

The First Amendment and the Fifth Estate:
Broadcast Journalism at the Bicentennial

Broadcasting Jan 5

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

36112LIBRA B5184KBK DEC/78
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112

★ *THE ASSOCIATED*

★
★
★ *PRESS RADIO~*

★ *EFFICIENCY~ '76!*

APRadio continues one of its main functions into 1976—efficiency of news operation—for its growing membership of stations to build a better profit bottom line. APR provides a complete, flexible and professional news and feature programming tailorable to your station's needs. Why not find out how APRadio can help you?

Call AP Broadcast News (212) 262-4012



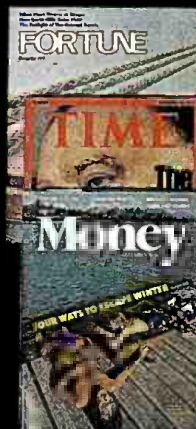
LOVE WILL KEEP US TOGETHER Neil Sedaka. Howard Greenfield. Don Kirshner Music. Inc.		HAVE YOU NEVER BEEN MELLOW John Farrar (PRS). ATV Music Corp.	THE HUSTLE Van McCoy. Van McCoy Music. Warner-Tamela Publishing Corp.		JIVE TALKIN' Barry Gibb (PRS). Maurice Gibb (PRS). Robin Gibb (PRS). Casserole Music Corp., Flamm Music	MANDY Scott English. Richard Kerr (PRS). Screen Gems-Columbia Music, Inc., Wren Music Co., Inc.	LISTEN TO WHAT THE MAN SAID Paul McCartney (PRS). Linda McCartney (PRS). McCartney Music. Inc., ATV Music Corp.	
BAD BLOOD Neil Sedaka, Phil Cody (ASCAP), Don Kirshner Music, Inc.	MY EYES ADORED YOU Bob Crewe, Kenny Nolan (ASCAP). Stone Diamond Music Corp., Tannyboy Music Co.		GET DOWN TONITE Joe Simon, Raeford Gerald, Gaucho Music, Belinda Music	MAGIC David Paton (PRS). William Lyall (PRS). Al Gallico Music Corp.		PLEASE MR. POSTMAN Brian Holland, Robert Bateman, Freddie Gorman (ASCAP), Stone Agate Music Div.		
	LADY MARMALADE Bob Crewe, Kenny Nolan (ASCAP). Stone Diamond Music Corp., Tannyboy Music Co.	LOVIN' YOU Richard Rudolph, Minnie Ripperton, Dixieland Music	WILDFIRE Michael Murphey, Larry Caniser, Mystery Music		I'M NOT IN LOVE Graham Gouldman (PRS), Eric Stewart (PRS), Man-Ken Music	GAMES PEOPLE PLAY Joe Jefferson, Charles Simmons, Bruce Hawes, Mighty Three Music	FAME John Lennon (PRS). David Bowie (PRS). Carlos Alomar (ASCAP), Lennon Music, ATV Music Corp.	
(HEY WON'T YOU PLAY) ANOTHER SOMEBODY DONE SOMEBODY WRONG SONG Chips Moman, Larry Butler, Screen Gems- Columbia Music, Inc., Tree Publishing Co., Inc.	FALLIN' IN LOVE Dan Hamilton, Ann Hamilton, Spitfire Music		JACKIE BLUE Larry Lee, Steve Cash, Lost Cabin Music	LUCY IN THE SKY WITH DIAMONDS John Lennon (PRS). Paul McCartney (PRS), Maclean Music, Inc.	LAUGHTER IN THE RAIN Neil Sedaka, Phil Cody (ASCAP), Don Kirshner Music, Inc.		HE DON'T LOVE YOU LIKE I LOVE YOU Curtis Mayfield, Calvin Carter, Jerry Butler (ASCAP). Conrad Music	
	MIRACLES Marty Balin, Diamondback Music	BMI BY A LANDSLIDE According to the "Broadcasting" Playlist, 60 out of the 100 most played records on American radio during 1975 were licensed by BMI.  BROADCAST MUSIC INCORPORATED The world's largest performing rights organization.					DANCE WITH ME Jo Hall, Johanna Hall, Hall Music, Mojohanna Music	
WHEN WILL I BE LOVED Phil Everly, Acuff-Rose Publications, Inc.	FIRE Clarence Satchell, Raymond Middlebrook, Marvin Pierce, Marshall Jones, Leroy Bonner, James Williams, William Beck, Unichappell Music, Inc.						SWEARING TO GOD Bob Crewe, Denny Randell, Caseyem Music, Hearts Delight Music	PINBALL WIZARD Peter Townshend (PRS), Track Music
WHEN WILL I SEE YOU AGAIN Leon Huff, Kenneth Gamble, Mighty Three Music								COULD IT BE MAGIC Barry Manilow, Adrien Anderson, Kamikazi Music, Angeldust Music
THE WAY I WANT TO TOUCH YOU Toni Tennille, Moonlight Music, Magnolia Publishing Co.	THAT'S THE WAY I LIKE IT Harry Casey, Richard Finch, Sherlyn Publishing Co.	MIDNIGHT BLUE Melissa Manchester, Carole Sager, The New York Times Music Corp., Rumanian Pickleworks	THE NO-NO SONG Hoyt Axton, David Jackson, Lady Jane Music	YOU'RE THE FIRST, THE LAST, MY EVERYTHING Barry White, Sa-Vette Music, January Music Corp.	LOVE WON'T LET ME WAIT Vinnie Barrett, Bobby Eli, Mighty Three Music, Friday's Child Music, Wimot Music	SHINING STAR Maurice White, Philip Bailey, Larry Dunn, Sagittaire Music		
	BAD TIME Mark Farner, Cram-Renraft Music		NEVER CAN SAY GOODBYE Clifton Davis, Portable Music Co., Inc.	CHEVY VAN Sami Johns, Act One Music		SOME KIND OF WONDERFUL Jesse Ellison, Crash Music, Dandelion Music, Auteresgo Music	HEAT WAVE Brian Holland, Eddie Holland, Lamont Dozier, Stone Agate Music Div.	
YOU ARE SO BEAUTIFUL Billy Preston, Bruce Fisher (ASCAP), Irving Music, Inc., WEP Music, Inc.	HOW SWEET IT IS (TO BE LOVED BY YOU) Brian Holland, Eddie Holland, Lamont Dozier, Stone Agate Music Div.	BEFORE THE NEXT TEARDROP FALLS Vivian Keith, Ben Peters, Shelby Singleton Music, Inc.	IT'S A MIRACLE Barry Manilow, Marty Panzer, Kamikazi Music		IT ONLY TAKES A MINUTE Dennis Lambert, Brian Potter, ABC-Dunhill Music, Inc., One of a Kind Music	ROCKIN' CHAIR Willie Clarke, Clarence Reid, Sherlyn Publishing Co., Inc.		
I CAN HELP Billy Swan, Combine Music Corp.	EXPRESS Louis Risbrook, Barbara Lomas, William Risbrook, Orlando Woods, Richard Thompson, Carlos Ward, Dennis Rowe, Triple O Songs, Jeff Mar Music		NIGHTS ON BROADWAY Barry Gibb (PRS). Maurice Gibb (PRS). Robin Gibb (PRS). Casserole Music Corp.	TAKE ME IN YOUR ARMS (ROCK ME) Brian Holland, Eddie Holland, Lamont Dozier, Stone Agate Music Div.	BALLROOM BLITZ Nicky Chin, Mike Chapman, Chinnichap Music, Rak Music	JUNIORS FARM Paul McCartney (PRS). Linda McCartney (PRS). McCartney Music. Inc., ATV Music Corp.	WALKING IN RHYTHM Barney Perry, Perryall Publishing Co.	
	SKY HIGH Des Dyer, Clive Scott, Duchess Music Corp.	ONLY WOMEN Vincent Furnier, Dick Wagner, Ezra Music Corp., Early Frost Music Corp.		LET'S DO IT AGAIN Curtis Mayfield, Warner-Tamela Publishing Corp.		MY LITTLE TOWN Paul Simon, Paul Simon Music		

A New Programming Service for Newscasters

Money e w inserts

Premieres on 33 Stations-Jan.12

90 to 120-second news spots
— right at home in your newscast —
5 times a week, 52 weeks a year.



