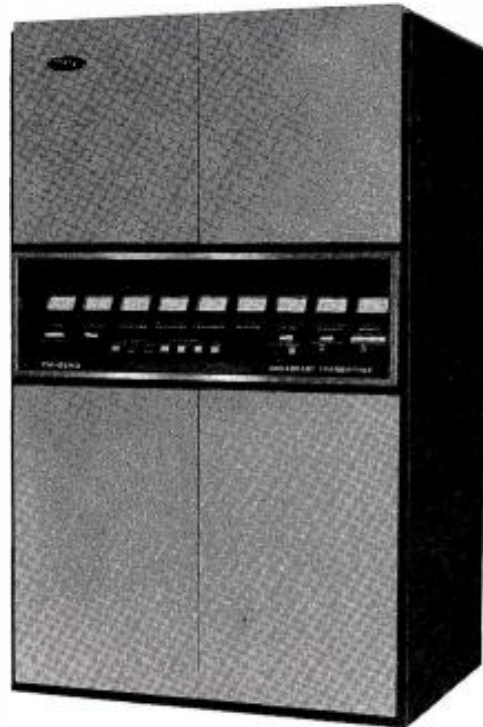
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noncommercial WPTO(TV) Oxford and WPTD(TV) Kettering, both Ohio, named film editor, WDTN(TV) Dayton, Ohio.

**Jeffrey H. Kazmark**, senior account executive, NBC-TV National Spot Sales, Los Angeles, joins JPD Enterprises there as executive director of program development and sales.

**Debra Zimmer**, news show director, WLWT(TV) Cincinnati, named producer/director WKYC-TV Cleveland.

**Dennis Mazzocco**, commercial scheduler, ABC Entertainment, New York, named operations supervisor, ABC Sports there.

**Keith A. Luke**, announcer WWOL(AM) Buffalo, N.Y., joins air staff of WJL(AM) Niagara Falls, N.Y.

**Rev. John T. Catoir**, clergy personnel director, Diocese of Paterson, N.J., named director, The Christophers, New York.

**Richard Garcia**, production, KDCE(AM) Santa Fe, N.M., named program director and morning man there.

## Broadcast Journalism

**Lamar Matthews**, assistant Georgia bureau chief, AP, named broadcast executive for Georgia, Atlanta, succeeding **Donald Harwood**, who becomes AP's broadcast executive for Florida, Tampa. **William P. Cook Jr.**, sales manager, KXOL(AM) Fort Worth, named broadcast executive for Arkansas, Louisiana and Mississippi, Jackson, Miss., succeeding **Paul Freeman**, named North Carolina bureau chief, Raleigh.

**Larry Manne**, news director, WRAL-TV Raleigh, N.C., named executive news producer, WTNH-TV New Haven, Conn. **David B. Baer**, executive producer/assistant news director, KXTV(TV) Sacramento, Calif., named WTNH-TV news producer. **Jerry Taff**, WTNH-TV reporter, named anchor.

**Paul Steinle**, reporter/weekend anchor, WCVB-TV Boston, named news director, WXT(TV) Syracuse, N.Y.

**Don Mills**, reporter, WAVI(AM)-WDAO(FM) Dayton, Ohio, named news director, WAVI Broadcasting Corp., succeeding **Art Barrett**, who becomes executive producer, WKEF(TV) Dayton's *Evening* program.

**Richard Vance**, reporter, KVIQ-TV Eureka, Calif., promoted to news director.

**Dave Sheehan**, with Mutual Broadcasting System, Arlington, Va., named sports director, KMSP-TV Minneapolis.

**Nancy Furman**, weekend anchor/reporter, KMOL-TV San Antonio, Tex., named to same post, WFBC-TV Greenville, S.C.

**Dann Cuellar**, reporter/anchor, KXIX(TV) Victoria, Tex., named reporter, KHOU-TV Houston.

**Mark Wolin**, reporter, WBAY-TV Green Bay, Wis., named to same position at WCKT(TV) Miami.

**John Bry**, news director, WCUZ(AM)-WMLW(FM) Grand Rapids, Mich., appointed chairman of recently formed news service, Michigan News Network.

**Cheryl Mattox** and **Francis Migliore Jr.**, both reporters, WBBH-TV Fort Myers, Fla., named reporters/photographers, WFLA-TV Tampa, Fla.

**Stan Stovall**, anchor/reporter, KSD-TV St. Louis, named co-anchor, WBAL-TV Baltimore.

**Juana Samayoa**, producer, KBHK-TV San Francisco, named news and public affairs administrator.

**Stephanie Steiger**, executive producer, non-commercial KAET(TV) Phoenix, named assignment editor, KTVK(TV) there.

**Dana Waddell**, reporter/weekend anchor, WICD(TV) Champaign, Ill., named reporter, WROC-TV Rochester, N.Y.

**Kathy O'Connor**, part-time reporter, WDTN(TV) Dayton, Ohio, named reporter/Saturday anchor.

**Christy Moller**, Arkansas State University student, named weekend weather reporter, KAIT-TV Jonesboro, Ark.

**Marci Elliott**, reporter, WFMJ-TV Youngstown, Ohio, assumes additional duties as weekend anchor.

**Clayton Vaughn**, anchor, KOTV(TV) Tulsa, Okla., named to same position at noncommercial WNET(TV) New York.

Recently elected officers of newly formed Arizona Associated Press Broadcasters Association: **Paul McGonigle**, KOY(AM) Phoenix, president; **Russ Stockton**, KOLD-TV Tucson, VP, and **Suda Prohaska**, KTAR(AM) Phoenix, secretary.

**Barbara Walters**, ABC News correspondent, New York, on April 14 will receive Matrix award for excellence in broadcasting from New York chapter of Women In Communications at awards banquet at Waldorf-Astoria, New York.

## Equipment & Engineering

**Alan K. Jensen**, executive vice president, Commercial Electronics, Mountain View, Calif., named president.

**Thomas E. Newman**, manager, field sales, Hong Kong, RCA Broadcast Systems, appointed manager, international sales development, RCA Broadcast, Camden, N.J.

**Orest J. Hanas**, manager of equipment engineering, RCA Astro Electronics, Princeton, N.J., joins Oak Industries CATV division, Crystal Lake, Ill., as director of engineering.

**Charles W. Moore**, operations manager, Industrial Sciences, Gainesville, Fla., appointed sales manager. He is succeeded by **Neff Cox Jr.**, formerly with Lykes Electronics, Tampa, Fla.

**Mortimer Goldberg**, with CBS Radio, New York, appointed engineer in charge, technical operations.

**Gene Robinson**, Los Angeles district and Western regional sales manager, Anixter-Pruzan, Los Angeles, named VP.

**B. Morgan Martin**, technical operations supervisor, Metrotape West, Hollywood, appointed chief engineer for Metromedia video tape facility.

**Steve Brant**, with WTTV(TV) Indianapolis, joins Tektronix, Rockville, Md., as video sales engineer based in Indianapolis and responsible for Indiana, western Kentucky, lower Michigan and western Ohio.

**Jay Kuca**, chief engineer, telecommunications

department, Wright State University, Dayton, Ohio, joins Grass Valley Group, Grass Valley, Calif., as sales engineer. **John White**, sales representative, RCA, Minneapolis, joins Grass Valley as south central sales manager based in Dallas.

**Don Powers**, radio sales manager, CCA Electronics, Cherry Hill, N.J., appointed area sales manager for most central Atlantic states.

**Jeff Gullick**, with KARN(AM)-KKYK(FM) Little Rock, Ark., joins WLEE(AM) Richmond, Va., as chief engineer. He succeeds **Barry Taylor**, who joins WKTO(AM)-WSHH(FM) Pittsburgh in same capacity. WLEE, WKTO, WSHH are Nationwide Communications stations.

**R. Glenn Martin**, with WTVQ-TV Lexington, Ky., joins KQTV(TV) St. Joseph, Mo., as director of broadcast engineering.

**G. A. Vincent**, acting director of manufacturing, Telemation Inc., Salt Lake City, appointed director of manufacturing. **E. L. Persons**, quality assurance manager at Telemation, adds duties of customer service manager.

## Cable

**J. Randall Steward**, VP/director of marketing, Hawkeye Cablevision, Des Moines, Iowa, named VP of marketing for parent company, Heritage Communications, headquartered in Des Moines.

**M. Christopher Derick**, VP-general manager, Viacom Communications' San Francisco cable system, named Viacom VP, Eastern operations, New York.

## Allied Fields

**James Thrash**, president-general manager, WRET-TV Charlotte, N.C., and **Alan C. Tindal**, former owner, WSPR(AM) Springfield and WOKW(AM) Brockton, both Massachusetts, named associates with Blackburn & Co., Washington-based media brokerage, appraisal and financing firm. Mr. Thrash will be based in Atlanta, Mr. Tindal in Longmeadow, Mass.



Thrash



Tindal

**James E. McKee**, president, Data Communications Corp.'s broadcast division, Memphis, named DCC senior VP, sales and marketing, with responsibility for sales/marketing of company's five divisions.

**Peggy Reimer** promoted from director of fielding to operations director, The Research Group, San Luis Obispo, Calif., which offers radio audience research.

**Raul A. Chavez**, professional executive with Boy Scouts in Dallas, named broadcast relations coordinator for national office of Boy Scouts of America, North Brunswick, N.J.

**Michael T. Craig**, press secretary to Repre-

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**6. New Ikegami MA-78 ENG camera control system** for remote operation of HL-77A and HL-79 by wireless link or up to 4000-ft triax cable.

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sentative David F. Emery (R-Me.), has joined The Tobacco Institute, Washington, as director of media relations.

## Deaths

**Peter L. Ramanov**, 51, general sales manager, WNYR(AM)-WEZO(FM) Rochester, N.Y., died there March 13 after heart attack. He formerly was regional director for Radio Advertising Bureau.

His wife Louise and daughters, Elizabeth and Jane, survive.

**Joseph L. Miller**, 70, director of labor relations, National Association of Broadcasters, Washington, from 1938 to 1943, died May 18 of emphysema at his Washington home. He left NAB during World War II to join War Relations Board, then went into Navy where his last assignment was on staff of White House dealing with labor matters. In 1947, he set up own con-

sulting firm and operated it until his death. Survivors include wife, Elinor; son, Andrew, and daughter, Mrs. Alexander Warrickoff.

**Ken Wright**, 70, who retired in 1972 as staff musician at KTVY(TV) Oklahoma City, died March 15 at Mercy Health Center there after long illness. He began in broadcast music in 1936 as accordionist and arranger with NBC's *National Barn Dance*. His wife, Mauna, and daughter, Margo, survive.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period March 10 through March 16.

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

## New stations

## Actions

■ Brawley, Calif.—Broadcast Bureau dismissed application of Campesinos Unidos for new commercial FM. Action Feb. 24.

■ Farmerville, La.—Broadcast Bureau granted Union Broadcasting Co. 92.7 mhz, 3 kw, HAAT 270 ft. P.O. address: Box 64, Farmerville, La. 71241. Estimated construction cost \$20,720; first-year operating cost \$3,690; revenue \$15,000. Format: Standard pops. Principals: Don and Doyle Barron and Thomas L. Gaddis Jr. (1/3 each). Barron brothers have construction interests and with Mr. Gaddis own KTDL(AM) Farmerville (BPH-9986). Action March 9.

■ \*Owatonna, Minn.—Broadcast Bureau granted Pillsbury Baptist Bible College 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, is chairman of board of trustees (BPED-2427). Action March 9.

## FM starts

■ WKIG Glennville, Ga.—Authorized program operation on 106.3 mhz, TPO 3 kw.

■ \*WCCH Holyoke, Mass.—Authorized program operation on 89.5 kw, TPO 10 w.

■ KMBS Billings, Mont.—Authorized program operation on 98.5 mhz, TPO 25.5 kw.

■ KBLW-FM Logan, Utah—Authorized program operation on 92.9 mhz, TPO 29.5 kw.

■ KYBO Yakima, Wash.—Authorized program operation on 98.3 mhz, 700 w.

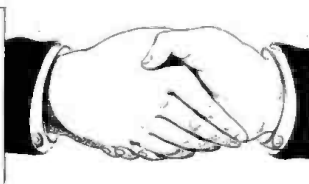
## Ownership changes

## Applications

■ KCON(AM) Conway, Ark. (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Conway Broadcast-

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KZOK FM/AM, a unit of Sterling Recreation Organization, announces the appointment of CBS/FM National Sales as its new national representative. KZOK, FM and AM, offers the Seattle area the best Adult Contemporary music—the AOR sound.



WCBS/FM, NEW YORK; WCAU/FM, PHILADELPHIA; WAVA, WASHINGTON, DC; KRLY, HOUSTON; WWYZ, HARTFORD/WATERBURY; KNX/FM, LOS ANGELES; KCBS/FM, SAN FRANCISCO; KFWD, DALLAS/FT. WORTH; KMOX/FM, ST. LOUIS; KPRI, SAN DIEGO; WBBM/FM, CHICAGO; WEEI/FM, BOSTON; WFFM/WLOA, PITTSBURGH; KZOK AM/FM, SEATTLE.



ing from Madge W. Clayton, Billy F. and Rosanne H. Johnson (100% before; none after) to Paul Coates, Gerald Keith, Yancey Reynolds and J.W. Rowe (none before; 100% after). Consideration: \$384,000. Principals: Sellers have no other broadcast interests. Mr. Coates is general manager of KXAR(AM) Hope, Ark. None of buyers have other broadcasts interests. Ann. March 9.

■ **KPCA(AM)** Marked Tree, Ark. (1580 khz, 250 w-D)—Seeks assignment of license from J.E. Singleton and Archie H. Bray to Stanley B. Porter and Forrest E. Wilkerson III for \$70,000. Sellers: have no other broadcast interests and Mr. Singleton is retiring. Buyers: Mr. Porter is director of commercial production at Scripps-Howard's WMC-TV Memphis. Mr. Wilkerson is president and 51% owner of Memphis sound studio. Ann. March 14.

■ **KPRO(AM)** Riverside, Calif. (1440 khz, 1 kw-D)—Seeks transfer of control of KPRO Inc. from Progress Broadcasting (100% before; none after) to Inland Empire Broadcasters (none before; 100% after). Consideration: \$780,000. Principals: Progress is wholly-owned subsidiary of Dick Clark Television Productions, owned by music producer Dick Clark, which has no other broadcast holdings. Inland Empire is principally (20%) owned by Howard N. Fisher, president. None of owners has other broadcast interests. Ann. Feb. 17.

■ **KPUB(AM)** Pueblo, Colo. (1480 khz, 1 kw-D, DA)—Seeks assignment of license from Quixote Broadcasting to Rocky Mountain Broadcasting for \$235,000. Seller: is equally owned by Rex R. Miller, Clifton H. Gardiner and L.W. Newcomb who also own, equally, KPUB-FM there. Buyer: is equally owned by William James Engler, sales manager and news director at KPUB, and Leo R. Smentowski, Colorado Springs accountant. Neither has other broadcast interests. Ann. March 14.

■ **WGCH(AM)** Greenwich, Conn. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of the Greenwich Broadcasting Corp. from executors of estate of George Cooke Stevens (56.1% before; none after) to

John T. Becker (32.37% before; 88.47% after). Consideration: \$600,000. Seller: is executing will of Mr. Stevens who had no other broadcast interests. Buyer is vice president of station and has no broadcast interests except WGCH. Mr. Becker's wife Sheila B. owns 6.72% of WGCH. Ann. March 9.

■ **WMOG(AM)** Brunswick, Ga. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Brunswick to Burrows Broadcasting for \$500,000. Seller: is principally owned by William G. Brown and Clifton G. Moor who each own 50% of WPCF(AM)-WPFM(FM) Panama City, Fla., 33-1/3% WTIF(AM) Tifton, Ga. and 47-1/2% WAYX(AM)-WLTE(FM) Waycross, Ga. Buyer is 55% owned by Robert T. Shircliff, Jacksonville, Fla., management consultant, and 45% by Robert Burrows, owner and general manager of Eau Claire, Wis., Pepsi-Cola Bottling Co. Ann. Feb. 23.

■ **KTCH-AM-FM** Wayne, Neb. (AM: 1590 khz, 500 w-D; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Theodore S. Storck to KTCH Inc. for \$265,000. Seller: has no other broadcast interests. Buyer: is owned equally (25% each) by Dean D. Craun, Clyde D. Petrossi Sr., Ronald D. Shaw and Donald F. Dolejs. Mr. Craun is president and general manager KHUB-AM-FM Fremont, Neb. Others are businessmen with no broadcast interests. Ann. March 14.

■ **KLAS-TV** Las Vegas (ch. 8)—Seeks assignment of license from Summa Corp. to KLAS Inc. for \$9,587,500. Seller: since death of sole stockholder, Howard R. Hughes, estate has been divesting broadcast interests (KLAS-TV is only broadcast station in estate). Buyer: is wholly-owned subsidiary of Landmark Communications, principally owned by chairman Frank Batten, which also owns WKEZ-FM, WTAR(AM), WTAR-TV, all Norfolk, Va., WFMY-TV Greensboro, N.C. and is proposed assignee of KNTV(TV) San Jose, Calif. Ann. March 15.