Using the resources of the company that publishes FORTUNE, TIME and MONEY magazines, Time-Life Television will provide your viewers with specific advice on such practical subjects as how to save 14% on your next grocery bill and up to 60% on your home insurance, how to buy a used car and what to do if you lose your job.

MARKET	STATION	NETWORK AFFILIATION	STATION GROUP	MARKET	STATION	NETWORK AFFILIATION	STATION GROUP
Albany-Schenectady-Troy	WTEN	CBS	Poole	Louisville	WAVE-TV	NBC	Orion
Atlanta	WSB-TV	NBC	Cox	Mobile-Pensacola	WKRG-TV	CBS	
Baltimore	WMAR-TV	CBS	A. S. Abell	Nashville	WNGE	ABC	General Electric
Baton Rouge	WLPB	Ind.		*New York	WNEW-TV	Ind.	Metromedia
Buffalo	WKBW-TV	ABC	Capital Cities	New Orleans	WDSU-TV	NBC	Cosmos
Charleston-Mt. Pleasant	WCIV	NBC		Norfolk-Portsmouth	WTAR-TV	CBS	Landmark
Charlotte	WSOC-TV	NBC	Cox	Pittsburgh	WTIC-TV	NBC	Cox
Charleston-Huntington	WSAZ-TV	NBC	Lee Enterprises	Raleigh-Durham	WTVD	CBS	Capital City
Chattanooga	WTVC	ABC	Fuqua	Sacramento	KCRA-TV	NBC	Kelly
Columbia, S.C.	WIS-TV	NBC	Cosmos	Saginaw-Flint-Bay City	WNEM-TV	NBC	Meredith
Columbus	WBNS-TV	CBS		Salt Lake City	KSL-TV	CBS	Bonneville
Dayton	WHIO-TV	CBS	Cox	San Francisco-Oakland	KTVU	Ind.	Cox
Fresno	KMJ-TV	NBC	McClatchy	Tampa-St. Petersburg	WTVT	CBS	Gaylord
Grand Rapids-Kalamazoo	WOTV	NBC	Time-Life	Tucson	KVOA-TV	NBC	
Greensboro-H.P.-W.S.	WFMY-TV	CBS	Landmark	Tulsa	KTUL-TV	ABC	Leake
Houston	KPRC-TV	NBC	Leake	*Washington, D.C.	WTTG	Ind.	Metromedia
Little Rock	KATV	ABC					

*To be sponsored by MOBIL OIL CORPORATION.

"MONEY MATTERS"—For Over 6,000,000 Premiere Viewers:

Week #1
Jan. 12-16

Money
Matters

Week #2
Jan. 19-23



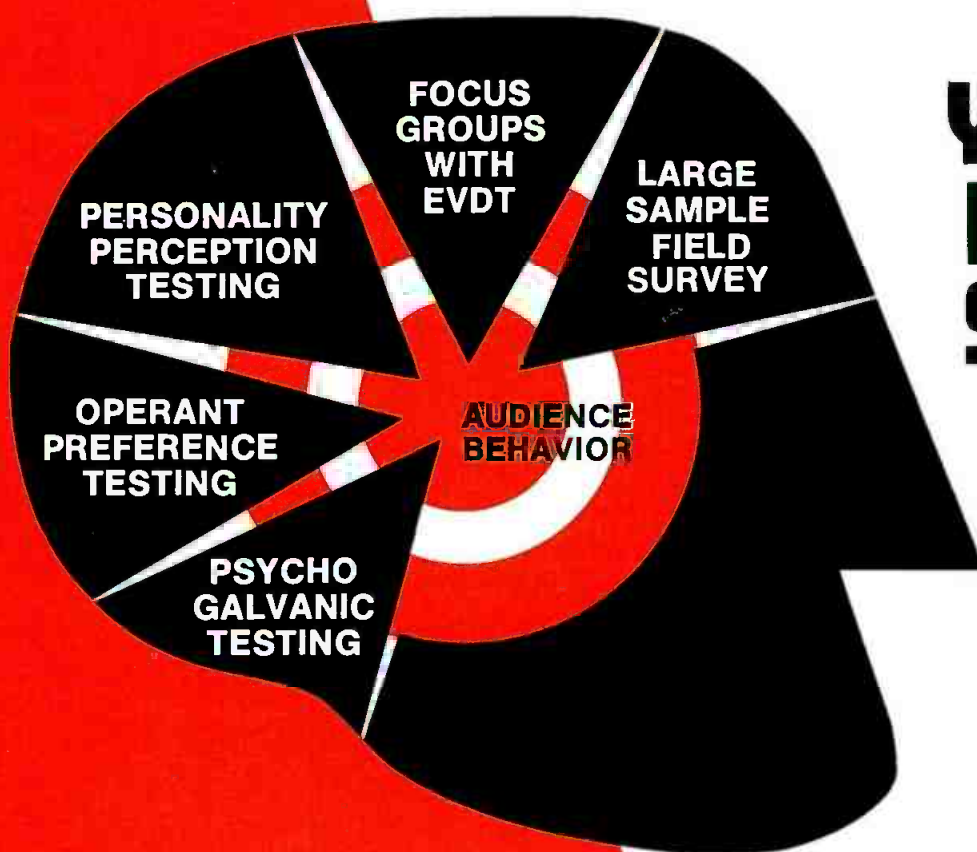
Useful is what MONEY NEWS INSERTS are all about...
to help your viewers save and stretch their family incomes.
That's especially valuable in times like these.

To set your starting date, please call your
Time-Life Television
Regional Sales Manager today.

TIME LIFE TELEVISION

TIME & LIFE BUILDING
NEW YORK, N.Y. 10020
(212) 556-7783

ATLANTA • CHICAGO • LOS ANGELES
(404) 659-8050 (312) 467-9700 (213) 385-8151



YOUR NEW HAS A HEAD START WITH ERA

Before you can make your broadcast news program a success, you have to know where to head. Or, if your news is already a success you can get an accurate measurement of why. How? In the minds of your audience!

MAJOR MARKET SUCCESS STORIES:

ERA has Television News success stories already in three markets . . . Chicago . . . Dallas . . . St. Louis. In addition we have just added TV Stations (News Programming) in New York, San Francisco, Los Angeles and Philadelphia to our client list. Radio Clients (All Programming) are in New York, San Francisco, Los Angeles, Edmonton, Vancouver, Des Moines and Niagara Falls, as well as other stations.

Other researchers just ask them. But if you want answers that you can put into operation—ask them our way. We're ERA, broadcast research consultants and we have a proven method for getting into your audience's heads. We call it Multiple Methodology Research utilizing five interlocking attitudinal and behavioral techniques at both conscious and subconscious levels. That's a lot of fancy jargon that simply interpreted means there's more than one way to get into your audience's head. We get into their heads to show you how to put your news ahead.

We're experienced broadcasters who believe research should be more than solely relying on memory or a bunch of numbers telling you where you've been. Let's take a look at where you're headed.

WRITE/CALL:

Send for our brochure, or if you're in a hurry, pick up the phone. In fact, if you're really close to buying research, we'd like to discuss rushing you here to San Francisco as our guest. Call us collect for details 415/421-1440. Willis Duff • Sebastian Stone • Dave Crane



**271 Columbus Avenue
San Francisco
California 94133
Telephone 415/421-1440**

Broadcasting Jan 5

FREEDOM TO ADVERTISE □ *N.W. Ayer's Neal W. O'Connor pleads his case that the fairness doctrine does more to hinder than help the cause of effective communication.* **PAGE 12.**

THE BOOM GOES ON □ *Broadcasting made revenue records in 1975. All signs point to even bigger year in '76 aided by sales in election and Olympic coverage.* **PAGE 23.**

FORMATS VERSUS THE FIRST AMENDMENT □ *The FCC has expressed concern over the constitutionality of format-change cases coming out of the courts and has issued notice of inquiry.* **PAGE 27.**

PARTING WORDS □ *Departing FTC Chairman Lewis A. Engman bemoans the country's "terrible problem" of overregulation, but cheers FTC moves toward openness and competition during his tenure.* **PAGE 28.**

PUERTO RICAN SALE □ *Price tag is \$11 million for Columbia Pictures International's WAPA-TV San Juan.* **PAGE 30.**

HOW WESTERN WON □ *The FCC repeats that engineering-efficiency was reason enough to decide who deserves KRLA(AM) Los Angeles.* **PAGE 34.**

ALLBRITTON HOME FREE □ *McGoff and citizen groups drop opposition to Washington Star purchase after FCC gives Allbritton three years to sell broadcast properties.* **PAGE 35.**

WHAT'S UP, DOCS? □ *Ad executives are doubtful that proposed FTC action ending AMA ban on advertising by doctors would generate many broadcast spots.* **PAGE 35.**

PAY CABLE FROZEN IN CANADA □ *In cable policy statement, Canadian Radio-Television Commission prohibits pay cable but sees it as possibility in the future.* **PAGE 38.**

JOINS THE CLUB □ *Aetna Life & Casualty, Comsat General and IBM join forces to form new satellite service and are waiting for FCC approval.* **PAGE 40.**

FIRST ROUND LOSS BUT NO K.O. □ *FCC orders CATA president Kyle Moore to show cause as stage is set for*

eventual court appeal of commission's authority to regulate cable. **PAGE 40.**

TV ON TRIAL □ *New Year brings new experiment in Florida Supreme Court with live broadcast coverage of one civil and one criminal case.* **PAGE 43.**

FIRST AMENDMENT FACTS □ *A history of major court and government decisions affecting broadcasting from "Fighting Bob" Shuler to the fairness doctrine.* **PAGE 46.**

LOOKING BACK □ *From the 1931 debut of Fred Smith's March of Time to last year's congressional staff approval of live House coverage, BROADCASTING chronicles the major events it has reported in broadcast journalism.* **PAGE 52.**

AND THAT'S THE WAY IT IS □ *Behind-the-scenes look at the people, problems, money and machines that make up television network news.* **PAGE 70.**

PUBLIC BROADCASTING IN THE NEWS □ *Hard news is left to commercial stations while public TV develops in-depth, interpretative stories.* **PAGE 80.**

FIGHTING IT OUT ON THE HOME FRONT. □ *Local television newspeople across the country are competing in Madison Avenue proportions for revenues and ratings.* **PAGE 82.** *St. Louis, for example.* **PAGE 89.**

THE COMPETITIVE EDGE □ *The ability to get the news fast and first has kept radio journalism jumping.* **PAGE 92.** *This wasn't always the case—Matt Gordon remembers the problems with newspapers in the early days of radio.* **PAGE 95.**

THE 'S' IN NEWS IS REALLY A \$ □ *Once a loss leader, news is generating returns in prestige and dollars for most broadcasters.* **PAGE 96.**

A BOOMING BICENTENNIAL BUSINESS □ *At the networks, in syndication and on the local level, broadcasters will begin—and continue—to serve up a heaping portion of Americana.* **PAGE 98.**

THE VETERAN ANCHORMAN □ *When WTVJ(TV) anchor and Wometco VP Ralph Renick speaks, people listen, in Miami and in broadcast councils.* **PAGE 121.**

Index to departments.....	Closed Circuit.....	7	Finance.....	103	Playlist.....	102
Business Briefly.....	Datebook.....	14	For the Record.....	110	Profile.....	121
Changing Hands.....	Editorials.....	122	Headliners.....	28	Top of the Week.....	23
	Fates & Fortunes.....	105	Monday Memo.....	12	Where Things Stand....	107

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington. Single issues \$1 except yearend issue \$2.50. Subscriptions: one year \$25, two years \$45, three years \$60. Add \$52 yearly for special delivery, \$65 for air mail, \$4 for Canada, \$6 for all other countries. Subscribers occupation required. Annually: Broadcasting Yearbook \$20, Cable Sourcebook \$10.

We've already set Radio back 200 years.

We're still revolution-izing the Industry!

Join our revolution. It's the most thoroughly researched and authenticated, Day-By-Day account of the American Revolution available. And we've added a twist. Since most revolutions have two sides, we've added a British version to ours. Side by side. After all, fair is fair.

A unique feature of our revolution: We report it just as it happened with eye-witness accounts, reporters on the scene - both British and American. Naturally, they report the military and diplomatic news, but they report the "human" side of the news, too. And it's all reported in a modern format. As if Radio existed in 1775!

The colonies' version of the news is recorded in America by Americans. The British version is researched and recorded in London with the



technical assistance of the British Broadcasting Corporation. Final editing is done in the Colonial Capital - Williamsburg, Virginia!

Each newscast is 2-2½ minutes in length with provision for opening and closing billboards and a 30-second sponsor message. Comprehensive merchandising and public relations assistance is available to sponsors and stations. (We even have a 40-second television version!)

To learn more about our revolution and how you can participate, write for our detailed brochure and audio cassette samples.

Contact: Thomas P. Chisman or
Harrol A. Brauer, Jr. / Bicentennial
Radio Network, Ltd. / P.O. Box 400
Hampton, Va. 23669
Phone 804/722-6331

Heard around the world on the American Forces Radio Services.