■ **KNFB(FM)** Nowata, Okla. (94.3 mhz, 3 kw)—Seeks assignment of license from Jack Powell to Dwight Carver for \$87,000. Seller: has no other broadcast interests and is retiring from radio business. Buyer: is chief engineer of WKKD-FM-WFVR-AM

Aurora, Ill. He has no other broadcast interests. Ann. March 14.

■ **KPRB(AM)** Redmond, Ore. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Sky Broadcasters from Ronald E. Post (90% before; none after) to BBS Communications (none before; 100% after). Consideration: \$70,000. BBS is buying 10% and irrevocable option to purchase remaining shares within 10 days of FCC approval of transfer. Mr. Post has no other broadcast interests. BBS is 51% owned by William A. Moller, general manager of KPRB. None of BBS's stockholders has other broadcast interest. Ann. March 14.

■ **KSUZ(AM)** Port Neches, Tex. (1150 khz, 500 w-D, DA)—Seeks assignment of license from L&R Broadcasting Corp. to David Livingstone Missionary Foundation for \$200,000. Seller: is principally owned by Lester J. Ledet, president, who has no other broadcast interests. Buyer: is non-stock, non-profit corporation. Billy James Hargis, president, is Tulsa, Okla. evangelist. Ann. March 14.

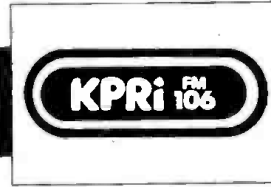
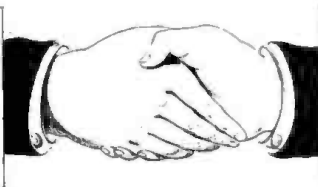
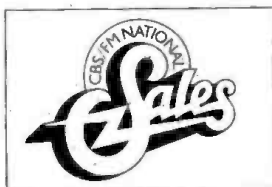
■ **KSVN(AM)** Ogden, Utah (730 khz, 1 kw-D)—Seeks transfer of control of Weber Broadcasting Co. from Orin G. and Helen M. Geesey and Duveen H. Gunter (100% before; none after) to Wendell T. Winegar (none before; 100% after). Consideration: approximately \$55,000. Principals: seller is licensee of no other broadcast interests. Mrs. Gunter owns 98% of Lincoln Broadcasting's KMER(AM) Kemmerer, Wyo. Mr. Winegar is president and 60% owner of KDYL(AM) Tooele, Utah. Ann. March 14.

■ **WMIL(FM)** Waukesha, Wis. (106.1 mhz, 19.5 kw)—Seeks assignment of license from Stebbins Communications to Darrel Peters Productions for \$325,000. Seller: is owned by Paul M. Stebbins who has no other broadcast interests and is requesting waiver of Section 1.597, three-year rule, in order to recover losses. Buyer: is owned by Darrel Peters (98%) vice president and general manager of WLOO(AM) Chicago. Ann. March 14.

■ **KRTR(AM)** Thermopolis, Wyo. (1490 khz, 250 w-U, DA-1)—Seeks assignment of license from Mildred V. Ernst to Eagle Broadcasting for \$47,500. Seller: is co-owner of KWRB-TV Riverton, Wyo., and is selling

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KPRI/FM 106, San Diego's Best Rock, is pleased to announce the appointment of CBS/FM National Sales as its new national representative. KPRI/FM reaches high-income 18 to 34 year olds in this prosperous market.



WCBS/FM, NEW YORK; WCAU/FM, PHILADELPHIA; WAVA, WASHINGTON, DC; KRLY, HOUSTON; WWYZ, HARTFORD/WATERBURY; KNX/FM, LOS ANGELES; KCBS/FM, SAN FRANCISCO; KPWD, DALLAS/FT. WORTH; KMOX/FM, ST. LOUIS; KPRI, SAN DIEGO; WBBM/FM, CHICAGO; WEEI/FM, BOSTON; WFFM/WLOA, PITTSBURGH; KZOK AM/FM, SEATTLE.

## Summary of broadcasting

### FCC tabulations as of Feb. 28, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,489	6	27	4,522	43	4,565
Commercial FM	2,949	1	69	3,019	118	3,137
Educational FM	904	0	38	942	74	1,016
Total Radio	8,342	7	134	8,483	235	8,718
Commercial TV	724	1	2	727	55	782
VHF	513	1	2	516	7	523
UHF	211	0	0	211	48	259
Educational TV	243	3	14	260	5	265
VHF	93	1	8	102	2	104
UHF	150	2	6	158	3	161
Total TV	967	4	16	987	80	1,047
FM Translators	212	0	0	0	75	287
TV Translators	3,476	0	0	0	476	3,952
UHF	1,082	0	0	0	288	1,350
VHF	2,394	0	0	0	208	2,602

\*Special temporary authorization

\*\*Includes off-air licenses

for age and health reasons. Buyer: is 51% owned by W.H. Johnson Jr., businessman, and 39% by Harry C. Wisehart Jr., KWRB-TV sales. Ann. March 14.

#### Actions

■ **WSUZ(AM)** Palatka, Fla. (800 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Wayne E. Bullock to WG Enterprises Inc. for \$155,000. Seller: has no other broadcast interests and would like to pursue some other field in broadcast industry. Buyer is 50% owned by James Stephen Wilkerson, Charleston, W.Va., dentist with no other broadcast interests; and 50% by August Joseph Greiner, Florida clothing retailer with no other broadcast interests. Action March 7.

■ **WIIN(AM)** Atlanta (970 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Sudbrink Broadcasting Inc. to Clinton County Radio Inc. for \$750,000. Seller: Sudbrink Broadcasting Inc. is principally owned by Robert W. and Margareta S. Sudbrink (married) also principal owners of WLYF(FM) Miami, WFUN(AM) South Miami; WEZW(FM) Wauwatosa, Wis.; WLAK(FM) Chicago, and WPCB(FM)-WIIN(AM) Atlanta. Buyer: SJR Communications Inc., is wholly-owned subsidiary of San Juan Racing Asso. and licensee of WUST(AM) Washington; WJMD(FM) Bethesda Md.; WYSP(FM) Philadelphia; WKLS(FM) Atlanta; WOAL(FM) Cleveland; WTMJ(FM) Miami, and KRLY(FM) Houston. SJR Communications New York Inc., also wholly-owned subsidiary of San Juan Racing is licensee of WJIT(AM) New York and WKTU(FM) New York. SJR is principally owned by H.N. Glickstein, New York lawyer and investor, and Bernard S. Needle, New York investor. Action March 7.

■ **WMAS-AM-FM** Springfield, Mass. (AM: 1450 khz, 1 kw-D; FM: 94.7 mhz, 22 kw)—Broadcast Bureau granted assignment of license from Valley Broadcasters Inc. to Lappin Communications Inc. for \$550,000. Seller: has no other broadcast interests. Buyer: W. Robert Lappin, 75% owner and chairman of board is owner of soft drink bottling and automotive leasing businesses. Remaining stock is owned by his wife, Dorothy L. Lappin, vice president of same bottling company and proprietor of advertising agency. Action March 8.

■ **KANR(FM)** Great Falls, Mont. (98.9 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Frank Anderson to Feder Communications Corp. for \$120,000. Seller: Frank Anderson is 100% owner and chief engineer. Buyer is 100% owned by Steven Feder who is general sales manager of WFMT Inc., Chicago. Action Jan. 24.

■ **KRWS(FM)** Hardin, Mont. (95.3 mhz, 1 kw)—Broadcast Bureau granted assignment of license from Alfred E. and Melodie Sargent to Big Horn Broadcasting Inc. for \$60,000. Seller: Husband/wife partnership has no other broadcast interests. Buyer: is 95% owned by Robert L. Rezanka, remainder is owned by his mother, Anne. Mr. Rezanka is airline pilot, was radio announcer. Tendered simultaneously is transfer application for KHDN(AM) Hardin, Mont. (see below). Action March 9.

■ **KHDN(AM)** Hardin, Mont. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Big Horn Broadcasting Inc. from Merlyn J. and Marlene G. Hedin (100% before; none after) to Robert Rezanka (none before; 100% after). Consideration: \$215,000. Principals: Merlyn J. Hedin owns 95% of seller, his wife Marlene owns remainder. They have no other broadcast interests and want to go into different business. Buyer: see above. Action March 9.

■ **KXEO(AM)-KWWR-FM** Mexico, Mo. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 95.7 mhz, 55 kw)—Broadcast Bureau granted transfer of control of Adrian Broadcasting Corp. from W. Earl Dougherty (100% before; none after) to KXEO Radio Inc. (none before; 100% after). Consideration: \$418,449. Principals: Mr. Dougherty is principal, 33%, owner. None of owners of seller have other broadcast interests. Buyer is principally owned by Galen O. Gibert, 50.5%, majority owner of KSWM(AM) Aurora, Mo.; KBTN(AM) Neosho, Mo.; KTLQ(AM) Tahlequah, Okla.; KPET(AM), KCOT(FM) both Lamesa, Tex., and KZEE(AM) Weatherford, Tex. Action March 8.

■ **WIRC(AM)-WXRC(FM)** Hickory, N.C. (AM: 630 khz, 1 kw-D; FM: 95.7 mhz, 27 kw)—Broadcast Bureau granted transfer of control of Foothills Broadcasting Inc. from estate of Edmond H. Smith Sr. and Joseph A. Moretz, Scott H. Smith, et al. (100% before; none after) to Broadcast Ltd. (none before; 100% after). Consideration: \$825,000. Principals: Margaret A. Smith and A. H. Burgess are co-executors of the estate of Edmond H. Smith, 60% owner of Foothills, Joseph A. Moretz, 23% owner, is other principal. None has other broadcast interests. Buyer is 40% owned by Thomas L. Swatzel Jr., 30% by William L. McDonald III, both Hickory businessmen and 30% by Jerry W. Oakley, president, general manager and 100% owner WFB(AM) Spring Lake, N.C. Action March 8.

■ **KLMT(FM)** Marlin, Tex. (96.7 mhz, 1.25 kw)—Broadcast Bureau granted transfer of control of Midwestern Broadcasting Corp. from Janelle Eastham and others (100% before; none after) to Jerry Garrison (none before; 100% after). Consideration: \$72,275. Principals: Ms. Eastham and other owners have no other broadcast interests. Mr. Garrison is general manager of KLMT. Action March 7.

■ **KOBS-FM** Orange, Tx. (104.5 mhz, 55 kw)—Broadcast Bureau granted assignment of license from Charles Hubert Kobs to North Star Broadcasting Inc. for \$350,000. Seller: Mr. Kobs has no other broadcast interests. Buyer is owned by Alver G. Leighton, owner of KDLM(AM) Detroit Lakes, Minn., and 80% of KLVF(FM) there, 57.76% of KOUR-AM-FM Independence, 46% of KCII-AM-FM Washington and 89.9% of KNIA(AM)-KRLS(FM) Knoxville, all Iowa. Action Jan. 24.

■ **WWHY(AM)** Huntington, W.Va. (1470 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Ohio River Broadcasting Corp. to John Broadcasting Co. for \$518,779. Seller: is owned by Richard Husted (85%) and Hercl Gartin (15%), who have no other broadcast interests. Buyer: is owned by Bert Michael Johnson (80%), his wife Judy, and his mother

Margaret, (10% each). They own Huntington hotel. Mr. Johnson is former announcer-engineer with WSAZ(AM) Huntington. Action March 10.

## Facilities changes

### AM Action

■ **WILD Boston**—Broadcast Bureau granted CP to increase power to 5 kw and change type trans., condition (BP-20, 269). Action March 3.

### FM Applications

■ **WAHR** Huntsville, Ala.—Seeks mod. of CP to change TL. Ann. March 14.

■ **WTSU** Troy, Ala.—Seeks CP to change freq., TL, type trans., type ant., ERP: 100 kw (h&v) and HAAT: 561 ft. (h&v). Ann. March 15.

■ **KXXA** Little Rock, Ark.—Seeks mod. of CP to change SL, ant., TPO and HAAT: 942 ft. (h&v). Ann. March 14.

■ **KFCF** Fresno, Calif.—Seeks CP to install new trans., new ant., change TPO, ERP: 2.4 kw (h&v) and HAAT: 1877.5 ft. (h&v). Ann. March 14.

■ **KOZE-FM** Lewiston, Idaho—Seeks CP to install new ant., change TPO, ERP: 2 kw (h&v) and HAAT: minus 621 ft. (h&v). Ann. March 14.

■ **WFIW-FM** Fairfield, Ill.—Seeks CP to install new ant., make changes in ant. system, change TPO, ERP: 3kw (h&v) and HAAT: 273 ft. (h&v). Ann. March 14.

■ **WRWC** Rockton, Ill.—Seeks CP to redescribe TL, install new trans., make changes in ant. system, make changes in transmission line, and change TPO. Ann. March 14.

■ **WBWB** Bloomington, Ind.—Seeks mod. of CP to change TL, trans., ant., ant. system, TPO, ERP: 1.45 kw (h&v) and HAAT: 439 ft. (h&v). Ann. March 14.

■ **KMAQ-FM** Maquoketa, Iowa—Seeks CP to install new trans., new ant., change TPO, ERP: 2.8 kw (h&v)

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and HAAT: 121 ft. (h&v). Ann. March 14.

■ WRCN-FM Riverhead, N.Y.—Seeks CP to install new trans., change TPO, ERP: 2.8 kw (h&v) and HAAT: 321 ft. (h&v). Ann. March 14.

■ WKAD Canton, Pa.—Seeks mod. of CP to change trans., ant., and TPO. Ann. March 14.

■ WTPA-FM Harrisburg, Pa.—Seeks CP to install new trans., change TPO and ERP: 24 kw (h&v). Ann. March 16.

■ WPJS Orangeburg, S.C.—Seeks CP to install new aux. trans., aux. ant., to be operated on 106.7 mhz, ERP: 45.24 kw (h&v) and HAAT: 307 ft. (h&v). Ann. March 16.

■ KOB5-FM Orange, Tex.—Seeks CP to redescribe TL, install new ant., make change in ant. system, change TPO, ERP: 40 kw (h&v) and HAAT: 396.6 ft. (h&v). Ann. March 14.

#### FM Actions

■ KHVN-FM Anchorage—Broadcast Bureau granted mod. of CP to change TL, install new ant., make change in ant. system, change TPO, ERP: 25 kw (h&v) and HAAT: 135 ft. (h&v), conditions (BMPH-15, 388). Action March 7.

■ WVPK-FM Key West, Fla.—Broadcast Bureau granted mod. of CP to change TL, trans., ant., make changes in ant. system, ERP: 100 kw (h&v) and HAAT: 254 ft. (h&v) (BMPH-15, 391). Action March 7.

■ WKQQ-FM Lexington, Ky.—Broadcast Bureau granted CP to install new trans., ant., change TPO, ERP: 100 kw (h&v) and HAAT: 650 ft. (h&v) (BPH-10, 861). Action March 6.

### In contest

#### Designated for hearing

■ WQAL(FM) Cleveland—Commission designated for hearing application of SJR Communications for

renewal of license. Action March 8.

#### Case assignments

■ Mobile, Ala., Sound Broadcast and Mobile Broadcast Service, **FM proceeding**: (BC Doc. 78-74-75)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James K. Cullen Jr. as presiding judge, scheduled prehearing conference on April 12 and hearing on May 25. Action Feb. 28.

■ Ishpeming, Mich., WJPD Inc., **revocation proceeding**: (BC Doc. 78-80)—Acting Chief ALJ Lenore G. Ehrig designated ALJ Joseph Stiermer as presiding judge, scheduled prehearing conference April 20 in Washington and hearing on June 6 in Ishpeming. Action March 10.

■ Albemarle, N.C., WABX Inc. and Victor Broadcasting, **FM proceeding**: (BC Doc. 78-63-64)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick as presiding judge, scheduled prehearing conference on April 10 and hearing on May 23 in Albemarle. Action Feb. 24.

■ Lubbock, Tex., Grayson Enterprises and Texas Key Broadcasters, **renewal proceeding**: (Doc. 21283)—Acting Chief ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge. Action March 10.

■ Fairfax, Va., Jerry M. Graves, **renewal proceeding**: (Gen. Doc. 78-88)—Acting Chief ALJ Lenore G. Ehrig designated herself as presiding judge, scheduled prehearing conference on April 27 and hearing on June 12. Action March 14.

#### Procedural ruling

■ San Jose, Calif., United Broadcasting and Public Communicators, **FM proceeding**: (Docs. 20611-2)—ALJ James K. Cullen Jr. granted motion by United and extended from March 6 to March 8 date for filing proposed findings of facts and from April 7 to May 15 date for filing replies. Action Feb. 23.

■ Stockton, Calif., Barnes Enterprises, et al., **FM proceeding**: (Docs. 20925-7)—ALJ Walter C. Miller granted motion by Carson Communications and extended from March 17 to March 24 the date for filing proposed findings of fact and from March 31 to April 7 the date for filing replies. Action March 3.

■ Little Falls, Minn., Little Falls Radio and Little Falls Broadcasting, **AM proceeding**: (Docs. 21169-70)—ALJ Lenore G. Ehrig granted motion by parties and set certain procedural dates including hearing on April 4 in lieu of March 21. Action March 2.

■ Bozeman, Mont., Burt H. Oliphant et al., **FM proceeding**: (BC Doc. 78-15-17)—Chief ALJ Chester F. Naumowicz Jr. granted motion by Oliphant and extended to March 29 time to file responsive pleadings. Action March 1.

■ Farmington, N.M., E. Boyd Whitney, **renewal proceeding**: (Docs. 21519-20)—ALJ Daniel M. Head continued prehearing conference from March 16 to March 28 and hearing for April 27 to new date to be set at prehearing conference. Action Feb. 28.

■ Rochester and Cheektowaga, N.Y., Federal Broadcasting System and Niagara Broadcasting System, **renewal proceeding**: (Doc. 21268)—ALJ David I.

Kraushaar granted motion by Rochester Black Media Coalition and extended from March 17 to April 12 time for filing proposed findings of fact. Action March 6.

■ Rochester N.H., Strafford Broadcasting, **FM proceeding**: (Doc. 20619)—ALJ Byron E. Harrison granted petition by Strafford and continued proposed findings of fact from March 8 to March 29 and replies from March 29 to April 5. Action March 7.

■ Gilmer, Tex., KHYM Broadcasting and Daniels Broadcasting, **FM proceeding**: (Docs. 21281-2)—ALJ James K. Cullen Jr. postponed prehearing conference on March 23 and scheduled it for March 31. Action March 13.

#### Initial decision

■ Baltimore, J.B. Broadcasting of Baltimore, **AM proceeding**: (Doc. 21012)—ALJ Frederick W. Denniston granted motion by Broadcast Bureau and dismissed with prejudice J.B.'s application for CP to replace expired permit and terminated proceeding. Action March 1.

#### Review Board decision

■ Orlando, Fla., **TV proceeding**: (Docs. 11083, 17339-44)—Review Board denied motion to certify proceeding to commission for review and decision filed by Comint Corp., Office of Communication of United Church of Christ and Florida Conference of United Church of Christ. Action March 10.

#### FCC decisions

■ KWSR (AM) Rifle, Colo. (Doc. 20213)—Commission granted Oil Shale Broadcasting 1-year renewal of license for KWSR and fined it \$200. Action March 1.

■ WEZE (AM) Boston—Commission granted application of McCormick Communications for assignment of license to New England Continental Media denying petition to deny by Jacob A. Bernstein of Media Advocacy Center. Action March 8.

■ WSYR-TV Syracuse, N.Y.—Commission affirmed its December 1976 action granting 1975 license renewal application of Newhouse Broadcasting denying reconsideration sought by Syracuse Coalition for Free Flow of Information in Broadcast Media. Action March 8.

■ WXPB (FM) Philadelphia (Doc. 20677)—Commission denied Friends of WXPB intervention in case involving renewal application of Trustees of University of Pennsylvania and also Friend's alternate request to file amicus brief but authorized its participation in oral argument in status of amicus curiae. Action March 9.

■ KHTV (TV) Houston—Commission granted application of Gaylord Broadcasting for renewal of its license rejecting oppositions filed on behalf of 11 individuals, 11 organizations and "listening and viewing audience" of KHTV. Action March 8.

### Allocations

#### Actions

■ Greenville, Ky.—Broadcast Bureau proposed assigning ch. 288A as community's first FM in

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response to petition Hayward F. Spinks. Comments due May 9, replies May 30. Action March 8.

■ Eldon, Mo.—Chief Broadcast Bureau granted joint request by Triple K Broadcasters and Eldon Broadcasting, applicants for new FM on ch. 224, dismissing application of Triple K and granting that of Eldon Broadcasting. Action Feb. 24.

■ Walla Walla, Wash.—Broadcast Bureau assigned ch. 239 as community's third FM in response to petition by Capricorn Communications, licensee of KUJ(AM) there. Action March 7, becomes effective April 20.

■ Milton, W.Va.—ALJ David I. Kraushaar in initial decision granted application of WNST Radio for new FM on ch. 292 denying competing application of Putnam Broadcasting for same channel at Hurricane W.Va. Action March 10, becomes effective in 50 days barring appeal or review.

■ Wausau and Rhinelander, Wis.—Broadcast Bureau proposed assigning ch. 300 to Wausau and substituting ch. 291 for ch. 300 in Rhinelander in response to petition by Seehafer & Johnson Broadcasting, licensee of WXCO(AM) Wausau. Comments due May 8, replies May 29. Action March 7.

## Rulemaking

### Petition

■ Newtonville, Mass.—Action for Children's Television's petition for inquiry and notice of proposed rulemaking has been filed and associated with Doc. 19142 and will be considered by commission. Ann. March 8.

### Actions

■ Chief, Broadcast Bureau in response to request by Sudbury Services extended from March 10 to April 10 time for filing reply comments in matter of amend-

ment of Section 73.202 (b) of rules, FM table of assignments for Mayfield, Wickliffe, both Ky., Blytheville, Ark., and Henderson, Tenn. (Doc. 21504). Action March 9.

■ Chief, Broadcast Bureau granted to limited extent request by Broadcast Communications and extended from March 15 to April 17 time for filing responses to petition for establishment of policy to promote broadcast ownership by minorities (RM-3055). Action March 10

■ Chief, Broadcast Bureau in response to request of law firm, McKenna, Wilkinson and Kittner, on behalf of various clients extended from March 24 to April 24 and from April 21 to May 24, respectively, dates for filing comments and replies to petition for rulemaking to amend Form 395 and instructions (Doc. 21474). Action March 15.

## Cable

### Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced March 14 (stations listed are TV signals proposed for carriage):

■ Humboldt Bay Video, for Blue Lake, McKinleyville, both Calif. (CAC-12056-7); commence operation.

■ Hill Country Caltelevision, for Kerrville, Tex. (CAC-12391); WTCG Atlanta.

■ Indian River Cablevision, for Roseland, Gifford, Sebastian, Wabasso, Winter Beach, all Fla. (CAC-11294-8); interim authorization.

■ Telecable Associates, for Broussard, Scott, both La. (CAC-12398-9); commence operation.

■ Colville TV Cable, for Colville, Wash. (CAC-12560); CKTN-TV Trail, Canada.

■ Cablevision of Gonzales, for Gonzales, La. (CAC-12569); commence operation.

■ Suffolk Cable, for Port Jefferson, N.Y. (CAC-12586); commence operation.

■ Bayshore CATV, for Onancock, Keller, Bloxom, Accomac, Onley, Melfa, Parksley, all Va. (CAC-12587-94); WTCG Atlanta.

■ Liberty TV Cable, for South Haven, Charleston, Mcrae, Helena, all Ga. (CAC-12595-9); certify operation.

■ Delta Video, for Clarkton, Gideon, Deming, all N.M. (CAC-12600-2); change signals.

■ Washington Cable, for Washington, Lebanon, Oxford, Glen Gardiner, Hampton, High Bridge, Franklin, all N.J. (CAC-12603-10); existing operation.

■ Television Signal Service, for Floydada, Tex. (CAC-12611); commence operation.

■ Cablevision Systems Long Island, for Williston Park, N.Y. (CAC-12612); commence operation.

■ Potomac Valley Television, for Londonderry, Southampton, Cumberland Valley, all Pa., Allegany, Md. (CAC-12614-7); existing operation.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance:

■ Platte County Communications, for Platte Woods, Mo. (CAC-12277); Nation Wide Cablevision for Olympia, Lacey, both Washington (CAC-12027-8); Telecable Associates, for Iberia, New Iberia, both La. (CAC-08092, 557); Valley Vision, for Placerville, Jackson, Sutter Creek, Amador, all Calif. (CAC-08174-8); Cotulla Cable TV, for Cotulla, Tex. (CAC-08917); Sammons Communications, for Black Mountain, N.C., Waynesboro, Miss., Summit, Miss., Hambien, Tenn., (CAC-08921-2,59,64); Oxford Valley Cablevision, for Falls, Pa. (CAC-08991); United Cable of New Hampshire, for Goffstown, Bedford, both N.H. (CAC-08998-9); Cass Cable TV, for Beardstown, Ill. (CAC-09298); Cablevision of Cheraw, for Cheraw, S.C. (CAC-09299); Continental Cablevision of Ohio, for Fostoria, Tiffin, both Ohio (CAC-09367-8);

## HAVE YOU EVER HEARD A RAINBOW?

The TANNER MUSICAL SPECTRUM offers the broadcaster all formats for automated or semi-automated systems with a RAINBOW OF SOUNDS.

• BEAUTIFUL MUSIC is Pacific Green, not background but foreground music.  
• MOR is Bright Blue in three distinct formats.

• CONTEMPORARY comes in Red Salin Rock designed especially for the 18-34 market.

• COUNTRY is our TANNER Country with all the country hits from 1949 through today!

OUR MUSICAL SPECTRUM comes in these four beautiful colors...you can add "PROFITABLE BLACK" to your SALES RAINBOW! Call Kurt Alexander or Keith Lee collect at (901) 320-4340.



Hear it at the N.A.B. in Las Vegas Hilton Suite 1669

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Director of Broadcast Services/General Manager.** Directs and sustains the functions and operations associated with Public Radio Station WSSR, and other electronic media delivery systems. Marketing, planning, development, public broadcasting experience desirable. Doctorate preferred or equivalent combination of education, and experience in broadcasting. Teaching experience in higher education required. Salary negotiable. Sangamon State University, Search Committee for Director of Broadcast Services, Springfield, IL 62708. c/o Jack Coleman.

**Major Midwest market station** wants aggressive dedicated Manager—strong in Sales and Management. Excellent base, strong profit incentive plus stock ownership plan to create meaningful equity base. Station now strong in billings and ratings. No crisis. Will wait for right person. Confidentiality assured. Could meet during NAB. Box C-252.

**Florida AM/FM Seeking** strong, experienced Sales Manager with a proven record of agency and direct selling. Able to develop and lead a powerful sales team. Equal Opportunity Employer. Send resume to Box C-282.

**General Manager Wanted** For AM and Powerful FM on Florida Coast. The ideal candidate will have solid General Management experience, able to provide knowledgeable leadership in all areas. Must also be capable of developing and servicing larger accounts. Community oriented. Salary, attractive, fringes, and share in profits. Group owner. Equal Opportunity Employer. Send resume to Box C-280.

**Manager-trainee** needed for Texas station. Must be strong in Sales with a broadcast background and be able to motivate people. Send full information in first letter. Box D-3.

**Dynamic young broadcasting company** is ready to grow but needs some solid help in Sales/Station Management. If you know how to sell small market radio, like people and community involvement, have met enough goals to show you can do it, and can help other people achieve while enjoying their work, then we should talk. Responsibilities and compensation will depend on where you are and where you are headed. An Equal Opportunity Employer. Box D-9.

**Sales Manager opening** for Eastern small market top rated station, agency experience, aggressive, salary 20-25,000 plus override. Write Box D-17.

**Sales Manager.** Big opportunity for a professional who likes to develop new Radio Advertisers. Underdeveloped N.C. major market. 40 K Potential. Box D-28.

**Sales Manager** Ready to take challenge to build second year 50kw California FM to major billing heights. Excellent income and growth prospects to person who can get results. All the tools are here, astounding second book ratings, top flight new Program Director and excellent supporting team. Contact Gary Willson, Owner & General Manager, K104, 12592 South Cedar Ave., Fresno, CA 93725. 209—834-5904.

**University CPB Station Manager,** must view station in context of University's mission. M.A. preferred, \$13,000 minimum. Apply to Dr. Walter Shaw, University of Denver, Denver, CO 80208, AA EEO, deadline, April 10.

**We need assistant** to Management & Quality Announcer with some experience. 314—586-8577 for Mgr.

### HELP WANTED SALES

**Sales Manager** for one of Minnesota's fastest growing markets. Salary commensurate with experience, profit sharing and other benefits. Would prefer an RAB or Welsh Company trained person. Box C-146.

**Are you tired** of the howling winds of winter, making calls through the ice and snow, owning a car with two sets of tires and a set of chains? There is a better way. Welcome to the sunny South. We've got a 50,000 watt country music radio station and a 100,000 watt free swinging contemporary FM. We need two aggressive salespeople who are career oriented. Our company offers outstanding benefits and unlimited opportunity. Send resume to Gene Dickerson, KWKH-KROK Radio, P. O. Box 21130, Shreveport, LA 71120. We are an Equal Opportunity Employer.

**WESY, Leland, MS.** Experienced Salesperson Soul/Gospel Radio. Send resume, billing history Box 340, Greenville, MS. 38701. Attn: Wally Hoy. Salary open. EOE station. No calls please. Auditions Welcome.

**Wanted: Aggressive salesperson** who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAP. EOE. Box C-254.

**Upper Midwest Country station** needs salesperson. Top benefits, option on car, good ratings, heavy promotion. Send resume to Box C-262.

**Wanted: Top-Flight street fighters** who want to earn big money. Major East Coast Market (1,000,000+). Will only consider experienced professionals. Progressive new owners are interested in your track record, resume and experience. Rapid advancement to Management. EOE. 703—273-4000.

**Local Salesperson Needed** immediately. Good opportunity for self starter. E.O.E. Reply Bob Outer, WBNR, Box 511, Beacon, NY 12508.

**Wanted: Salesperson** for Cedar Rapids only Contemporary Stereo Rocker (100,000 watts). Resume and billing history to Bill Clymer KOCR, Suite 500 Paramount Building, Cedar Rapids, IA 52401.

**Highest billing AOR** in rich Northeast Medium Market looking for experienced, competitive sales person capable of high earnings who will be given full support training in all phases of our aggressive operation. Box D-20.

**Not for Everyone.** Combination sales and morning person (limited sign on schedule). Have qualifications and definite interest in management potential. If qualified the only person ahead will be the President-General Manager. Highly respected FM in the midwest with excellent growth potential. Request tape after receiving complete resume. Box D-23.

**How would you like** to be the number one sales person for the only FM stereo country station in a five county area of a Southeastern state? Radio sales is a must. Other talents positively appreciated. Send resume Box D-24.

**Sales Manager** for aggressive Southwest Modern Country Station. Must be able to lead, station is very promotion minded. Excellent pay, conditions and future. Company car furnished. Send resume to Box D-31.

**Salesperson** for Northern NE AM-FM. \$200/wk commission with potential for much more. EOE. Resume, references, to Box D-41.

**Aggressive group** need account executives at Illinois, Tennessee, and West Virginia stations due to fast growth. Prior experience desirable but not essential. Send resume to Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon IL 62864. Please do not call.

**Modern Country station** in Ohio Resort community. Salespersons needed to sell our expanded signal coverage area. Perfect for family person wanting to leave the big city rat-race. Can include some announcing. Contact Gerry Cook, WKKI, 419—586-7715.

**Salesperson Wanted**—Located in beautiful Rockies. Contact Jim Williams, KCAP AM & FM, P. O. Box 1165, Helena, MT. 406—442-4490.

**Nine year old youth-oriented music newspaper** seeks (3) aggressive retail salespeople. We've had great success with our radio "converts". Our last makes \$25,000. \$250 draw vs. 20%. Interview on Long Island necessary. Resume: Good Times, 24 Lumber Rd, Roslyn, NY 11576.

**Small Market, Big Opportunity.** Sales, production, with management possibility. Established Accounts. AM with new FM pending. KLKC, Box 853, Parsons, KS 67357.

**L.A. Suburban AM station** wants automotive specialist to work with 164 new car dealers. Min 3 yrs experience. Must be a pro with auto promotional knowledge. We have exceptional merchandising plan—potential earnings \$3 to \$5 thousand/mo. K-WOW 213—331-0794 E.O.E.

**Mature, self-starter,** aggressive salesperson with good track record for growing medium market. Good opportunity for person who can produce sales. Excellent fringe benefits. Resume to P.O. Box 3246, Burlington, NC 27215.

**If you're a creative Small Market, RAB trained, retail specialist** with outstanding track record of new account/repeat business success now anxious to move up. This group-owned Radio Broadcaster in medium, good-life community is looking for honest, stable, dynamic self-starter eager to make more money and willing to learn from the best. Future is up to you! Call Dave Gifford 814—456-2096.

**Aggressive salesperson**—Western North Carolina. Liberal commission with draw. Future Ownership/Management possibilities. Call 1—404—283-3084 evenings. WQXZ.

### HELP WANTED ANNOUNCERS

**Experienced communicator** needed for small market Colorado station. Opportunity to learn and grow. Top production a must. Resume and salary requirements to Box C-102.

**Needed Immediately,** experienced AOR and Adult Contemporary Communicators for large Midwest chain ranging from the Gulf of Mexico to the Lakes of Minnesota. Become involved with a growing twelve station organization. Send tapes and resume's to J.J. Justin, Leighton Enterprises, Inc., 501 Proctor Street, Port Arthur, TX 77640.

**Announcer/Commercial Producer** for advertising agency near Chicago. Fine growth opportunity. Midwestern applicants only. Replies confidential. Box C-239.

**Need experienced professional** broadcaster for production, copy and traffic. Emphasis on production. Salary commensurate with ability. Send resume and tape to Bert Silverman, WSVS, 800 Melody Lane, Crewe, VA 23930. EOE.