Closed Circuit®

Status report on major issues in electronic communications

Concrete hardens

Family hour, as practical matter, will have to be lived with for foreseeable future, now that it's entrenched in television code. All three nationwide networks are expected to reflect that position in pleadings to be filed by Jan. 12 (originally due Jan. 5) with federal district court in Los Angeles in opposition to suit filed by Hollywood producers and writing and acting guilds (BROADCASTING, Nov. 3). And it's in cards for Department of Justice, at behest of FCC, to oppose appeal too. Networks are expected to contend that appellants are in wrong forum, that protest should have gone to FCC in first instance. FCC, through Justice, may hew to same line, but that isn't certain; agency may contend it shouldn't be involved at all.

Lid off?

Information FCC collected on confidential basis in now-terminated inquiry into conglomerate ownership of broadcast properties has attracted interest of two committees of Congress. And last week commission handed over never-published staff reports on study along with access to most of underlying documents, including material supplied by 37 companies, to Senate Government Operations Subcommittee, as well as to its Subcommittee on Reports, Accounting and Management. Commission late last week received formal request from Representative John Moss (D-Calif.), chairman of House Commerce Committee's Subcommittee on Oversight and Investigations, for same service.

Senate committee and its subcommittee have given what commission considers promise to respect confidentiality of documents. Representative Moss, who wants material for hearings later this month or early next, gave no such promise. But he did say he would resort to "compulsory process"—subpoena, if necessary—to get material.

Going up

Draft budget of \$3.8 million-plus for fiscal year beginning next April 1 will be presented to executive committee of National Association of Broadcasters at meeting in Washington this week. NAB officers and Wilson Wearn of Multimedia, chairman of joint boards, worked up final draft last week. It runs about 8% over \$3,573,500 budgeted for fiscal 1975 (BROADCASTING, Jan. 20, 1975).

Projection is for balanced budget, with income and spending increasing by like ratios. Executive committee will prepare final draft for submission to NAB board

which is to hold winter meeting at Key Biscayne, Fla., Jan. 19-23.

Last to go?

Is famous Sarnoff name, identified with communications since formation of RCA in 1919, to disappear from executive roster of RCA and subsidiary, NBC? That question is raised with formal departure as of Dec. 31 of Robert W. Sarnoff from RCA chairmanship. That left only Thomas W. Sarnoff, NBC staff executive vice president, West Coast, still aboard.

Tom Sarnoff, 48, second son of late David Sarnoff, has been with NBC since 1952, was elevated to present office in 1965. Preferring West Coast lifestyle, he has rejected New York transfers offered in past. Speculation about his future is aroused by "bottom line" emphasis of new command at parent RCA.

A.M. ups and downs

What it means, if anything, is unclear, but normally impervious ratings of NBC-TV's *Today* have developed some slippage. Between fall of 1974 (Sept. 8-Nov. 23) and same period of 1975, average rating declined 25%, from 5.9 to 4.4, and share was off 16% from 38 to 32. NBC sources think great deal of problem stems from lower homes-using-TV levels that Nielsen was reporting last fall, particularly in early part of season, and also say *Today* numbers have improved lately.

CBS-TV sources are not rushing to claim credit for *Today*'s slippage, but CBS *Morning News* has been showing improvement over same period. From 1.9 average in fall of 1974, its rating rose 16% to 2.2 and its share 50% from 16 to 24. Thus CBS *Morning News*'s share of combined CBS-NBC audience at that hour rose from 24 to 33 while *Today*'s went from 76 to 67. ABC-TV's 1975 *AM America* and its successor, *Good Morning America*, were averaging 1.5 rating and 11 share over same period, but latter is moving ahead of its predecessor.

Changing the tune

Music rate case hung up in court since 1964 has been quietly settled with agreements on new, lower rates to be paid to American Society of Composers, Authors and Publishers by ABC, CBS, NBC and Mutual radio networks. New rates recognize that, unlike old days, music is mostly in commercials and otherwise incidental in network radio now. New contracts run through Feb. 28, 1977. Some \$4 million that had been paid to ASCAP but held in escrow during rate case's pendency has been released and

distributed to ASCAP members.

Settlement terms are said to provide that: CBS's annual radio network payments drop from \$180,000 per year to \$50,000, retroactive to January 1974; NBC's from \$120,000 to \$50,000 retroactive to February 1975; ABC's, reduced from \$102,000 to \$76,500 in 1971, drop to \$50,000 retroactive to January 1973, and Mutual's go from \$42,500 to about \$20,000 retroactive to January 1972. All-news stations get ASCAP's talk-station rates: four times highest one-minute rate per month, or about 25% of ASCAP music rate. Expected: effort by radio networks to renegotiate terms with Broadcast Music Inc.

Good UHF news

From \$1.2-million loss in fiscal 1975 to "positive cash flow" in fiscal 1976 which ends March 31 for ch. 29 WTAF-TV Philadelphia, independent, is confided by Charles S. Mechem Jr., chairman and chief executive officer of Taft Broadcasting, licensee. Station, acquired by Taft in 1969 for \$4.5 million, had budgeted to reduce loss by half. Mr. Mechem cautiously predicts that projection will be exceeded substantially.

Heavy weapons

What Radio Advertising Bureau officials say is most prestigious closed-circuit presentation in recent radio memory has been assembled for launching this afternoon (Jan. 5, 2:30 NYT) as 1976 edition of RAB's "Radio: Adflation Fighter" campaign. Eight presidents are scheduled to participate: Hal Neal, ABC Radio; Sam Cook Digges, CBS Radio; Ed Little, Mutual; Jack Thayer, NBC Radio; Sal Agovino, Katz Radio; Ralph Guild, McGavren-Guild; Nicholas Gordon, Keystone, and Miles David, RAB.

The squeeze

There's no letup in pressure from Senator Howard Baker (R-Tenn.) to get FCC to drop another VHF TV station into Knoxville. At request, FCC Chairman Richard E. Wiley went to Capitol Hill last week for audience with senator's aide, Ward White, who reportedly argued that public interest demanded drop-in. Wallace Johnson, FCC Broadcast Bureau chief, who accompanied Mr. Wiley, recited engineering problems involved.

Afterward Mr. Wiley sought to play down significance of meeting. He is said to have told Mr. White Knoxville case would be considered with over-all drop-in inquiry now under way.