**Number One Country station** in Rockford, Illinois needs bright sounding jock who is also solid in production. Call Curtis King at WKKN 815—877-6064 or send tape and resume to 1901 Shaw Road, Rockford, IL 61111.

**First Phone Announcer/Engineer** for Vermont MOR AM/FM. Engineering experience a must. Contact Director of Engineering, Vermont Radio, Inc., P.O. Box 249, Rutland, VT. 802—775-5597.

**Experienced Promotion Supervisor-Announcer** for Iowa Contemporary. Box D-1.

**Major Market Station** has opening for seasoned Talk Show Host. Must be informed, issue oriented, good communicator and have proven track record in a Top 20 ADI. Send resume to Box D-19.

**Successful South Florida Station** seeking experienced Announcers and Salespeople. Adult Contemporary operation. Equal Opportunity Employer. Box D-27.

## HELP WANTED ANNOUNCERS CONTINUED

**Not for everyone.** Combination morning person (limited sign on schedule) and sales. Have qualifications and definite interest in management potential. If qualified the only person ahead will be the President-General Manager. Highly respected FM in the Midwest with excellent growth potential. Request tape after receiving complete resume. Box D-37.

**DJ-Announcer.** Adult Contemporary format. Experienced only. Sports knowledge. Air-check & resume. No phone calls. WFVA, Fredericksburg, VA.

**Is Your Talent Wasted?** Modern Country station wants entertainers, good production person. Send audition to WLKK, 3204 State Street, Erie, Pa. 16508. Send it yesterday.

**Modern Country station** in Ohio Resort community. Announcer-sales position open. Perfect for family person wanting to leave the big city rat-race. Contact Gerry Cook, WKKI, 419-586-7715.

**Entertaining Morning person** for Contemporary Midwestern secondary needed immediately. Creative production a must! Perfect opportunity for someone looking to join a growing chain. Tape and resume to: Jeffrey Jay Weber, Program Director, WAZY, Box 1410, Lafayette, IN 47902.

**WZZI—Professional small market** Modern Country station needs afternoon drive announcer. Madisonville, TN 37354, 615-442-2902.

**WASK, Lafayette, Indiana,** has an opening for an experienced MOR/Pop Morning Person. Tape and resume to Jerry Collins.

**Central Virginia Modern Country station** needs announcer/production pro for morning drive. Send complete resume, salary requirements and air check tape to President, WPED, P.O. Box 8, Crozet, VA 22932.

**Exciting Opportunity!** Person wanted who can write, produce and announce spots for N.E. Station. Send resume to Box D-14.

**Morning person** for wake up ministry. 3-5 years experience preferred. Duties include news and some production. Send air check and resume to: Station Manager, WOLC, Princess Anne, Md 21853.

**Immediate opening** for Announcer. Sports or news background helpful. Send resume and tape to KWEL Radio, 401 W. Missouri, Midland, TX 79701.

**Kentucky small market** is looking for full-time M-O-R jock (who could also sell if he/she desired). Good facilities and working conditions, decent pay. Call Bob Mays between 8:00 AM and noon (Central Time) at 502-821-4096.

## HELP WANTED TECHNICAL

**If you are** a technical crackerjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County, PO. Box 231, Coatesville, PA 19320. E.O.E.

**Chief Engineer:** KKBC/KPTL, Carson City, Nevada. Must have directional and digital electronics, familiar with micro-wave and strong on maintenance. Call 702-882-6263, or send resume to PO. Box 653, Carson City, NV 89701. E.O.E. M/F.

**Atlanta Based Group** Owner is seeking an Assistant Director of Broadcast Operations/Engineering. Applicants should have a strong technical background and at least five (5) years experience as a Chief Engineer. This position involves travel to our stations as well as various administrative duties. Contact Steve Shrader, PO. Box 647, Atlanta, GA 30301. Telephone 404-873-2355. EOE.

**Chief Engineer** Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities. Equal Opportunity Employer. Send resume to Karl C. Smith, KRAV-KFMJ, PO. Box 746, Tulsa, OK 74101. 918-585-5555.

**Engineer needed** for AM/FM, separate IGM automation systems. Salary negotiable. Call Station Manager, WRSW, Warsaw, IN, 219-267-3111.

**Chief Engineer** Western New York State AM/FM. Must be strong on automation/digital equipment. Contact Director of Engineering, Vermont Radio Inc., PO. Box 249, Rulland, VT 802-775-5597.

**Assistant Chief or Chief** for radio station chain, AM, FM & automation. Experience—will train—must be aggressive, willing to learn. Announcing, production or sales helpful. Send tape and resume to Ray Lockhart, KOGA Box 509, Ogallala, NE 69153.

**\$200.00 Reward** for information leading to the employment of Chief Engineer. Turn yourself in & collect. Must have Studio, Automation, Transmitter experience. Above average salary & benefits. Call David Hurlbut, VP/IGM, WYER AM/FM, Box 553, Mt. Carmel, IL 62863, 618-262-5111.

**Chief engineer** wanted for directional AM and stereo FM stations in Delaware. Maintenance, proofs, troubleshooting and FCC R&R knowledge required. Solid opportunity. Call 1-302-422-7575, WTHD/WAFL, Milford, DE.

**Chief—great installation ... multi studios ... new transmitting system** being installed. You must be experienced and know the state of the art as applied to audio and transmitters. Design, planning and maintenance are involved. Antenna experience not necessary, but beneficial. Send resume and requirements to Ed Juare, Engineering Director, WSAR, Box 927, Fall River, MA 02722. E.O.E.

**Immediate opening** for Announcer-Engineer combo at Modern Country station in Central Virginia. Board shift and 1st. phone for maintenance a must. Daytime, nondirectional facility in super living area. Send complete resume, salary requirements and air check tape to President, WPED, P.O. Box 8, Crozet, VA 22932.

**Audio Engineer.** Nat'l Public Radio seeks an experienced recording/broadcast engineer with a min. of six yrs. active exp., capable of handling live studio and location recording of large and small jazz, folk and classical groups, including all aspects of pre and post production. Background in music, light maintenance ability and diplomatic personality a definite asset. Send resume and salary history to: DeNise Johnson, NPR, 2025 M St. NW, Washington, D.C. 20036. An Equal Opportunity Employer.

**Major University** seeks Broadcast Engineer for maintenance duties for Fine Arts non-commercial FM station. Transmitter maintenance experience required. Music recording experience desirable. Send resume to Personnel Office, 1818 Terrace Avenue, The University of Tennessee, Knoxville, 37916. The University of Tennessee has an Equal Opportunity/Affirmative Action Program for students and employees.

**AM in beautiful** Rio Grande Valley of Texas need experienced Chief Engineer. Mail resume to KSOX, 345 South 7th, Raymondville, TX 78580 or call 512-689-3333.

**Solid Chief Engineer.** Escape to a great market in wild, wonderful West Virginia. Make the No. 1 team stronger in this university city with strong Processing, Maintenance and Construction. We are solid and stable. If you are thinking long term send resume to Garry Bowers, WCLG AM/FM, Box 885, Morgantown, WV 26505 304-292-2222. Equal Employment Opportunity Employer.

## HELP WANTED NEWS

**Progressive small market** Colorado station needs a sports director with a minimum of 3 years of play by play in football and basketball. Twice daily sports program, plus small air shift and production work. Excellent pay and future. Resume and salary requirements to Box C-165.

**Immediate opening** for morning anchor. Must be an experienced, aggressive reporter with background in broadcast journalism and public affairs. We're an award winning station that offers opportunity, good salary, and the right to be creative. Send tape and resume to Bob Cain, News Director, 1015 Main Street, Wheeling, WV 26003. 304-232-1170. An Equal Opportunity Employer.

**Minnesota Public Radio** seeks director of news and information programming. Twelve years experience in broadcasting or journalism with reporting experience; minimum 5 years supervisory capacity, 2 years college with liberal arts/journalism background preferred. For complete description send stamped self-addressed envelope to: T Kigin, News Director Box C, MPR, 400 Sibley, St Paul, MN 55101. EOE/AA.

**News Director** with good sense and objectivity, two person news department. We are the source of local news to our communities. Good pay, fringes and working conditions. Northern Illinois. Box D-2.

**Sports. Number-2 PBP.** News assistance. Sales if desired. We do considerable sports! West-Midwest. EOE. Write Box D-30.

**News Director** position open. Station has a strong commitment to Local news. Applicants should have strong background, experience and good voice. Send tape, sample of writing, resume and salary requirements to: Tom Casey, WRTA, Box 272, Altoona, PA 16603.

**Street-wise Beat** Reporter to cover city of 100-thousand. Deborah Johnson, WJOB, Hammond, 219-844-1230.

**News Director** for Central New England CBS Affiliate. Hard worker, good voice, strong on actualities. Send resume and cassette to Cynthia Georgina, WKNE, Box 466, Keene, NH 03431.

**Modern Country station** in Ohio Resort community. News person for morning drive, some experience preferred, good voice a must. Includes some sales work. Contact Gerry Cook, WKKI, 419-586-7715.

**Expanding news department** needs an experienced radio news journalist to take charge of WBEV and WXRO news department. Must be a leader, good writer, organizer, and a news "digger". Good company benefits, and working conditions. Send complete resume and audition tape to John Klinger, WBEV and WXRO Radio, Beaver Dam, WI 53916.

**Newsperson for leading AM-FM operation** in multi-station market preferably with two years experience. Send tape and resume to Mr. Lenny Reeves, The WROM stations, PO. Box 1546, Rome, GA 30161.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Production person** with copywriting abilities. Must be strong on ideas to give us creativity. Announcing and production experience required. Stations are rated Number 1. 'AM' is 5000 watts and 'FM' is 100,000 watts. Resume to: Marty Green, Sales Manager, WAXX/FM, WYYY/AM, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

**Commercial Producer/Commercial-Type** Announcer for growing broadcast ad agency greater Chicago area. Excellent salary plus benefits. Prefer Chicago metropolitan area applicants. Replies confidential. Box C-237.

**Creative Radio Producers**—be heard on 85 stations! Progressive Radio Network needs an imaginative producer for "News Blimps", aired nationally on leading rock stations. Superlight engineering, major market voice, encyclopedic knowledge of rock music, familiarity with advanced production techniques, copy editing and news experience all required. 212-585-2717.

**Faculty position** available to teach undergraduate courses, Fall 1978. To teach courses in radio production oral performance in broadcasting, broadcast law and regulations, international systems in broadcasting and intern supervision. M.A. required, Ph.D. preferred with professional broadcasting experience and/or college teaching experience required. Application deadline is May 1. Write: Dr. Ron Raboin, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood Avenue, Buffalo, NY 14222.

**Operations Manager** for Mellow AOR station in Central Oklahoma includes three hour air shift. Degree or equivalent experience. EEO/AA employer. Send Resume and tape to Employment Services, The University of Oklahoma, 905 Asp. Room 152, Norman, OK 73019 before April 7.

## SITUATIONS WANTED MANAGEMENT

**Sales-oriented Programmer** looking for opportunity as Station Manager. Aggressive knowledgeable administrator who can build a winning team. I am the solution to your problem. Box C-206.

**General Manager**—17 years in Radio, all phases, 38, steady family man seeking good permanent position. Strong on F.C.C., programming and sales. Reply: Box C-250.

**General Manager** with personality and ability to be your number one man. Currently successful. Excellent references. Not a beginner. Prefer South East. Box C-261.

**Experienced, Aggressive, sales-oriented, radio General Manager** seeks relocation in medium to large market. Excellent track record in very competitive markets. Box D-4.

## SITUATIONS WANTED SALES

**Experienced in all phases** of Religious Broadcasting, including Sales and Management. Write: Arlen Vaden, Box 180, Trumann, AR 72472.

**Experienced broadcaster** seeking sales with leading station Ohio, Indiana. Lou Swanson, 4518 Broadbush Drive, Dayton, OH 45426.

**Top Radio Time Salesman** available ... Selling is my first love. After 20 years in management I want to return to sales. Almost 13 years with present group as General Manager and part ownership. Proven track record. Community involvement. Best industry references. Day-to-day sales, very promotion minded. Prefer Single or Two-Station markets in Minnesota, Wisconsin, Iowa, North or South Dakota, Missouri. If you want a top salesman who understands management-ownership problems, but wants to sell, I'm your man. Available in 30 to 60 days. Box D-32.

## SITUATIONS WANTED ANNOUNCERS

**If you're tired** of zombies who promise but can't deliver, my tape and resume will surprise. Trained DJ—Newscaster. 914—238-8815 Preston (eves.) or Box C-87.

**Versatile annrc.** Production, office, news, public affairs. 2-1/2 years. 1st phone, 207—882-7395.

**Call me. First ticket** Announcer experienced in music, news, and production. Mark 617—587-3701.

**MOR Personality.** Solid twelve year record. Can grow with you. Talk, Production, Music. Box D-29.

**Experienced Announcer** Desires position in Indianapolis area. Sam Bass 703—361-6357 after 6:30 pm.

**Hard working announcer** experienced in Music-Programming, production. Good references, but you be the judge. Prefer Northeast, desire F/T, but P/T considered. Mitch Zimmer 212—531-4717.

**Dependable announcer, 3rd phone,** 5 years experience, strong production, automation. Prefer Midwest, medium market. Dave Daniels 507—433-8123.

**Female**—age 24, 3rd class, expertly trained seeking first break in radio. Available immediately, will relocate anywhere—tape and resume upon request—call 312—767-5398 between 3pm and 11pm or write Denise A. Farrell, 5225 S. Parkside, Chicago, IL 60638.

**4 Years Experience**—Top 40 and Contemporary "Personality". Super production, employed, 1st Phone. 612—451-0636.

**Morning Mouth** needs Medium Market, Top-40 Morning Gig or PD/On-Air Position. 1st Phone, 10 Yrs. Exp. Let's get together. Bobby Morgan, 1—303-773-2875, 6377 S. Fairfax Way, Littleton, CO 80121.

**Jazz—Big Band Announcer/Producer** wants major market, late—all-night show for music, interviews, callers and news. Third endorsed. 8 years of 25 in public radio. Jim Dougherty, 103 Middle Road, Muscatine, IA 52761.

**3rd Endorsed DJ** ready to relocate. PD & MD experienced. Great voice, production, & News. Call 304—235-t660. Ask for Chuck.

## SITUATIONS WANTED TECHNICAL

**First Phone,** light experience. Trainee salary OK. Immediate relocation to all markets. Box C-88.

**Experienced Chief Engineer** seeks position with quality station. Box C-269.

## SITUATIONS WANTED NEWS

**Sports Director/Music Director** available now. Exciting PBP solid production, announcing (all formats), news. 8 years experience. Salary negotiable. 616—780-4104. Box C-257.

**Young aggressive newswoman** seeking Medium Market Field reporting duties. Presently Small Market ND. Degree and Third Ticket. Box D-8.

**Sports Director-P-B-P**—6 years experience in covering football, baseball, and basketball. Looking for move upward. Box D-39.

**Sportscaster**—experience in play-by-play of all sports. Can do news and boardshift. Seek work in Georgia or Florida. Available after college basketball season. Box D-40.

**Aggressive Grad, B.A.,** seeks first reporting job. 2 yrs. college Radio and TV. Dana Benson 612—588-2610.

**Sports Director and PBP Voice** of Major College's football and basketball/hockey teams. Six years college and high school experience: football, basketball, hockey. Currently Sports Director/Salesman in NE small market. Contact Peter Cooney 802—388-6077.

**News Director,** 19 years experience, tight writer, station building professional, perfect pronunciation, proven administrator, impeccable references. What can you offer? John Knight, P.O. Box 18211, Tucson, AZ 85731.

**Hire a Hustler!** Dec. U.N.C. broadcast journalism, poli. sci. grad. seeking entry position. Experience: capital correspondent for professional radio station; top 50 TV string reporter, intern. Bob Hamilton; 23; 919—782-5255 after 6; 3505 Eden Croft Dr. Raleigh, NC 27612. Prefer Southeast.

**Background as Newscaster,** News-Public Affairs Director. Major Market experience. Great voice, professional delivery. Writing interviewing skills. Understanding of community affairs. Leadership administrative ability. Looking for Newscaster or News Director position. 17 years in radio. Call Joe. 606—286-2713.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Natural, Bright, Announcer,** PD experience, looking for MD, OD position with Adult Rock or Modern Country Format. Both Sales & TV. Experience, Top 50. Box C-246.

**Idea man,** 9 year pro, first, liberal arts grad available for PD position May 20, Northwest or West—Pete, 414—748-8159, leave message.

**Howie Castle,** Former PD WIFE, WLCY, WOLF looking for Medium or Major Market programming position, Top 40 or Adult Contemporary. Excellent track record and references. Available immediately. 813—397-1380.

# TELEVISION

## HELP WANTED MANAGEMENT

**Central Missouri State University** has been awarded an educational broadcasting grant from HEW for the operation of KMOS-TV, Channel 6, as a public, educational television station. City of license and the transmitter to be in Sedalia, MO; studios to be in Warrensburg. On-air target date is about six months from now. Applications for the positions of General Manager and Chief Engineer are being accepted now. Closing date is April 15; appointments to be made as soon after May 15 as possible. Other openings will be announced later. Send applications, including resume and salary requirements, to: Office of Public Relations, Central Missouri State University, Warrensburg, MO 64093. Job descriptions available upon request. CMSU is an equal opportunity/affirmative action employer.

**Operations Manager**—Spanish TV. station has an immediate opening for a bilingual manager capable of scheduling and supervising Air and Production crews. Knowledge of union contracts helpful. Contact Chiel Engineer at WNJU-TV 201—643-9100 or 212—233-6240 or resume to 1020 Broad Street, Newark, NJ 07102.

**Assistant Director of Production.** Responsible for production planning, scheduling, and operation at Kentucky Educational Television—a 13 station state ETV network with facilities in Lexington. Staff of 40 includes producer-directors, producers, cinematographers, studio and remote video crews, and production sound operators. Strong record of handling creative staff and in-depth knowledge of studio and location equipment and techniques essential. KET has two fully-equipped color studios, 2", 1", and 3/4" vtrs and editing equipment, remote trucks, and 5 ENG cameras. Salary \$15,000 +. Immediate opening. Send resume to Sid Webb, 600 Cooper Drive, Lexington, KY 40502.

**General Manager.** Network affiliated UHF New England area. Strictly a hands-on type manager who knows operations and sales and who can do, as well as lead. Resume and qualifications to Box C-219.

**2-3 years medium/major market experience.** Please reply with personal letter outlining background and skills. EOE. Reply to Box C-271.

**Traffic Manager.** A Major Midwest Market Television station is seeking an experienced Traffic Manager. Computer knowledge very helpful (BIAS preferred). A real opportunity for a good manager of people and computer systems. Equal Opportunity Employer M/F. Box C-273.

**Chairman** for expanding Department of Journalism, Broadcasting and Speech to begin September 1978. Faculty of 13; 400 students. Must have significant professional print or broadcast news experience. Ph.D. preferred. Masters degree required. Rank and salary open depending on qualifications. Affirmative Action, Equal Opportunity Employer. Deadline for applications is May 4. Write: Dr. Ron Rabin, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood Avenue, Buffalo, NY 14222.

**Director of Engineering** for Radio-TV-Film Bureau at the University of Arizona. Top level, Manager III grade in University personnel system. Administrative responsibility for planning, operation and maintenance of all technical facilities and for all technical personnel in the bureau, which includes KUAT-TV-AM/FM. Requires BS/BA degree, or equivalent, 8 years experience, including 5 years supervisory, and First Class license. Contact Frank Barreca, KUAT-TV-AM/FM, University of Arizona, Tucson, AZ 85721. Equal Opportunity, Affirmative Action, Title IX, Section 504 Employer.

## HELP WANTED SALES

**General Sales Manager**—Superb opportunity to build top sales department for growing, progressive affiliate in top-45 market. Equal opportunity employer. Send resume and references to. Box D-36.

**Salesperson,** Peoria area, full or part-time, experience helps but not necessary. Contact Mike Dupont, 602 West Glen, Peoria, IL 61614, 309—685-5947.

## HELP WANTED TECHNICAL

**Maintenance technician** for NY production house. Heavy VTR experience required. Digital experience desirable. Excellent company benefits. Send resume and salary requirements to Box C-207.

**Come in out of the cold:** Two well-qualified technicians needed by VHF in sunny South Texas. Box C-263.

**TV XMTR Maintenance Supv.** for WGTE-TV, Channel 30, Toledo, Ohio. Must have first ticket, 3 years experience in operation, maintenance and trouble shooting UHF xmtr. H.S. diploma plus 2-year college electronics certificate (or trade school equivalent or 6 years xmtr experience). Salary open. Call Mr. Hafer 419—255-3330. Equal Opportunity Employer.

**Need Experienced FCC 1st Class Engineer** for studio maintenance and remote control operation. Contact R. Doyle, KGGM-TV, Albuquerque, NM. 505—243-2285.



## HELP WANTED TECHNICAL CONTINUED

**CCTV Engineer.** Position available July 1, 1978 with well-equipped and highly regarded Dental School Media Center. Requires high school, some college and/or completion of a program in electronics and television maintenance at an accredited institute, and preferably, several years experience in maintenance and operation of Color CCTV or Broadcast equipment, including FCC 1st Class. Employee Benefits are excellent. \$12,700 to start. Write or call: John Kichi, 666 W. Baltimore Street, Baltimore, MD 21201. 301-528-7082.

**Maintenance Engineer needed** now. Minimum one year experience in transmitter and production equipment maintenance and first class FCC license. \$8700. Contact Marge Laskoski at WSKG Public Television and Radio, Box 97, Endwell, NY 13760. 607-754-4777. EOE/M/F/AA.

**RKO General, Boston Division,** has an immediate opening for the following position: Engineering Supervisor—for the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC First Class License and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus. RKO General offers a liberal compensation package. For prompt consideration, forward your resume including salary requirements to: Personnel Department, WNAO-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**Assistant Chief** for Rocky Mountain small market TV. 1st Class 5 years minimum, must know quads, studio, transmitter. Great area and good salary. Contact CE, KIFI TV, Box 2148, Idaho Falls, ID. EOE Employer.

**AM/FM/TV Transmitter Maintenance Engineer.** Immediate opening for experienced individual with First Class FCC license. Please contact Personnel Department 503-226-5076. KGW, King Broadcasting Company, 1501 SW Jefferson Street, Portland, OR 97201. An Equal Opportunity Employer. M/F/H/Vets.

**Technician Satellite Communications.** Our broadcasting organization has immediate openings for Satellite Operations and Maintenance Technicians to operate and maintain a main origination terminal, located near Springfield, VA. Should have 2 years experience in areas of TV transmitter, microwave and/or Satellite GCE maintenance. Valid First Class Radiophone Operator's License required. Please send resume to: Box D-26.

**Chief Engineer.** Hands on Administrator to head department of 8 persons. Remote control UHF transmitter and 3 translators. Knowledgeable in color studio, color remote, 3/4-inch cassette ENG, microwave, CTS downlink and PBS downlink. Salary open. Contact WYPT, Harrisonburg, VA 703-434-5391. An equal opportunity employer.

**Television stations seeks** an experienced broadcast videotape technician. Three years experience with quadraplex videotape and camera operation required. Experience with editing systems, studio and remote systems and equipment required. First Class FCC license preferred. Liberal benefits. Send resume, references, and salary requirement to the Personnel Department, WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for applications is March 30, 1978.

**Technician**—strong on electronic theory with experience in television studio/transmitter operations and maintenance; 1st phone required. Send resume to Wyatt McDaniel, WJAR-TV, 176 Weybosset Street, Providence, RI 02903.

## HELP WANTED NEWS

**Reporter: Must possess background** in Broadcast Journalism including writing skills, interviewing technique, and at least 1 year of reporting experience preferable in Television News. Must have working knowledge of tape and film procedures including audio tape equipment. Should have educational background in Mass Communications and the ability to aggressively pursue news and information. Box C-221.

**Photographer: Must possess background** in all phases of Television News Film, technique including the use of CP-16, DR-70, 35 MM Still Camera, Film editing and the Houston-Fearless Processor Box Y-B.

**Anchor-producer** Medium Midwestern City, ABC Affiliate with total commitment to local excellence. Must be a pro. Experience vital on air. Resume, writing samples, salary requirements in first letter. An EOE. Write Box C-242.

**Immediate opening** for Meteorologist with at least three years on-the-air experience. Top twenty market. An EEO Employer. Send resume to Box C-272.

**A Progressive AM-FM-TV Operation** in Illinois is seeking an experienced person for Sports Director-Weatherperson position. Job also includes some news work. Excellent opportunity with a growing Midwestern Chain. An Equal Opportunity Employer. Send resume and writing samples to Box C-275.

**Wanted: 2 TV-News reporters,** 3-5 years experience on the street. ENG preferred. Resume, VTR and salary requirements on first response. Capitol city market. Contact Clark Edwards, News Director, WSFA-TV, P.O. Box 2566, Montgomery, AL 36105. An equal opportunity employer. Female and male applicants from all races are desired.

**Aggressive street reporter** with anchor potential for Midwest net affiliate. ENG operation. EOE. Resume to KDUB TV, Dubuque, IA 52001.

**Experienced newswoman** who can anchor superior news team with No. 1 ratings, eng, in small market Rocky Mountain station. If you are good we want to see your tape. Contact Operations Manager, KIFI TV, Box 2148, Idaho Falls, ID 83401. EOE Employer.

**Anchor needed** Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send cassette and resume to Art Angelo, VP, KPCC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

**Weathercaster News Producer:** Midwest Television Station looking for On-Air Weatherperson. Also must write/produce early and late evening newscast. Equal Opportunity Employer. Send resume to Box D-5.

**Sports Director/Anchor** for Small-Medium Market station. Some experience required. Must be aggressive and willing to be a one-person band. Resume only. Will contact. Box D-7.

**Top 50 S.E. number one** wants experienced producer/writer for night newscast. Short brisk stories. Lots of film and tape. Must be able to edit it. E.O.E. Box D-11.

**Anchor-No. 1 station** in medium market looking for an anchor to join aggressive all eng dept. Ability to produce and write essential. An Equal Opportunity Employer. Write Broadcasting Box D-18.

**Assistant News Director/Assignment Editor** for top rated news operation in medium market in Southwest. Must be able to work with young staff. Right person could move up to News Director in six months. E.O.E. Send resume to Box D-33.

**News Director**—Unique opportunity for qualified professional in top-40 market to build news from zero base. ENG equipped. Ideal area. Equal opportunity employer. Send resume and references to Box D-34.

**Executive News Producer/KIRO TV.** Requires five years TV news experience/three years management. Knowledge of ENG microwave technology. Aggressive, people-oriented approach essential. Applicant will plan/execute special events, mini-documentaries, series reports, election coverage; coordinate remotes, schedule staff, and implement competitive objectives through direct staff supervision. Call Personnel for station application 206-624-7077. EEO.

**News Assignment Editor/KIRO TV.** Requires five years news experience/one year management. Background in various stages of broadcast journalism, i.e., writing, reporting, etc. Knowledge of ENG/microwave technology desired. Aggressive people-oriented approach essential. Call Personnel for station application 206-624-7077. EEO.

## HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**ITV Producer/Director** to produce college credit courses over university licensed PTV station. Prefer M.A. or equivalent experience with solid TV production background including studio-ENG-Film. Station fully color equipped. Salary to \$14,500 depending upon qualifications. Equal Opportunity employer M/F. Position available July 1, 1978 or possibly sooner. Application deadline April 15. Contact: Dr. Dale N. Anderson, Manager-KTWU, 301 N. Wanamaker, Topeka, KS 66604, or 913-272-8181.

**Program Director.** Looking for a creative Program Director with heavy promotional experience. Send resume and salary requirements to Mr. Richard Grimm, KITV, 1290 Ala Moana, Honolulu, HI 96814. An Equal Opportunity Employer.

**Copywriter:** Immediate opening in a group owned, VHF, network affiliate. Need self-motivator with creative ideas. Advancement possibilities. Organizer. Must follow up on small details. Some secretarial duties required. College grad or previous experience necessary. Send resume and salary requirements to: Box C-227.

**Producer/Director:** Dominant affiliate small Eastern market. At least 2 years experience in CML production, news and VT editing. An Equal Opportunity Employer M/F. Box C-244.

**Director/Producer** needed by group owned No. 1 network affiliate in top 60 market. Experience in program, commercial and remote productions required. Excellent growth opportunity and benefits. Send resume and salary history to Business Manager, WTOL-TV, Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

**KOAT TV Albuquerque, New Mexico** is looking for a Production News Director and a Technical Director with years of experience. Immediate openings. Send tape and resume to: KOAT, PO Box 4156, Albuquerque, NM 87196, 505-247-0101.

**Graduate Assistantships** available—Radio-TV Division, Arkansas State University, Jonesboro. has assistantships available to students enrolling in Division's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Division, Arkansas State University, Box 48, State University, AR 72467. Tel: 501-972-3070.

**General Production/Announcer** (Jackson, Michigan). Wanted... a general television studio production person with a minimum of six months announcing experience. Equal Opportunity Employer. Send resume to WILX-TV, P.O. Box 30380, Lansing, MI 48909.

**Creative Services Director**—experienced manager, to assure total responsibility for energetic affiliate's total image: advertising, sales promotion, research, etc. Great opportunity in ideal living area. Equal opportunity employer. Send resume and references to, Box D-38.

**Syracuse University** faculty vacancy, Fall 1978. Instructor or Assistant Professor to teach courses in the area of Broadcasting Advertising, Media Analysis and Criticism, Commercial Writing, or Introduction to Mass Media Systems. Masters required, Ph.D. preferred. College teaching and/or professional broadcasting experience required. Salary: \$12,000-\$15,000. Write: Chairperson, TV-Radio Search Committee, S.I. Newhouse School of Public Communications, Syracuse, NY 13210. Application Deadline: April 1, 1978. An Affirmative Action/Equal Opportunity Employer.

**Faculty position** available to teach undergraduate courses, Fall 1978. To teach courses in television production, broadcast sales and management, contemporary issues, broadcast programming, cable systems. M.A. required, Ph.D. preferred with professional broadcasting experience and/or college teaching experience required. Application deadline is May 1. Write: Dr. Ron Rabin, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood Avenue, Buffalo, NY 14222. Affirmative Action, Equal Opportunity Employer.

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**HELP WANTED PROGRAMING  
PRODUCTION, OTHERS CONTINUED**

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**Notice of Faculty Vacancy**, available immediately. Telecommunications and Film Department, San Diego State University. One year appointment, 1978-79 academic year. Lecturer - Salary \$15,000. Teaching Assignment: Television production techniques. Expertise in all phases of television production. Will teach one course in allied area of interest such as graphic design, lighting, staging, production management, etc. Educational Background: MFA or Doctoral candidate (minimum). Teaching Experience: One year higher education and/or professional television production experience. Contact Kenneth K. Jones, Chairman, Telecommunications and Film Department, San Diego State University, San Diego, CA 92182. Affirmative Action/Equal Opportunity Employer. Title IX. SDSU does not discriminate against handicapped persons. Closing date—May 1, 1978.

**Positions Available:** Two full-time faculty positions. No. 1—to team-teach Introduction to Mass Media, an undergraduate core course. Also teach Writing for Broadcast-Film and Advanced Writing for Broadcast-Film, with emphasis on non-fiction film and TV/VTR formats. Minimum M.A. degree and 5 years experience as writer for film and TV. Submit writing samples with resume. No. 2—to teach Fundamentals of TV/VTR and an advanced level film production course emphasizing technical skills such as lighting, sound, etc. Minimum M.A. degree and 5 years experience including multi-camera TV studio production. Both positions at Assistant Professor rank with salaries \$12,000 - \$14,000. Glenn Harnden, Visual Media Program, School of Communication, The American University, Washington, DC 20016. An EEO/AA employer.

**TV Director**—For Southwest network affiliate. Duties include production of local programs, news, and commercials. Must be a self starter. Switching experience a must. Three years experience and college degree (or equivalent) required. Salary commensurate with experience and ability. An Equal Opportunity Employer. Send resume to: Production Manager, KGUN-TV, P.O. Box 5707, Tucson, AZ 85703.

**Promotion Manager:** Group owned network affiliate in major Southeast market seeks professional experienced in overall station promotion. Good idea person skilled in scripting, producing and scheduling creative on-air promos, preparing effective print advertising and press releases, analyzing research for program and sales purposes. Send resume and salary requirements to: Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

**Assistant Professor - TV.** Teach Introductory and Advanced TV courses. Ph.D. required. Must have prior college teaching experience. Film making and television management experience helpful. Interested candidates should write to: Dr. Jerome H. Supple, Maytum Hall, SUC Fredonia, Fredonia, NY 14063. EO/AA Employer.

**Art Director.** Must have a major degree in commercial art, minimum five years experience as an Art Director, possess working knowledge of electronic production equipment, understand all on-air graphics and print media. Resumes to Roger Ottenbach, KCRATV, 310 10th St., Sacramento, CA 95814.

**Graduate Assistantship.** Opportunity for student seeking masters degree who will serve as laboratory assistant in television labs for undergraduate courses. Must have completed undergraduate degree in broadcasting with minimum GPA of 2.6 Experience helpful. Persons seriously interested in graduate degree are encouraged to apply. Send resume and references to: Dr. Rik Whitaker, Graduate Coordinator, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. An Equal Opportunity/Affirmative Action Employer.

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**SITUATIONS WANTED  
MANAGEMENT**

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**President/CEO** TV-Radio National, International level. Outstanding performance. Box C-180.

**General Manager-5 years** Gen. Sales Mgr.—9 years. Profit record. Budget conscious. Strong motivator. Want larger market challenge. Box C-220.

**Masters Degree** in Broadcast Management, looking for position in operations or management. 5 years experience in all areas of production, also sports, news, operations and management. Box D-16.

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**SITUATIONS WANTED TECHNICAL**

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**First Phone:** Maintenance, ENG. Transmitter or Studio, anywhere USA. Box D-10.