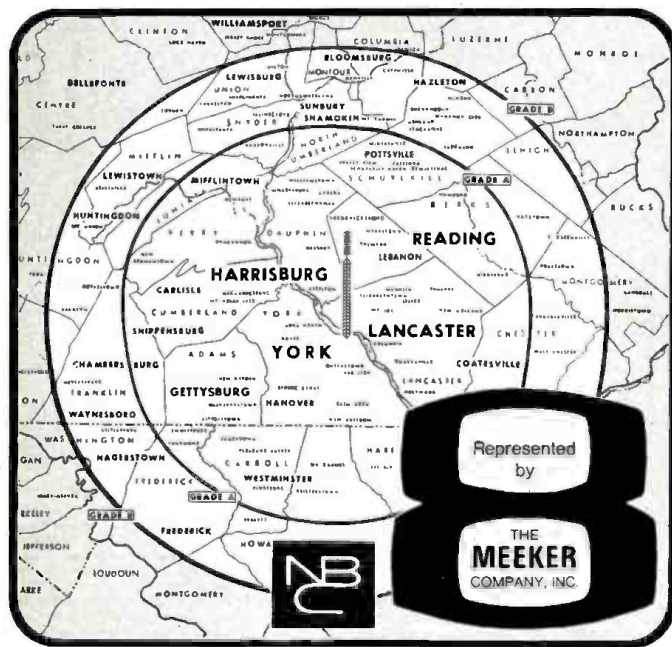
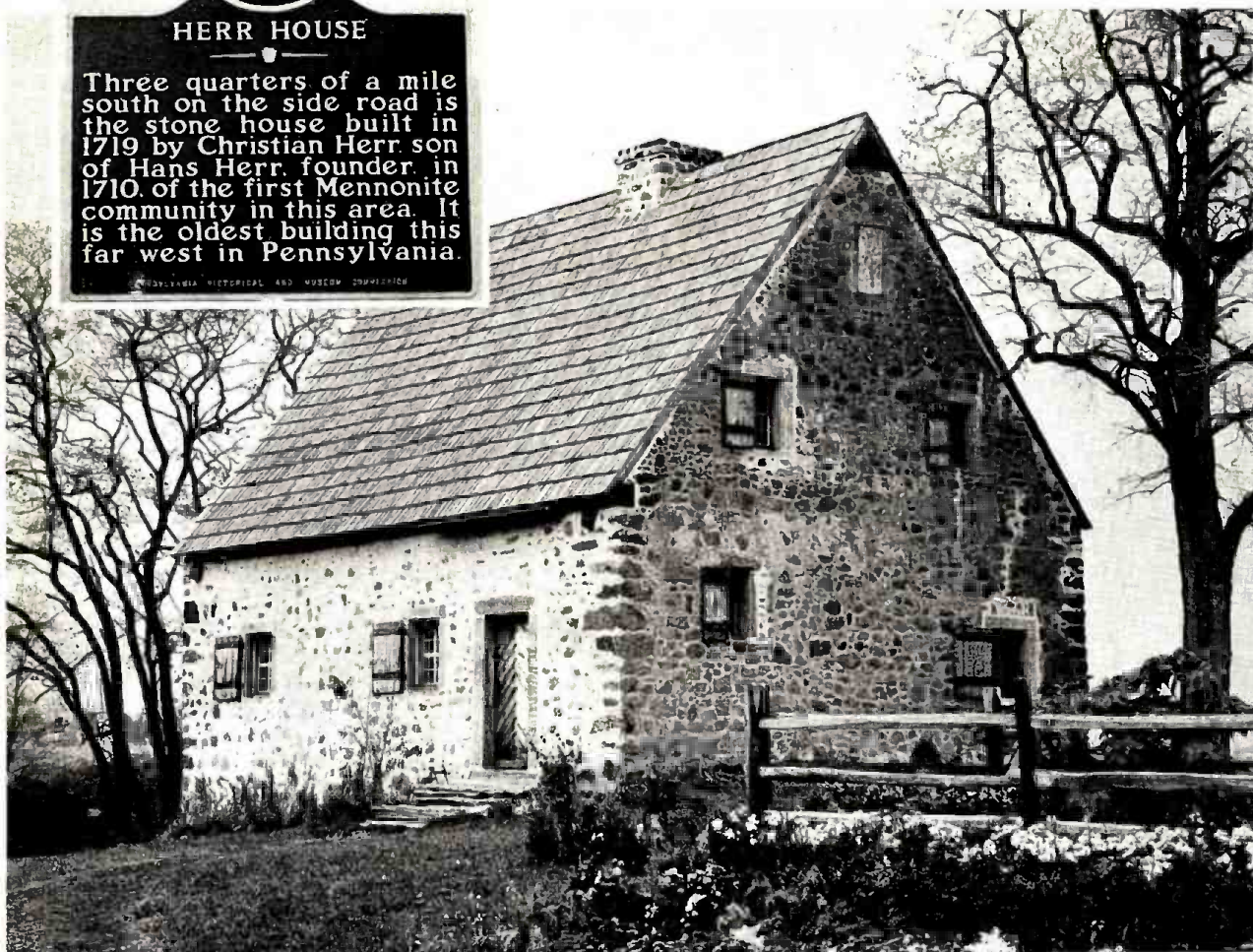


HERR HOUSE

Three quarters of a mile south on the side road is the stone house built in 1719 by Christian Herr son of Hans Herr founder in 1710 of the first Mennonite community in this area. It is the oldest building this far west in Pennsylvania.

PAENSLYANIA HISTORICAL AND MUSEUM COMMISSION

Historic marker directs tourists to famous Herr House, oldest building in Lancaster County, erected 1719.



PENNSYLVANIA

Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still first in that it delivers more audience than all other stations in the Lancaster-Harrisburg-York-Lebanon market combined. The result of this impact is increased sales results for advertisers.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Nielsen Station Index. May '75, Sun. through Sat., 7:00 am to 1:00 am. Audience estimates subject to limitations published by Nielsen.

WTEV Providence, R. I./New Bedford-Fall River, Mass.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

STEINMAN TELEVISION STATIONS

Business Briefly

Toyota □ As part of first advertising being prepared and placed by Dancer-Fitzgerald-Sample since it acquired \$30 million-plus account several months ago, Toyota is embarking on extensive spot-TV drive next week (Jan. 12) in more than 60 markets and on spot radio campaign expected to reach same dimensions. Campaign will extend through early April, with D-F-S buying periods to reach men, 18 to 34, and adults in same age bracket.

7-11 Stores □ Four-week TV campaign beginning March 1 for Southland Corp.'s 7-11 chain will use prime-time 30's in selected markets. The Mediators, New York, is buying service.

Nestle Decaf □ Daytime, fringe and prime-time TV 30's in short spurts to announce Decaf coffee's promotional advertising (coupons, bonus jars, etc.) are scheduled for The Nestle Co., White Plains, N.Y., in 11 markets. First flight begins Feb. 5 for five weeks, second begins in August for four weeks, third in November for five weeks. Case & McGrath, New York, is agency.

Continental Insurance Co. □ First network radio buy in Continental's history begins today (Jan. 5) on CBS Radio and continues through July 4 as part of Bicentennial observance. Program comprises 40 seconds of actor Howard Da Silva reading from *Poor Richard's Almanack* and 20 seconds of commercials to promote "The Insurance Store" theme. Series will run five times a day, seven days a week. Agency is Doyle Dane Bernbach Inc., New York, who reports buy will cost "in excess of \$500,000."

Morse Shoe Co. □ TV 30's in various day-parts will run in Miami market only, for Fayva shoe stores division of Morse, Canton, Mass. Arnold & Co., Boston, is agency.

Sterling Drug □ Haley's M-O products will be featured in spot TV effort to be launched in mid-January on extended list of stations for four weeks. Sterling's Vanquish headache capsule will be highlighted in month-long campaign to begin on Jan. 19 in long list of markets. Independent Media Services Inc., New York, is seeking time periods for Haley's M-O to reach women, 50 and over, and for Vanquish, women, 18 to 49.

Rep appointments □ Texas State Network, wired network of 135 radio stations in that state, has named H-R Stone, New York, as national representative. KOLR(TV) Springfield, Mo., has named Katz Television, New York, as national rep. McGavren-Guild has been selected as national sales representative for WEZW(FM) Wauwatosa, Wis. KLEF(FM) Houston has appointed Avery-Knodel, New York, as national rep.