**Mature, capable,** professional seeks position as chief engineer. 13 years experience in construction, maintenance, operations, both UHF and VHF; personnel management, administration and budgeting. I can do it all and I work well with management and other departments. Self-starter equally at home in coat and tie or coveralls. Let this hard worker run your engineering department. I'm not expensive, with my budgeting skills and technical ability I will save you money. Prefer Southeast. Call to arrange interview at my expense. 704—597-1465. Ask for Bill, 9 to 5.

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**SITUATIONS WANTED NEWS**

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**Weatherman.** Top 30 veteran. Mini-cam environmental/scientific reports, charts, graphics. Box C-195.

**Washington Radio Reporter** with TV experience looking for Weekday Reporter/Weekend Anchor spot. 202—244-1404.

**Investigative Reporter** with 7 years journalistic experience seeks large or medium market position. Can write, produce, shoot and edit film; also some management experience. For resume, tape, and top references call Ed Isenberg, 505—299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

**Former Vietnam War** correspondent with 14 years in Radio and TV Broadcasting. Professional combo work with 16 MM camera, and ability to edit with tape has been acquired. Area of interest is S.E. or S.W. Mail to: Resident, 1840 N.E. 48th Street, Apt. 126, Pompano Beach, FL 33064.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION AND OTHERS**

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**Hard working Director** in small market seeks more challenging position with medium market operation. Experienced in directing news, commercials, and public affairs programs. Resume and demonstration tape available. Box C-260.

**Producer Director** Experienced female director, skilled in all aspects of production. 3 Class FCC Endorsed. Resume and tapes available: Denni Gerhard, 4 Chittenden Ave., Columbus, OH 43201.

**Production Manager/Executive Producer.** Black female with eight years experience in Major Eastern markets desires new challenge. Willing to re-locate. Box D-6.

**Top B.A. Broadcasting Grad.** Looking for strong TV, start with eye on Producing/Directing. Ambitious, aggressive. Currently producing local Public TV series. Excellent references and resume available. Box D-12.

**Eight years production** experience in top 5 market. Also, good background in public affairs, license renewal, promotion, sales. Will relocate for opportunity as production manager or program director for group-owned station. Box D-15.

**Situation:** You have a Production/Operations position, and I have the 7 years professional experience to fill it. Graham Brinton, 215—664-3346.

**TV Production.** Hard Working, Creative Audio-Visual Producer/Special Effects Photographer seeks higher opportunity in Film/TV Production. Thorough knowledge of film and video plus live studio production. BFA in Film/TV Production. Good References. Will relocate. Paul Tokarski, 37-41 81 St., Jackson Heights, NY 11372 212—639-2178.

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**CABLE**

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**SITUATIONS WANTED PROGRAMING**

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**Cable Program Manager** Experienced in all phases of L.O. Proven moneymaker. Masters Degree in Communications. Prefer NYC area. Box C-228.

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**WANTED TO BUY EQUIPMENT**

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**Wanted: UHF TV Transmitters** Instant cash paid for all models. Call Bill Kitchen: 904—837-2798.

**Wanting 250, 500, 1,000,** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Need parts,** especially elevator jack screws and nylon elevator blocks, for Gates ATC Stack 55 Cartridge Handler built around 1968... also Gates SP-10 programmer and switcher. Will buy parts or working equipment. WMJM, Cordele, Georgia.

**Need IVC 500, 200, 80** Cameras, used tripods, used microwaves, RCA TP6 and Eastman 285, RCA TP66 Projectors and general gear. What do you have? Contact: Ivey Communications Corporation, 305—423-8299.

**Need used, 2.5-5 KW FM** Transmitter, good condition. KALT, Atlanta, TX, 214—796-2817.

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**FOR SALE EQUIPMENT**

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**5" Air Hellax**—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mgrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312—266-2600.

**RCA BTA-50H1S** 50,000 Watt AM Transmitter with BTE-20A Solid State Exciter presently tuned to 1170 KHz. Complete with 5KW Cutback Kit, Spare Tubes. Recently removed from service. \$45,000 or offer. Contact: Bill Weaver, General Manager; or Ron Blassnig, CE, Radio KLOK, San Jose, CA. 408—274-1170.

**3/4" Video Cassettes** - KCA60/KCA30. Cassette Audio Tape (3030/hub). 1" Open/NAB; 1/2" open/EIAJ, Broadcast Carts. Complete duplication facilities. Write: KENT A/V; Box 516, S.F., CA 94101.

**FM Transmitters (used):** 20 Kw, 15 KW, 10KW, 7.5KW, 5KW, 1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

**AM Transmitters (Used):** 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

**Optimod/FM.** Used cart machines. New CCA Automatic Ten Mono Console. ORK—Future 10 Channel Stereo (used). CBS—Automax no. 4440—like new. Call 404—487-9559.

**Towers—TV, AM, FM,** Microwave, CATV, new and used. 7,000 feet in stock at present. Complete erection services available. Tower Construction & Service, Inc. 904—877-9418.

**GE PE-350 cameras.** Three available immediately. Excellent condition. Complete with 3M encoders, 10:1 Angenieux lens, 100-foot cables, EEV camera tubes, up-dated optics. Albert Chismark, WTVH, 980 James Street, Syracuse, NY 13203 315—425-5555.

**Custom GE mono BC-21A.** audio console. Excellent condition. Available immediately. 10 low level 21 high level inputs. Complete instruction books and schematics. Albert Chismark, WTVH, 980 James Street, Syracuse, NY 13203 315—425-5555.

**Norelco-35mm Telecine** Motion picture projector. Complete system like new and ready to operate. Cost new \$17,500. First \$8500. Takes it. International Cinema Eq. Co. Inc., 6750 NE 4th Court, Miami, FL 33138.

**For Sale** two 20 KW FM Isolation Filters. One passes 100.9 Mhz and rejects 97.9 Mhz and the other passes 100.9 Mhz and rejects 101.9 Mhz. Could be retuned. Has 3 1/8 input and output connections. Contact Ken Jones CE, WAQY 413—525-4141.

**Digital master clock,** TFT, Model 720. Excellent condition. \$750. Steve Schuchman, KRXX, Fort Worth, TX.

**Audio processor,** Dorrough model 310 for AM. Excellent condition, \$850. Steve Schuchman, KRXX, Fort Worth, TX.

**Collins 21-A 5 KW AM** Transmitter in operating condition with 2 891 R mod. and 1 892 R final plus 3 newly rebuilt spares. \$2000. F.O.B. Eureka, CA KINS. 707—442-5744.

**Gates BC-1-J ...1 KW A.M.** Transmitter. Completely rebuilt. Good as new. Ampex 601, excellent. WYXI, Athens TN. 37303.

**FOR SALE EQUIPMENT  
CONTINUED**

**IGM Automation Equipment:** (Excellent Condition) IGM 500 Control Center, IGM tape transport (2) Scully 270, IGM Instacart 48PBM, (1) IGM cart playback (2) cartridge recorders, equipment rack. Sold as package. Also: 250-10 inch reels of beautiful music tapes. Best offer. Contact: Steve Feder K99 Radio 406-727-7211.

**Discount Tape:** Check our prices on fresh name-brand tape: bulk, reels, boxes, carts and cassettes. Call P.B.P. 813-877-7125.

**550'-1 5/8" Andrews** air Helix coaxial cable, excellent condition—\$1,650.00. Also 460' Andrews Helix coaxial cable, slight damage—\$1,000.00. Phone 804-539-8365.

**COMEDY**

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Hundreds of Deejays** renewed again! Guaranteed funnier! Freebie, Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

**Broadcasting's Biggles** buy Bionic Boffos ... Again! Free Sample! Bionic Boffos, Box 457, Capitola, CA 95010.

**MISCELLANEOUS**

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010, 215-525-9873.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**QU-106 is looking** for a National Rep with the courage to stick by a small suburban FM in the No. 39 market. Write Roy Lambertson, 780 Van Vleet Oval, Norman, OK 73019.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—PO, Box 2311, Littleton, CO 80160, 303-795-3288.

**INSTRUCTION**

**1st class FCC**, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

**Free booklets** on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

**Radio License Institute** offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans. RLI, 216 E. Montague St., Charleston, SC 29406. 803-744-7189.

**Bill Elkins** and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, PO, Box 45765, Dallas, TX 75245, 214-352-3242.

**Bill Elkins** proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 8, June 19. Student rooms at each school.

**REI** 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

**REI** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**Graduate Program** in Public Affairs Reporting. Students receive stipends during six months internship with media covering state government. Application deadline April 1. Bill Miller, Director, Sangamon State University, Springfield, IL 62708.

**Help Wanted Programing,  
Production, Others  
Continued**

Are you a pro? We are only interested in professionals, and we pay the price in income & benefits!

**Production/Continuity  
Director**

Reputable, Mid-West, Group owned Medium Market AM & FM is looking to upgrade and expand its staff. Send resume to Box D-35.

**Help Wanted News**

**News Anchor  
Sports Play-By-Play**

Drive-time news and Big Ten Football play-by-play Sound news judgment, reliability and positive work attitude essential. Midwest—EOE—M/F. Send letter and resume to Box 3788, Davenport, IA 52808.

**Help Wanted Announcers**

**MAJOR MARKET TALKER**

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box C-208.

We're looking for a pro, and we pay the price in income and benefits!

**ANNOUNCER**

Strong, reputable Mid-West Group Medium market AM & FM radio is looking to expand its staff. Send resume to Box D-25.

**Help Wanted Technical**

**MERCHANDISING MANAGER  
Equipment Manufacturer**

A career opportunity to join a long established broadcast equipment manufacturer who is broadening its product line and gearing up for faster growth.

We need an Advertising/Sales Promotion Manager who loves the broadcast equipment field, to be responsible for all direct mail, space, trade shows and PR activities, distributor support, and, who can roll up his sleeves and write creative technical copy.

Compensation commensurate with experience. Excellent working conditions and company benefits.

Send resume in confidence to:

Vice President Marketing  
Broadcast Electronics, Inc.  
4100 North 24th Street  
Quincy, Illinois 62301  
An Equal Opportunity Employer

**RADIO**

**Help Wanted Programing, Production, Others**

**NETWORK OPERATIONS MANAGEMENT**

Every successful radio station usually has at least one individual who is not a manager but can manage, is not a producer but can produce, and is not an engineer but has mastered most technical skills required in today's broadcasting. The Mutual Broadcasting System's new computerized Master Control has several openings for Computer Operations Managers responsible for the origination of all programming on the World's Largest Radio Network. This is a unique opportunity for those individuals possessing this rare combination of management, production, operating and technical skills. Familiarity with computers is helpful but not mandatory. Send your resume and salary history immediately to: William J. Wisniewski, Vice President - Engineering, Mutual Broadcasting System, 1755 South Jefferson Davis Hwy., Arlington, VA. 22202. No phone calls please.



An Equal Opportunity Employer

**mutual broadcasting system**

**Help Wanted Technical  
Continued**

**BROADCAST  
SALES ENGINEER**

Excellent opportunity for above average person with strong technical background. Applicants must be able to provide technical sales and application support for radio and TV broadcast equipment product line. Radio or TV station experience required for this inside sales position. If you are interested in becoming associated with a well established leader in the industry please submit your resume to:

Personnel Director  
**Moseley Associates, Inc.**  
111 Castilian Drive  
Goleta, California 93017

**CORPORATE  
ENGINEERING DIRECTOR**

Prestige position. Excellent pay for any engineering pro who is management oriented, and experienced in budgeting & planning, R&M, systems & control, reporting & communication, and who can do major installations and solve emergency problems. Knowledge FCC Rules & Regulations and 1st class license required. Work in Philadelphia suburbs with growing dynamic company—9 stations. Send complete resume to Crawford Broadcasting, PO Box 86, Flourtown, PA 19031.

**Help Wanted Management**

**CONTROLLER  
BUSINESS MANAGER**

For Newspaper/Radio Broadcasting group operating in Indiana, Ohio, and Michigan. Requires aggressive individual with well-rounded background in accounting, EDP systems, internal control techniques, and supervision. Personnel/labor relations administration experience highly desirable. Must have potential for personal development with growth-oriented organization. Business degree required, CPA desirable. Salary in 20K+ range with excellent fringe benefit package. Send resume detailing education and prior work assignments in confidence to Richard P. Williams, Treasurer, Federated Media, PO Box 2500, Elkhart, Indiana 46515.

**Situations Wanted Management**

**General Sales Manager**

14 year pro—Radio and Television Major. Medium. Small Market experience. Looking for first General Manager opportunity (would consider good number two spot) with growing broadcast group or owner. Results through goal oriented planning, training, motivation, group co-op, anti-print, and conceptual sales. Can do it with or without numbers. Call this contact number today to get me on your team of winners. 219—489-6106. Also available for one day co-op seminars at your station.

**Situations Wanted Announcers**

**TELEPHONE TALK  
PERSONALITY**

Genl. interest—Sports.  
Available soon  
in all Major Markets  
Box C-78

**TELEVISION  
Help Wanted News**

**METEOROLOGIST**

TV Weather broadcast experience required. Top 50 market. Midwest location. VHF Station. Qualified applicants contact: Lou Prato, WDTN TV2, (513) 293-2101.  
AN EQUAL OPPORTUNITY EMPLOYER M/F

**Sports Director Weatherperson**

A Progressive AM-FM-TV Operation in Illinois is seeking an experienced person for Sports Director-Weatherperson position. Job also includes some news work. Excellent opportunity with a growing Midwestern chain. An Equal Opportunity Employer. Send resume and writing samples to Box C-277.

**METEOROLOGIST**

WCVB-TV, an ABC affiliate, seeks an experienced meteorologist for early and late evening newcasts. Applicants must have a minimum of two to three years television experience in a large or major market television station and must be an accredited meteorologist.

Qualified candidates should send cassette tape and complete resume (no telephone calls please) to: Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F.

**Help Wanted Programing, Production, Others**

**HELP WANTED  
ATTORNEY**

Young and growing communications law firm seeks new attorney with 1 or 2 years communications experience. Inquiries will be held in strictest confidence. E.O.E.-M/F. Send confidential, detailed resume to Box C-219.

**Help Wanted Management**

**SYSTEMS MANAGER  
(BIAS)**

Traffic, Continuity, Billing, Sales order entry and collections. Top 50 markets. Manages nine (9) people. Qualified applicants contact: Sharon Stinnette, WDTN TV2, (513) 293-2101. An Equal Opportunity Employer M/F.

**Help Wanted Technical**

**VITAL HAS A FUTURE  
FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

**MAINTENANCE  
ENGINEER**

WCVB-TV Channel 5 in Boston, has an immediate opening for a highly qualified maintenance engineer. The successful applicant should have a MINIMUM of 5 years' broadcast maintenance experience, a first-class license, and a thorough knowledge of state-of-the-art digital technology. A background in Ampex Video Tape Equipment and Norelco Cameras is a plus. We offer 4-day work week with vacation and benefit package commensurate with our bargaining agreement. Base salary up to \$26,000. Qualified applicants should forward resume to the Personnel Director, WCVB-TV, 5 TV Place, Needham, MA 02192 (no telephone calls please). An Equal Opportunity Employer M/F.

**Creative Communicator**

The industry's leading broadcast promotion company is looking for a writer-producer-director. The ability to create concepts is a must, as is commercial production experience in film as well as tape. Send resume and sample reel to: R.O. Box 124, Narberth, Pa. 19072.

**PRODUCTION MANAGER  
TOP 25 MARKET**

Experience and education should indicate management capability. Experience in Broadcasting should include thorough knowledge of all production aspects with emphasis on producing and directing. Knowledge of commercial production work very helpful. Send resume to Box D-21.

An Equal Opportunity Employer.

# MARKETING REPRESENTATIVE

Kaman Sciences Corporation Computer Center is looking for an Account Executive to sell BCS Computer Systems to radio and television stations throughout the country. Applicants must have extensive and recent experience in either radio or TV station sales or operations. Position requires extensive travel from home office in Colorado Springs, Colorado. Base salary plus commission. Please send resume to: Kaman Sciences Corporation, attention: JF, PO Box 7463, Colorado Springs, Colorado 80933.

**KAMAN SCIENCES CORPORATION**  
 Colorado Springs, Colo.

An Equal Opportunity Employer Male/Female

**Town of Wareham, Massachusetts**  
 is soliciting CATV license applications until June 2nd, 1978. Reply to: Town Administrator, Town Hall, Wareham, MA 02571.

## Free Golf/Car Rental

**FLORIDA FREE GOLF**  
 Completely furnished deluxe condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or call  
**VILLA LAGO APARTMENTS**  
 3910 Crystal Lake Drive  
 Pompano Beach, Fla. 33064 (305) 782-3400  
 SORRY, NO PETS

## For Sale Stations

This is addressed to you if you are a qualified member of a Minority Group with broadcast experience and access to capital. Medium Market Ethnic Programmed Station available for immediate purchase by Minority Group. Box C-278.

## Situations Wanted News

### TV News Director Available

Dedicated journalist, anchorman, columnist, commentator and producer. More than a decade in No. 1 station in top twenty market. Won virtually every news and documentary award in the business. Solid experience in all phases of news operations and administration. Salary negotiable, large or small market. Box C-226, Broadcasting.

## For Sale Equipment

### RCA-TTU-30A TV Transmitter

For Sale  
 call -815-964-4191

## ARIZONA!

AM, 1,000 Watts, Fulltime, DA-N. Near Phoenix. Heard there! Land, building, FM CP included. Group situation. Active or inactive with \$15,000 min. A "Sleeper"! If active, please send resume. M. Gottesman, Box 175, Quincy, IL, 62301. (217) 224-4184, anytime.

## Radio Programming



**LUM and ABNER**  
 5 - 15 MINUTE  
 PROGRAMS WEEKLY  
**Program Distributors**  
 11 VISTA DRIVE  
 LITTLE ROCK, ARK. 72210  
 Phone (501) 378-0135

## Consultants

### BROADCAST SALES CONSULTANT

Jack Magan, one of the broadcast industry's foremost sales authorities, will come into your market and work directly with your local sales force for 30-90 days. Highly professional, innovative approach to solving your station or group's sales problems. Excellent references. Proven results. 512/699-0079.

S	Small	FM	\$130K	\$25K
MW	Small	AM/FM	\$327K	\$94K
MW	Medium	Daytime	\$400K	\$116K
W	Metro	AM	\$225K	Cash
W	Metro	AM/FM	\$1.1KK	Cash

Atlanta, Boston, Chicago,  
 Dallas, Los Angeles

**CHAPMAN ASSOCIATES**  
 nationwide service  
 1835 Savoy Dr., N.E. Atlanta, Ga. 30341

## Employment Service

# Job Leads

### YOUR MONEY BACK...

If the first issue doesn't give you a head start on the jobhunting competition. **EXCLUSIVE RADIO & TV OPENINGS: DJ's...News...Technical...Sales...Everyone**  
 \$15 for 12 weeks OR  Send details.

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
**JOB LEADS, Suite 1113-GJ**  
 1680 Vine Street, Hollywood, CA 90028

## Radio Surveys

From the Warner Bros.:

500  $\frac{\text{calls}}{\text{diaries}}$  \$50.00  $\frac{\text{per}}{\text{mo.}}$   
 100  $\frac{\text{calls}}{\text{diaries}}$  \$25.00  $\frac{\text{per}}{\text{mo.}}$

## S-A-M-S

3407 Stonybroe Dr. Falls Church, Va. 22044  
 P.O. Box 2585, Augusta, Ga. 30903 (404) 733-0642

## LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers  
 Los Angeles Contact: Washington  
 William L. Walker  
 Suite 417, 1730 Rhode Island Avenue, N.W.  
 Washington, D.C. 20036  
 202-223-1553

## MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN**  
 435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**





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

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

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

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

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

I agree to purchase this set for \$150.

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

## For Sale Stations Continued

**W. John Grandy**  
Broadcasting Broker  
773 Foothill Boulevard  
San Luis Obispo, California  
93401  
805-541-1900

**H.B. La Rue, Media Broker**

RADIO, TV, CABLE, APPRAISALS

WEST COAST: 1204 RUSS BUILDING, SAN FRANCISCO, CALIFORNIA 94104  
415/875-4474

EAST COAST: 210 EAST 52ND ST., NO. 5D, New York 10022  
212/558-0727

## BLACK FORMAT

Well established Soul/Jazz format. High power daytimer in desirable market. Perfect condition. Superb community acceptance. Real estate. Poor health of owner forces sale. Southeast. \$750,000 cash and worth it. Box C-251.

THE  
KEITH W. HORTON  
COMPANY

P.O. Box 948  
Elim, N.Y.  
14902  
(607) 733-7138

BROKERS AND  
CONSULTANTS  
TO THE  
COMMUNICATIONS  
INDUSTRY

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
- Daytimer within 100 miles of Montgomery, Ala. Total price \$60,000 Building included. Lease land for \$22.00 per month. \$35,000 down.
- Daytimer NW Alabama needs resident owner/manager. Good potential. \$175,000.
- Fulltimer in North Alabama. Only Fulltimer in Mkt. Includes real estate \$360,000.
- Powerful fulltimer, good metro area of GA, real estate, billed about \$300,000. \$590,000.
- Class A FM, GA city, \$450,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- Spanish station, Sou. Calif. Good buy for \$520,000.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Class "C" Stereo. Central Texas. Good billing. \$260,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Minority interest in five small town stations. Management possibilities.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Stock Index

Stock symbol	Exch.	Closing Wed. March 22	Closing Wed. March 15	Net change in week	% change in week	High	Low	1977-78	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>											
ABC	N	33 3/8	37 5/8	+ 3/4	+ 1.99	46 3/4	35 3/8	7		18,152	896,583
CAPITAL CITIES	N	60 1/8	58	- 2 1/8	+ 3.60	60 1/2	44 3/4	11		7,426	440,488
CBS	N	46 3/8	47	+ 5/8	- 1.32	62	43 7/8	7		24,100	1,303,137
COX	N	34 3/4	34 1/4	+ 1/2	+ 1.45	35 1/4	25 1/2	4		6,185	214,928
GROSS TELECASTING	A	16 3/4	16 5/8	+ 1/8	+ .75	16 3/4	15 5/8	8		307	13,400
KINGSTIP COMMUN.	U	6 1/2	6 1/2			7	3 7/8	12		467	3,003
LIN	U	27 3/8	27 1/8	+ 1/4	+ .92	27 3/8	16 1/2	4		7,745	75,144
MIDNEY	U	2 3/8	2 3/8			2 5/8	1 7/8			425	1,079
RAHALL	U	19	19			19 1/2	8 5/8	20		1,264	24,016
SCRIPPS-HOWARD	U	35	35			37	30 1/2	8		2,580	90,615
STARR	H	11 7/8	11 7/8			12 5/8		11		1,487	17,058
STORER	N	26 3/4	24 7/8	+ 1 7/8	+ 7.53	26 7/8	19 3/8	10		4,876	130,433
TAFT	N	34	32 3/4	+ 1 1/4	+ 3.91	34	24 5/8	7		4,119	140,040
<b>TOTAL</b>										<b>78,430</b>	<b>3,150,460</b>

## Broadcasting with other major interests

ADAMS-RUSSELL	AAK	A	7 3/4	7 1/2	+ 1/4	+ 3.33	7 3/4	3 3/4	3		1,227	9,524
JOHN BLAIR	BJ	N	20	20			20	11 1/8	6		2,927	48,540
CHRIS-CRAFT	CCN	N	10 1/4	8 3/4	+ 1 1/2	+ 17.14	10 1/4	4 1/2	25		4,451	45,622
COMBINED COMM.	CCA	N	40 7/8	37 1/8	+ 3 3/4	+ 10.10	40 7/8	19	13		6,920	282,855
COWLES	CWL	N	19 1/8	18 3/4	+ 3/8	+ 2.00	19 1/8	12 1/2	21		3,769	75,907
DUN & BRADSTREET	DNB	N	28 7/8	28 1/4	+ 5/8	+ 2.21	31	20 1/4	14		26,339	760,536
FAIRCHILD IND.	FEN	N	18 1/2	18 3/4	- 1/4	- 1.33	19 1/8	9 1/2	11		5,708	105,598
FUQUA	FOA	N	9 7/8	9 3/4	+ 1/8	+ 1.28	13	8	6		9,716	92,785
GANNETT CO.	GCI	N	36 3/4	37 7/8	- 1 1/8	- 2.97	40 3/4	32 3/4	15		22,430	824,302
GENERAL TIRE	GY	N	24 3/4	24 3/4			27 1/4	22 3/8	5		22,532	561,027
GLOBE BROADCASTING	GLBTA	U	4 3/4	4 5/8	+ 1/8	+ 2.70	4 3/4	2 1/8			2,772	13,167
GRAY COMMUN.	U	15 1/2	14	+ 1 1/2	+ 10.71	15 1/2	8	7		475	7,362	
HARTE-HANKS	HHN	N	33 1/2	30 7/8	+ 2 5/8	+ 9.50	36	26	12		4,477	149,979
JEFFERSON-PILUT	JP	N	28 3/4	27 3/4	+ 1	+ 3.60	32 3/8	26 5/8	3		23,946	688,447
MARVIN JOSEPHSON	MRVN	U	12 1/2	12 3/4	- 1/4	- 1.96	17 1/4	10 1/4	0		1,978	24,725
KANSAS STATE NFI.	KSN	U	12 3/4	12 5/8	+ 1/8	+ .99	12 3/4	4 3/4	12		1,727	22,019
LEE ENTERPRISES	LNT	A	27 5/8	25 5/8	+ 2	+ 7.80	28 1/8	22 1/4	11		4,930	136,191
LIBERTY	LC	N	24 7/8	25 1/4	- 3/8	- 1.48	25 1/4	18	8		6,762	168,204
MCGRAW-HILL	MHP	N	18 7/8	17 7/8	+ 1	+ 5.59	19 5/8	15 5/8	10		24,682	465,872
MEDIA GENERAL	MFG	A	14 1/8	14	+ 7/8	+ 6.25	20	13 5/8	7		7,451	110,833
MEREDITH	MDF	N	28 7/8	27 3/4	+ 1 1/8	+ 4.05	28 7/8	17 3/8	7		3,074	88,761
METROMEDIA	MFT	N	42 5/8	41 5/8	+ 1	+ 2.40	42 5/8	25 1/4	4		6,630	282,603
MULTIMEDIA	MMED	U	18 1/4	17 3/4	+ 1/2	+ 2.81	27 1/2	16 1/4	10		6,594	120,340
NEW YORK TIMES CO.	NYKA	A	20 5/8	20 1/2	+ 1/8	+ .60	20 5/8	15 3/4	9		11,422	235,578
OUTLET CO.	OTU	N	19 3/4	19 1/8	+ 5/8	+ 3.26	24 1/4	16 5/8	7		7,290	45,227
PJST CORP.	PPST	U	25	24	+ 1	+ 4.16	25	16 1/4	8		893	22,325
REFVES TELECOM	RBT	A	2 7/8	2 7/8			3 1/8	1 3/4	48		2,381	6,845
ROLLINS	RPL	N	16 3/4	16 3/4			24 1/4	14 7/8	9		33,000	552,750
RUST CRAFT	RUS	A	23 5/8	23 5/8			24	8 1/2	14		2,297	54,266
SAN JUAN RALING	SJR	N	10 1/8	9 1/2	+ 5/8	+ 6.57	11 3/4	7 5/8	15		2,509	25,403
SCHERING-PLOUGH	SCP	N	28 5/8	28 1/8	+ 1/2	+ 1.77	44 3/4	26 3/8	4		54,084	1,548,154
SONDERLING	SDB	A	19 1/8	14 1/8	+ 5	+ 35.39	19 1/8	8 3/8	4		1,105	21,133
TECH OPERATIONS	TO	A	3 3/4	3 1/4	+ 1/2	+ 15.36	4 3/4	2 3/8	15		1,344	5,040
TIMES MIRROR CO.	TMC	N	24 1/4	23 3/4	+ 1/2	+ 2.10	25 3/8	20 3/4	9		34,760	842,930
WASHINGTON POST CO.	WPJ	A	32 5/8	31 1/2	+ 1 1/8	+ 3.57	35 1/8	21 3/4	9		8,476	276,529
WOMETCO	WCM	N	14 1/2	14 1/2			14 3/4	10 7/8	10		8,554	124,033
<b>TOTAL</b>										<b>364,174</b>	<b>8,846,014</b>	

## Cablecasting

ACTON CORP.	ATN	A	8 3/8	8 5/8	- 1/4	- 2.89	8 5/8	3 1/8	9		2,710	22,696
AMECO	ACO	U					1/2				1,700	
AMERICAN TV & COMM.	AMTV	U	40 7/8	40 1/4	+ 5/8	+ 1.55	41 3/4	19 3/4	20		3,863	157,900
ATHENA COMM.** *	U		7/8	7/8			7/8				2,125	1,859
BURNUP & SIMS	BSIM	U	4 5/8	3 3/4	+ 7/8	+ 23.33	4 3/4	3 1/8	21		8,370	38,711
CABLE INFO.**	U		1 1/2	1 1/2			1 1/2	1/2	8		663	994
COMCAST	U		7 1/4	7 1/4			7 1/4	3 3/4	13		1,651	11,969
COMMUN. PROPERTIES	COMU	U	13	11 1/8	+ 1 7/8	+ 16.85	13	3 5/8	24		4,839	62,907
ENTRON*	ENT	U	2 1/4	2 1/4			2 1/4	7/8	2		979	2,202
GENERAL INSTRUMENT	GRI	N	23 3/8	21 7/8	+ 1 1/2	+ 6.85	23 3/8	17 5/8	4		7,508	175,499
GENVE CORP.	GENV	U	11	11 1/4	- 1/4	- 2.22	12 1/2	7 1/2			1,121	12,331
TELE-COMMUNICATIONS	TCUM	U	14 3/4	14 7/8	- 1/8	- .84	14 7/8	2 7/8	74		5,281	77,894
TELEPROMPTER	TP	N	11 1/4	10 7/8	+ 3/8	+ 3.44	11 1/4	6 3/4	20		16,922	190,372
TEXSCAN	TEXS	U	1 3/4	1 3/4			2	1 1/4	10		786	1,375
TIME INC.	TL	N	38 3/4	36 5/8	+ 2 1/8	+ 5.80	38 3/4	31 3/4	9		20,371	789,376
TOCOM	TOCM	U	4 1/2	4 1/4	+ 1/4	+ 5.88	4 5/8	2 1/4	10		994	4,023
UA-COLUMBIA CARLF	UACC	U	26 1/2	24 3/4	+ 1 3/4	+ 7.07	26 1/2	15 1/2	10		1,679	44,493
UNITED CABLE TV	UCTV	U	11 3/4	10 7/8	+ 7/8	+ 9.04	11 3/4	3 7/8	21		1,915	22,501
VIA COM	VIA	N	18	18 3/4	- 3/4	- 4.00	20	9 1/2	14		3,764	67,752
<b>TOTAL</b>										<b>86,641</b>	<b>1,684,854</b>	

Stock symbol	Exch.	Closing Wed. March 22	Closing Wed. March 15	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	16 1/8	15 7/8	+ 1/4	1.57	20 1/2	7 3/8	7	6,748	108,811
DISNEY	DIS	N	32 3/4	32 1/2	+ 1/4	.76	47 5/8	32 1/2	13	32,340	1,060,445
FILMWAYS	FMY	A	9 3/8	9 3/8			9 7/8	6 7/8	7	2,579	24,178
FOUR STAR			1 1/8	1	+ 1/8	12.50	1 1/4	3/4	11	666	749
GULF • WESTERN	GW	N	12 3/4	12 5/8	+ 1/8	.99	18 3/8	10 1/4	5	48,215	614,741
MCA	MCA	N	38 3/4	36 7/8	+ 1 7/8	5.08	42 3/4	32	9	18,558	719,122
MGM	MGM	N	28 1/8	27	+ 1 1/8	4.16	28 1/8	16	12	14,609	410,878
TRANSAMERICA	TA	N	13 7/8	13 5/8	+ 1/4	1.83	16 1/2	13 1/4	5	66,781	920,546
20TH CENTURY-FOX	TF	N	26 1/4	25 1/8	+ 1 1/8	4.47	26 1/4	10	4	7,746	204,382
VIDEO CORP. OF AMER.	VO	O	5 1/4	4 1/2	+ 3/4	16.66	6 1/2	3 1/2	10	973	5,108
WARNER	WCI	N	33 5/8	31 7/8	+ 1 3/4	5.49	33 5/8	25 3/4	7	14,458	486,150
WRATHER	WCO	A	10 1/4	10	+ 1/4	2.50	10 1/4	4 1/2	10	2,243	22,990
									TOTAL	215,996	4,584,140

**Service**

BBDJ INC.	BPDO	U	29	29 3/4	+ 1/4	.86	29 3/4	22 1/2	6	2,513	72,077
COMSAT	CO	N	35 1/4	35 3/8	- 1/8	.35	36 3/4	28 3/4	10	10,000	352,500
DUYLE DANE BERNBACH	DDYL	J	20	19 1/8	+ 7/8	4.57	22	16 3/4	6	1,776	35,520
FOOTE CONE & BELDING	FCB	N	19 3/8	18 7/8	+ 1/2	2.64	19 3/8	14 3/4	8	2,304	44,640
GREY ADVERTISING	GREY	U	33	31	+ 2	6.45	33	16 1/2	6	716	23,628
INTERPUBLIC GROUP	IPG	N	29	28	+ 1	3.57	39 1/4	22 1/2	6	2,387	69,223
MCI COMMUNICATIONS	MCIC	O	2 7/8	2 7/8			4 1/4	7/8	32	20,137	57,893
MUVIELAB	MOV	A	1 1/8	1 1/4	- 1/8	10.00	3	1	8	1,410	1,586
MPO VIDEOTRONICS	MPO	A	4 7/8	4 7/8			9	4	6	520	2,535
A. C. NIELSEN	NIELB	O	22 1/8	22 1/4	- 1/8	.56	22 1/2	18 7/8	11	10,832	239,658
OGILVY & MATHER	OGIL	O	42 3/4	42	+ 3/4	1.78	42 3/4	31	8	1,805	77,163
J. WALTER THOMPSON	JWT	N	23 5/8	23 1/2	+ 1/8	.53	24 5/8	15 1/8	8	2,649	62,592
									TOTAL	57,049	1,039,805