Hartz Mountain □ Various products will be advertised in spot TV and radio flights to be run during first half of 1975, with radio to begin in mid-February and television late March. Flights will last three to four weeks with Hope Martinez Media Corp., New York, seeking periods appealing to women, 18 to 49, on approximately 52 TV and 19 radio outlets.

Brach □ E.J. Brach & Sons, Chicago, will advertise their chocolates in TV spot and three-network campaign beginning Jan. 19 for five weeks in 36 markets. Winter chocolate theme repeats last fall's spots with line, "There's no substitute for the taste of Brach's real chocolate." It's the first time in several years Brach has launched January-February campaign. Arthur Meyerhoff Associates, Chicago, is agency.

Hormel □ Italian meat products will be advertised on spot radio and spot TV in two New England markets with lineup expected to be extended at later date. Campaign is set to start on Jan. 19 for four weeks, with Creamer, Colerossi, Basford, New York, seeking time periods to attract women, 25 to 54.

International Harvester □ Heavy spot-TV effort is being mounted on behalf of company's light trucks, breaking in 86 markets for two months effective Jan. 19. Ketchum, MacLeod & Grove Inc., Pittsburgh, is lining up stations and time periods to reach men, 25 to 54.

Clorox Co. □ Kitchen Bouquet flavoring sauce will be pushed in spot-TV campaign to start in mid-January and extend for four weeks in 22 markets. Buying is by Young & Rubicam, New York, which is aiming for time slots to reach women, 25 to 54.

Corning Glass □ Sun Sensor Lenses by Corning Glass Works, Corning, N.Y., will be promoted in new fringe 30's for three weeks beginning Jan. 19. Airtime, New York, is buying time in 11 markets; DKG, New York, is handling creative work.

TRW Inc. □ Corporate advertising for TRW, Cleveland, is set for 11 markets with

BAR reports television-network sales as of Dec. 7.

ABC \$665,570,600 (29.5%) □ CBS \$809,760,200 (35.9%) □ NBC \$779,957,200 (34.6%)

Day parts	Total minutes week ended Dec. 7	Total dollars week ended Dec. 7	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	148	\$ 702,300	5,856	\$ 32,585,900	\$ 23,892,600	+36.4
Monday-Friday 10 a.m.-6 p.m.	1,018	11,399,800	47,702	496,568,400	439,812,000	+12.9
Saturday-Sunday Sign-on-6 p.m.	288	7,109,000	14,033	239,161,400	219,066,000	+ 9.2
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,024,900	4,867	119,686,400	108,227,500	+10.6
Sunday 6 p.m.-7:30 p.m.	23	1,056,400	803	22,983,400	16,051,000	+43.1
Monday-Sunday 7:30 p.m.-11 p.m.	414	29,895,300	19,519	1,180,053,300	1,139,834,800	+ 3.5
Monday-Sunday 11 p.m.-Sign-off	197	3,691,100	9,285	164,249,200	148,354,200	+10.7
Total	2,189	\$56,828,800	102,065	\$2,255,288,000	\$2,095,244,100	+ 7.6

Source: Broadcast Advertisers Reports

radio backing TV campaign. Radio 60's in morning drive time begin today (Jan. 5) for 26 weeks; TV 60's in late news only will run 15 weeks through June. Meldrum & Fewsmith, Cleveland, is agency.

SCM Corp. □ Cleveland-based Glidden-Durkee division of SCM Corp. will begin TV campaign for Glidden paint to run 10 alternate weeks, Feb. 22 through Aug. 1. Early and late fringe and some prime-time 30's will be aimed at men and women, 25-49, in 65 markets. Meldrum & Fewsmith, Cleveland, is agency.

Economics Lab □ Dip-it coffee pot cleaner by Economics Laboratory, White Plains, N.Y., will be advertised in some 20 major markets for three weeks beginning Feb. 9. TV spots in daytime, late fringe and some prime time are geared to women, 35-49. Theme for 30's and 10's continues with woman saying, "I Dip-it once a week." Warwick, Welch, Miller, New York, is agency.

Ray-O-Vac □ Company's batteries will be advertised in spot-TV campaign to start in mid-February and continue for two months in more than 30 markets. Howard Monk & Associates, Rockford, Ill., is aiming for men, 35 to 49.

BAR reports television-network sales as of Dec. 14

ABC \$682,545,400 (29.5%) □ CBS \$829,568,300 (35.9%) □ NBC \$801,293,200 (34.6%)

Day parts	Total minutes week ended Dec. 14	Total dollars week ended Dec. 14	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	143	\$ 694,300	5,999	\$ 33,280,200	\$ 24,482,100	+35.9
Monday-Friday 10 a.m.-6 p.m.	1,004	11,594,000	48,707	508,162,400	450,169,700	+12.9
Saturday-Sunday Sign-on 6 p.m.	293	8,030,000	14,326	247,191,400	225,941,500	+ 9.4
Monday-Saturday 6 p.m.-7:30 p.m.	103	3,130,500	4,970	122,816,900	111,035,600	+10.6
Sunday 6 p.m.-7:30 p.m.	23	936,300	826	23,919,700	16,452,500	+45.4
Monday-Sunday 7:30 p.m.-11 p.m.	401	29,931,000	19,921	1,209,984,300	1,169,009,400	+ 3.5
Monday-Sunday 11 p.m.-Sign-off	193	3,802,800	9,478	168,052,000	152,985,400	+ 9.8
Total	2,160	\$58,118,900	104,227	\$2,313,406,900	\$2,150,076,200	+ 7.5

Source: Broadcast Advertisers Reports

Genesee □ Genesee Brewing Co., Rochester, N.Y., will continue its traditional TV campaign for Cream Ale, with two-week flights throughout the first quarter in 19 markets. Fringe, prime-time and sports 30's, targeted to men, 18-49, are handled by William Esty, New York.

Crazy Glue Inc. □ Spot-TV campaign to begin in late January and early February is being formulated to run in long list of major markets for three to four weeks. Furman, Roth Inc., New York, is putting together stations and schedules to reach women, 18 to 49.

WIN A FREE FINAL TUBE AND A WINDJAMMER CRUISE!

Here's how to win: Just write us a letter stating the longest operating time a final tube has been in operation in your CCA AM-FM TRANSMITTER. The tube with the longest life wins. It's that easy!

The winning station gets a new Power Amplifier Tube in exchange for the old one—and a Windjammer Cruise for two (The most adventurous vacation you have ever experienced—10 sunfilled days and moonlit nights with a congenial group of shipmates in the Caribbean), compliments of CCA ELECTRONICS, the most reliable name in AM-FM-TV BROADCAST TRANSMITTERS.

Offer ends March 1, 1976. Winner to be announced at NAB CCA exhibit (Booth 602). Mail your entry now!

CCA

CCA Electronics Corporation

716 JERSEY AVENUE, GLOUCESTER CITY, NEW JERSEY 08030
PHONE: (609) 456-1716 TELEX: 84-5200

First again

LIVE MINICAM NEWS

5:51 PM, November 7, 1975, first live minicam news coverage

Originated from Daytona Beach Community College.

STAFF COMMENTARIES . . . May, 1972

LOCAL ORIGINATED COLOR . . . March, 1965

FULL HOUR LOCAL NEWS . . . September, 1962

WEEKEND NEWS TELECASTS . . . September, 1962

FULLY STAFFED AUXILIARY STUDIO . . . June, 1960

PROFESSIONAL METEOROLOGY & RADAR . . . June, 1960



WESH-TV



DAYTONA BEACH/ORLANDO

A Cowles Communication Station



Represented Nationally by KATZ TELEVISION



Monday Memo®

A broadcast advertising commentary from Neal W. O'Connor, chairman, N.W. Ayer International, New York.

The unfairness of it all for the adviser

The six o'clock news, front-page stories and editorial columns tell of increased prices, windfall profits and overseas intrigue involving the oil industry. Anyone following these reports can't help but get the impression that big oil is out to squeeze the public dry.

But this is hardly the full story. For some reason, we don't see or hear so much about the high costs of exploration for new sources of energy, the environmentalist obstacles or the government regulation and tax practices that have made the search for and production of energy so difficult in America.

Oil people are not alone. Much of the press coverage of our transportation difficulties seems only to emphasize the waste and the inefficiency. Electric and gas companies are castigated for seeking rate increases in order to earn sufficient monies to construct enough capacity to keep pace with our insatiable demands. Why?

One reason, I think, is the increased sophistication of our economy, the complexity of our technology and our society, and all the issues that surround them. It is enormously difficult for the hard-pressed reporter to keep up. The temptation to over-simplify and to point an accusing finger at a convenient target is ever present.

Adding to the difficulty for the reporter is the fact that traditional media must still cope with traditional limits of space and time. The 48 to 60 pages of a newspaper and, especially, the 30 minutes of a TV news show inhibit full exploration of many issues. There is simply too much to cover and neither the space nor the time to do everything justice.

I think there is another reason business is taking it on the chin in the press these days. But it's one I'm a bit more comfortable with because I believe something can be done about this problem. It is the attempted manipulation of the media by professional advocates, some of them politicians, some of them consumerists, some of them economic or social scientist reformers, some well meaning and some with more sinister motives—men and women who know what phrases to use and what hot buttons to push in order to make headlines and who know how to meet the press and face the nation to advance their particular causes. When Mobil Oil was asked to explain its series of op-ed newspapers ads, it had a simple response, and I quote: "The problems of our industry have become very much larger and the coverage by the press and the other media was neither accurate nor complete".



Neal W. O'Connor joined N.W. Ayer in 1949, following his graduation from Syracuse University. He has been there since. He was named account executive in 1955, vice president and account supervisor in 1960, president in 1965 and chairman and chief executive in 1973. He was elected chairman of the American Association of Advertising Agencies last year after serving as vice chairman.

In turning to advertising to present its case to the public, corporations, like the media, run the risk of credibility when dealing with controversial subjects. We have all experienced shock and anger, and in the end, rejection, of the editorial or program that deals from a preconceived point of view with subjects on which there are very honest and different opinions. Credibility seems to me to be the single most important ingredient in a respected and free press. And that credibility is diminishing as news becomes more one-sided. Should this situation continue to deteriorate, the press will become less useful in, and perhaps even dangerous to, the decision-making process. And just as surely, then, freedom of the press will also deteriorate.

So it is with advertising.

It is not the subject matter that is the problem. The problem is not even the way in which we treat these matters in advertising. The problem is that one of the most powerful and effective means of communicating on these matters of vital concern to the well-being of business in this country is being denied us.

I am speaking, of course, of the so-called fairness doctrine as applied to

broadcast advertising of controversial subjects. Simply put, a station that accepts such a paid message is quite likely to be required to give equal time to any responsible group that wishes to present another side of the issue. Now on the surface, that sounds fair indeed. The trouble is that the station must provide that time for the opposition on a no-cost basis. Given the fact that the people who run the stations and the networks have a reasonable interest in selling time rather than giving it away, it is no wonder most refuse to open themselves up to the possibility of what has come to be called "counteradvertising."

What is left? Well, there is print of course, from thought-leader magazines to the business and newsweeklies to the op-ed position in many newspapers. Without getting into a media pitch, it is undeniable, however, that for creating awareness and for broad reach, radio and television, the latter particularly, are some of the most effective media we have. Yet, to the advertiser wishing to present his corporate posture, his side of the story, they are denied him. Is that "fairness"? Should one party to a controversy have the opportunity to use powerful and far-reaching media to present its views while the other party is denied them?

If you believe, as I do, that advertising is a form of speech, of expression, then let's examine what the framers of the Bill of Rights had to say. Article One says that "Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech; or of the press..."

We readily accept the concept of freedom of speech when it comes to individuals speaking their minds; that they have a right, short of treason and civil disorder, to say what they think, to wield their powers of persuasion, to gain believers, converts.

We readily accept the concept of the freedom of the press, that there are no limits, short of truth and some rights of the individual to privacy, on the thoughts that may be expressed by editorial writers and commentators.

But we have chosen not to extend these same freedoms fully to advertising.

Surely, advertising must have its limits, those concerning truth and the sensibilities of its audiences being amongst the foremost. But if advertising is honest and sensitive, should it, just because it treats with a subject upon which there is honest difference of opinion, be barred from using an avenue of expression that is perhaps its most effective means of communication?

Obviously, I think not. And I think we should have a new freedom in this country, the freedom to advertise.

The price of being conspicuous.

Lord Acton, a historian who never wrote a book of history, authored, in a letter, a phrase that is much with us these days: "Power tends to corrupt; absolute power corrupts absolutely."

Lord Macauley, who wrote many history books, was equally concerned with excesses of power. In another enduring phrase he placed his hopes not in the three formal estates of government, but elsewhere: "The gallery in which the reporters sit has become a fourth estate of the realm."

His faith has never been better vindicated than in the past few years in America. Outrageous abuses of power have been uncovered in which all the formal instruments of government have ordered the abuses. Congress's oversight bodies have winked at them. The Courts have rarely dealt with them.