**Electronics/Manufacturing**

AEL INDUSTRIES	AELRA	J	6 1/4	5 7/8	+ 3/8	5.38	6 1/4	2 3/8	1	4,711	107,700
AMPEX	APX	N	12 3/8	12 1/4	+ 1/8	1.02	12 1/2	7 3/8	12	10,928	135,234
ARVIN INDUSTRIES	ARV	N	18 7/8	18 1/4	+ 5/8	3.42	20 3/4	14 1/2	4	5,959	112,476
CCA ELECTRONICS*	CCA	O	5/d	5/8			5/8	1/d	3	897	560
CETEC	CEC	A	4 1/4	4	+ 1/4	6.25	4 1/4	1 3/4	13	1,654	7,029
COHU	COH	A	4	4 1/8	- 1/8	3.03	4 1/8	2 1/d	13	1,779	7,116
CONRAC	CAX	N	20	19 5/8	+ 3/8	1.91	27 1/4	19 1/4	7	1,803	36,060
EASTMAN KODAK	EASKD	N	42	42 1/4	- 1/4	.59	46 3/4	42	11	161,370	6,777,540
FARINON	FAKN	J	10 1/4	10	+ 1/4	2.50	12	8	10	4,635	47,508
GENERAL ELECTRIC	GF	N	46 7/8	46 3/4	+ 1/8	.26	56 5/8	44 1/2	10	184,581	8,652,234
HARRIS CORP.	HRS	N	46	45 3/4	+ 1/4	.54	46	28	12	12,236	562,856
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	U	1	1			2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	32 3/4	32 1/2	+ 1/4	.76	33 1/2	20 1/4	13	1,320	43,230
3M	MMM	N	44 5/8	45 1/2	- 7/8		1.92	57	13	115,265	5,143,700
MOTOROLA	MOT	N	38 7/8	37 1/4	+ 1 5/8	4.36	56 7/8	34 1/4	12	28,544	1,109,648
N. AMERICAN PHILIPS	NPH	N	24 3/4	25 1/4	- 1/2	1.98	36	24 3/4	5	12,033	297,816
OAK INDUSTRIES	OAK	N	22 1/4	21 1/4	+ 1	4.70	22 1/4	9 5/d	25	1,716	38,181
RCA	RCA	N	23 7/8	24 7/8	- 1	4.02	31 3/4	22 3/4	7	74,810	1,786,088
ROCKWELL INTL.	ROK	N	31 5/8	30 3/4	+ 7/8	2.84	36 3/4	28 1/4	7	33,600	1,062,600
RSC INDUSTRIES	RSL	A	2 3/8	2 1/4	+ 1/8	5.55	2 3/4	1 5/8	10	2,690	6,388
SCIENTIFIC-ATLANTA	SFA	A	23	22 3/4	+ 1/4	1.09	23 1/2	16 3/4	13	2,426	55,798
SONY CORP.	SNE	N	7 3/8	7 1/4	+ 1/8	1.72	10 3/8	7	11	172,500	1,272,187
TEKTRONIX	TEK	N	37 3/8	35 5/8	+ 1 3/4	4.91	68 1/2	28 1/4	13	17,804	665,424
TELEMATIION	TLMT	O	2 1/4	1 3/4	+ 1/2	28.57	2 1/4	1/2	5	1,050	2,362
VARIAN ASSOCIATES	VAR	N	15 5/8	16 3/4	- 1 1/8	6.71	21	14 3/4	9	6,838	106,843
WESTINGHOUSE	WX	N	10 7/8	17	- 1/8	.73	22	16 1/4	5	87,329	1,473,676
ZENITH	ZE	N	13 7/8	12 7/8	+ 1	7.76	28	11 3/8	18	18,818	261,099
									TOTAL	967,438	29,678,844
									GRAND TOTAL	1,769,928	48,990,117

Standard & Poor's Industrial Average 98.3 98.0 +.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.  
+Traded at less than 125 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.



## Lightning rod on communications at the White House

For anyone interested in a prescription for winning, at an early age, a role as an adviser to the President, the career of Rick Neustadt may afford one. Although less than two months into the shady side of 30, he is an assistant director of the White House's domestic policy staff, with responsibilities in, among other things, communications, privacy, regulatory reform and government reorganization.

He speaks of the job as an exhilarating experience. It is, he says, "a fantastic opportunity." And of the real-world bruises he's been-picking up as he goes about his duties—well, he dismisses them with the aphorism relating kitchen heat to politics coined by the man for whom his father, Harvard government professor Richard E. Neustadt, worked as a speech-writer more than 25 years ago.

(Being the son of the man whose "Presidential Power" has been assigned reading for political science students for close to 20 years, incidentally, may be something of a burden. "Rick" calls himself that to give himself his own identity. But the father's activities seem to have set a pattern for the son. In the early 50's, Neustadt pere worked long hours for Harry Truman in an office in the old Executive Office building not far from the office where Neustadt fils puts in long hours for Jimmy Carter.)

As the person on Stuart Eizenstat's domestic policy staff primarily concerned with communications matters, Mr. Neustadt will serve as the White House liaison with the new National Telecommunications and Information Administration being established in the Department of Commerce under Henry Geller as an assistant secretary. While NTIA is to be the administration's lead agency in telecommunications policy-making and Mr. Geller the chief spokesman, matters requiring presidential attention will be routed through Mr. Neustadt to Mr. Eizenstat. Mr. Neustadt will also help in coordinating telecommunications policy matters that cut across agency lines.

It wasn't long ago that Mr. Neustadt's experience in telecommunications was limited to that gained doing temporary duty as a CBS newsmen and as news director of the Harvard college radio station. By training, he is a lawyer—he graduated cum laude from Harvard Law School in 1974 and worked for the next two years for a Washington law firm. But politics seems to have been his passion: Since graduating magna cum laude from Harvard College in 1969, he served the Democratic National Committee on various projects and



Richard Mitchells Neustadt—assistant director, White House domestic policy staff: b. Feb. 4, 1948, Washington; BA, Harvard College, 1969; assistant public affairs officer, U.S. Navy, 1970-72; assistant political editor, CBS News, 1972 (ran delegate count in Democratic presidential primary campaign); JD, Harvard Law School, 1974; Wald, Harkrader & Ross, 1974-76; assistant to Walter Cronkite in CBS anchor booth at Democratic and Republican conventions, 1976; Carter campaign issues staff and, later, Carter transition staff, 1976; deputy to special assistant to President for media and public affairs, 1977.

worked in a number of congressional and presidential primary campaigns.

But he has been immersing himself in the mysteries—policy, technological and political—of telecommunications since that day in October 1976 when, as a member of the Carter campaign staff in Washington, he volunteered to take a call from Representative Timothy Wirth (D-Colo.). The congressman had asked who was handling communications policy, Mr. Neustadt recalls. "We all sort of looked at each other, and nobody was. Communications had not been a big issue in the campaign."

After the election, when he was a member of the Carter transition team, he offered to help in telecommunications matters—to keep track of what was going on in the field, to serve as liaison with the Office of Telecommunications Policy and, when the government-reorganization team began focusing on the executive branch, to help in connection with OTP.

Today, Mr. Neustadt, who shifted over to Mr. Eizenstat's staff in October, after-joining the White White House as deputy to Barry Jagoda, President Carter's special assistant for media and public affairs, speaks with evident familiarity of telecommunications. Even critics credit him with success in mastering the complex issues with which he must deal.

He doesn't talk much about his own views on such matters—what policy initiatives he would favor, for instance. "My job is to advise the President and represent where he'd like to come out," he says. "That's a low-key process. I've tried to maintain a low profile this past year."

In that respect, he has not been entirely successful. While serving as liaison with OTP, he suggested several projects—and the people to staff them—that he felt were "significant" for the President's program and that, one former OTP staffer says, "helped keep the office together." They also helped focus attention on him.

One involved the drafting of a program for helping minorities to acquire broadcast station ownership. Another was the development of a public broadcasting bill.

The minority ownership program, which proposes actions by the FCC and calls for changes in government lending and advertising policies (BROADCASTING, Feb. 6), appears to represent a positive effort on the part of government to deal with a long-neglected problem. So far, at least, it has gone down easily.

But the public broadcasting bill has run into problems on Capitol Hill, a fact that has not done much for Mr. Neustadt's standing there. And the reorganization of OTP into NTIA led to bitter infighting among affected agencies and departments determined not to lose any of their respective turfs and to criticism from Congress, where some members and staffers expressed concern about NTIA not being given the authority they feel was contained in the original reorganization plan. (The details of the plan were being spelled out in an executive order.) The reorganization job is essentially the Office of Management and Budget's, but Mr. Neustadt assisted, and attracted most of the epithets—"inept," according to one Hill source, "whippersnapper," according to one furious executive department official.

In any event the job of creating NTIA was completed late last week (see "Top of the Week").

It is not always easy to determine where criticism of Mr. Neustadt ends and criticism of the White House as an institution begins; throwing rocks at the White House is a popular pastime these days, even, or especially, among Democrats, a fact Mr. Neustadt recognizes.

"Things have been rough with me, as with other people, but I don't feel bruised," he says. He is simply facing a fact of life: "It's inherent in the process. When you try to do things, you step on toes. People get upset. It's hard in our system of government to make things happen."

Perhaps he has something of a personal nature to contribute to a revised edition of "Presidential Power."

## Poor relations

Another Alfred I. duPont-Columbia University survey has concluded that television journalism falls short of academic expectations (BROADCASTING, March 20). The latest is of a piece with five earlier surveys: The virtues of broadcast journalism are grudgingly conceded in passing while the emphasis is reserved for adverse criticism.

The new survey portrays television management as greedy for profits and heartless in its handling of the news—omitting mention that most station managers now regard their news operations as the key to both prestige and commercial success. It deplores as a “bottom line” decision the affiliates’ rejection of proposals to extend the networks’ evening news from a half hour to an hour—without reporting that most stations would have to shorten their own newscasts to accommodate the network expansion, at a loss of local service as well as revenue.

It is beginning to be questionable whether these duPont-Columbia surveys and the annual duPont-Columbia awards are serving any purpose beyond providing work for the Columbia faculty and consultants. It is just possible that the awards, if they are to be perpetuated, belong in another environment. The contrast in the university’s administration of the Pulitzer Prizes, which have been around for 60 years, and of the duPonts, which have been in its custody for less than 10, is striking.

If the issuance of the Pulitzers has been accompanied by the release of extensive surveys maligning print journalism, the latter has escaped our attention. Each Pulitzer carries effusions of praise for its recipient, and the cumulative effect is an annual hosanna for the newspaper business, the theater, music and books. The duPonts are invariably presented with apology and an air of surprise that anything commendable can be found in radio and television.

It should be noted that this year radio was omitted altogether, with the explanation that duPont funds were insufficient to support a judging of both broadcast media. Perhaps Columbia could have found the means to honor radio by cutting some of the costs of its television report.

There is of course a need for professional criticism of broadcast journalism, not to mention print journalism, and indeed the same school’s *Columbia Journalism Review* provides it regularly with intelligence and skill. That function, however, ought to be unallied with the selection of examples of excellence for annual prizes. If Columbia can’t handle duPonts as it handles Pulitzers, the duPonts ought to find another home.

## Winners and losers

Now that the FCC has censured CBS and threatened it with sanctions for deceptive promotion of tennis matches that it broadcast years ago, it is pertinent to wonder why this has turned into a federal case only now.

It is not as though the inaccuracy of CBS’s characterization of its tennis specials as “winner take all” was belatedly discovered. In a special article on sports in its issue of Sept. 22, 1975, BROADCASTING reported that losers as well as winners were paid. *Sports Illustrated* had the same story in the same period.

At the time nobody paid much attention. If the incident were thought about at all, it was evidently dismissed as just another example of hyperbole in sports promotion.

Since then the circumstances haven’t changed, but the FCC’s attitude has. It was Chairman Charles D. Ferris, no doubt after consultation with the legal advisers he took into the FCC, who

proposed that CBS stations be put on short-term license renewals—a penalty of unprecedented severity for a transgression by a network. Although the ultimate decision reached by the agency gives CBS a chance to explain its way out, the threat of short-term renewals remains.

Still we must say that Chairman Ferris had a point when he argued to his colleagues that harsh penalties had often been imposed on smaller licensees for acts of no larger magnitude than CBS’s. Intentional deceptions such as double-billing have cost individual broadcasters dearly. If equal justice is to be had at the FCC, the agency must be no more reluctant to penalize a major corporation than to fine a small one. The question is whether the short-term renewal would be an excessive punishment in this case.

It is the expectation here that CBS will be able to advance solid reasons for censure instead of short-term renewals. It is enough for the FCC to serve notice that no matter how intense the network competition gets, the public must be treated with respect.

## Some catching up to do

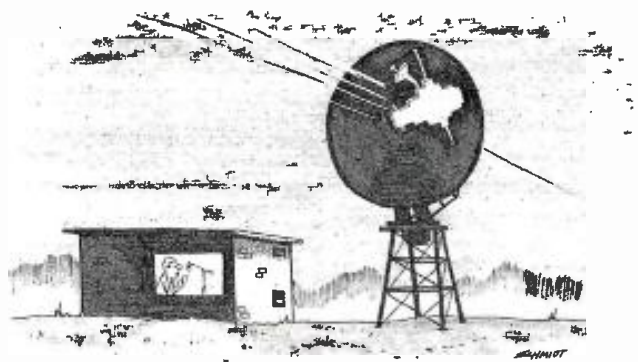
Good news has to run fast to overtake bad, especially when competitors are spreading the bad. Last summer and fall the bad news was out in front in the form of a seemingly persistent drop-off in homes using television. Understandably, the print media made no special effort to hide that news.

Then the HUT’s began to stabilize and finally to right themselves. That news was given little attention in newspapers and magazines, if mentioned at all, and we can understand that.

What we don’t understand is the frequency with which magazine and newspaper writers continue to refer to TV’s “declining” audiences and audience “losses.”

The fact is that HUT’s are back up to where they were a year ago and in some day parts are higher. For February, for instance, Nielsen found prime time even with its year-ago levels and daytime 4% higher than then (BROADCASTING, March 13). And Katz Television has taken a look at the first 28 Nielsen books from the February local sweeps and has found levels on a par with February 1977 (“Closed Circuit,” March 13).

What makes it really frustrating, of course, is that even before the turnaround began, the decline—as a discerning agency researcher said at the time—was “not enough to be concerned about” (BROADCASTING, Dec. 12, 1977).



Drawn for BROADCASTING by Jack Schmidt

*“We’ve had a report that our communications satellite is dropping out of orbit, but there is no cause for alarm.”*

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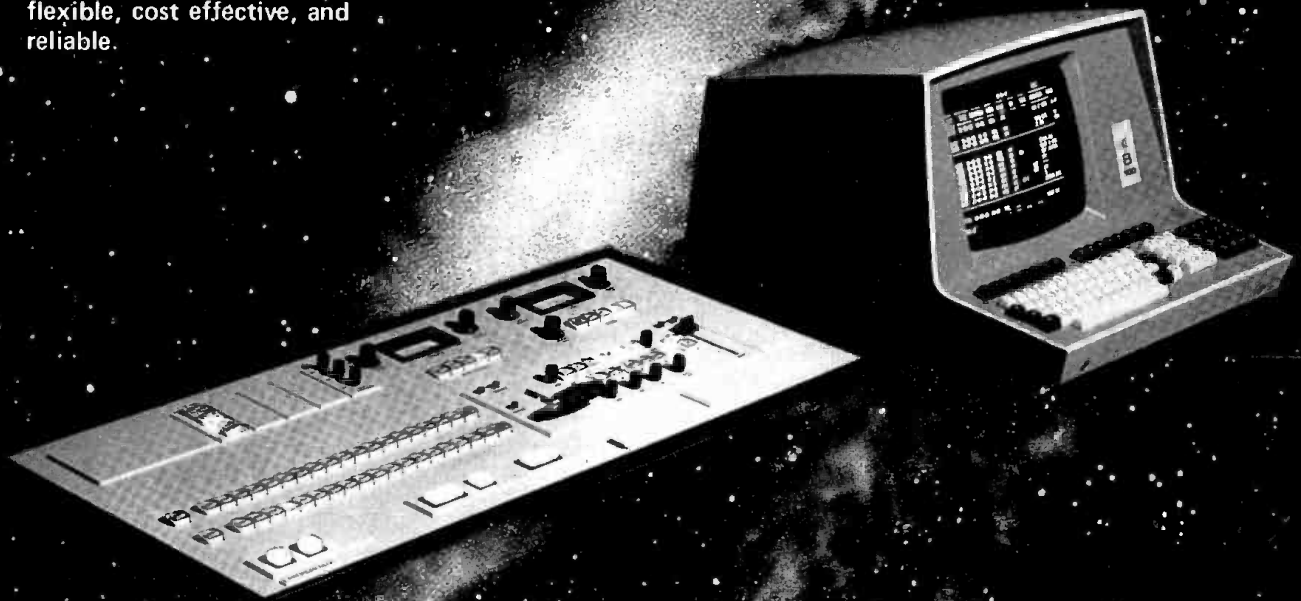


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