It has been the Fourth Estate, prying, insisting, harrying, that

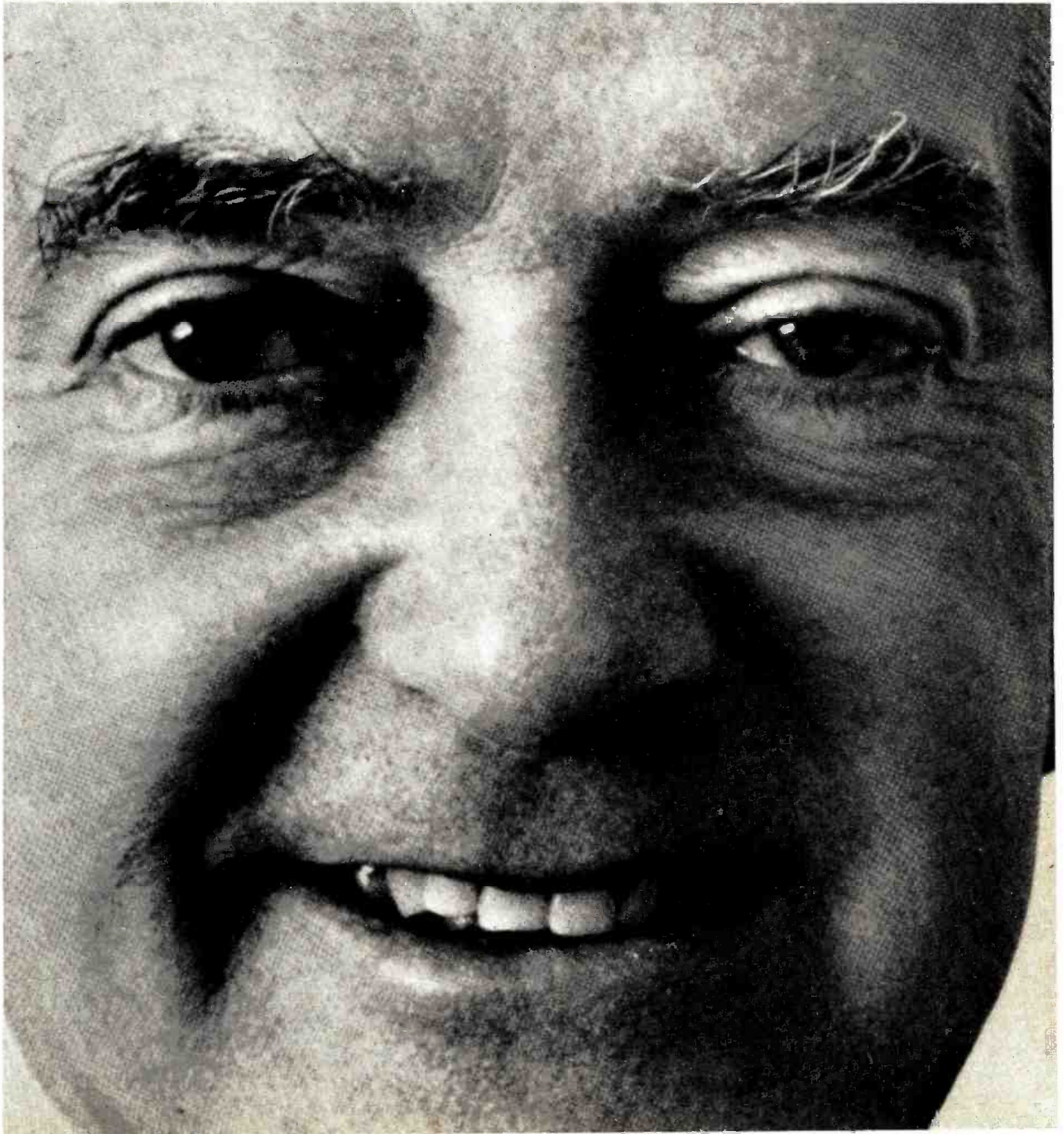
has kept them in the searing light of public attention which, in the end, may stop them.

The price of thus becoming conspicuous has been a host of plans to affect media freedom, by restriction as in Senate Bill S-1, or by defending it with statutory "shield laws."

Both, I think, are wrong. They would complicate the simple clarity of our guarantee of freedom, the First Amendment's plain statement that "Congress shall make no law...abridging the freedom of speech, or of the press."

If we are wise we shall shun all statutory refinements. Like General Grant, who vowed "to fight it out on this line if it takes all summer," we should fight it out on this unadorned, perfectly clear line, forever. —Howard K. Smith

abc ABC NEWS



BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

Broadcasting

The newswkly of broadcasting and allied arts

TELEVISION

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

Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Joseph A. Esser, Randall Moskop,
Jonathan Tourtelot, assistant editors.
Mark Harrad, Mark Miller, Jay Rubin, staff writers.
Ian C. Bowen, Barbara Chase, Linda Gimourginas
(editor's office), editorial assistants.

BUSINESS

Maury Long, vice president.
David N. Whitcombe, director of marketing.
Doris Kelly, secretary.

ADVERTISING

Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering.
(Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Lynda Dorman, classified advertising manager.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Lucille Paulus, Odell Jackson, Patricia Johnson,
Gregg Karpicky, Joanna Miesio.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.
Philippe E. Boucher, Gloria Nelson.

BUREAUS

New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.

Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistant editor.
Joanne Ostrow, staff writer.

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Susan Haq, advertising assistants.

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

Broadcasting[®] magazine was founded in 1931 by
Broadcasting Publications Inc., using the title Broadcasting[®]
—The News Magazine of the Fifth Estate. Broadcast
Advertising[®] was acquired in 1932. Broadcast Reporter in
1933, Telecast[®] in 1953 and Television in 1961.
Broadcasting-Telecasting[®] was introduced in 1946.



* Reg. U.S. Patent Office.
* 1975 by Broadcasting Publications Inc.

Microfilms of Broadcasting are available from University
Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Datebook

■ indicates new or revised listing

This week

Jan. 7-9—1976 Winter Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. Conrad Hilton, Chicago.

■ **Jan. 9**—*Northern California Broadcasters Association* luncheon meeting with Harrison Sheppard, San Francisco regional office of Federal Trade Commission, to speak on commercial-acceptance problems. Sheraton hotel, Fisherman's Wharf, San Francisco.

Jan. 9-10—*Utah Broadcasters Association* winter convention and workshop. Tri-Arc Travelodge, Salt Lake City.

Jan. 10—*Mississippi Broadcasters Association* annual sales conference. Holiday Inn Downtown, Jackson. Contacts: Phil Brady, WAPF(AM) McComb, and Chuck Cooper, WCBI-TV Columbus.

Jan. 11-13—*Association of Independent Television Stations (INTV)* third annual convention. Agenda includes session on future of programing with Producers Norman Lear, Grant Tinker, Lee Rich and Giraud Chester as panelists. Century Plaza hotel, Los Angeles.

Jan. 11-13—*Idaho State Broadcasters Association* midwinter convention. Rodeway Inn, Boise.

Also in January

Jan. 12—*Radio Advertising Bureau* co-op sales clinic. Plaza Inn International, Kansas City, Mo.

Jan. 12—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Dec. 15. FCC, Washington.

Jan. 13—*Hollywood Radio and Television Society* luncheon. Dinah Shore is speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Jan. 14—*New Jersey Broadcasters Association* midwinter managers conference. Livingston College (Rutgers University), New Brunswick. Contact: Arnold L. Zucker, Rutgers University.

Jan. 14—*New England Cable Television Association* winter meeting. Sheraton-Wayfarer Motor Inn, Manchester-Bedford, N.H.

Jan. 14—*Television Bureau of Advertising* regional co-op sales workshop. Colonnade hotel, Boston.

Jan. 14—*Radio Advertising Bureau* co-op sales clinic. Sheraton Airport, Denver.

Jan. 16—*Radio Advertising Bureau* co-op sales clinic. Marriott Airport, Minneapolis.

■ **Jan. 16**—Membership meeting of *Missouri Public Radio Association*. KCUR(FM) Kansas City, Mo.

Jan. 17—*Florida Association of Broadcasters* midwinter conference. Daytona Hilton hotel, Daytona.

Jan. 19-23—*National Association of Broadcasters* board meeting. Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.

Jan. 20—*Television Bureau of Advertising* regional co-op sales workshop. Dallas Hyatt House, Dallas.

Jan. 20-21—*Nebraska Broadcasters Association* banquet with state legislature and meeting. Nebraska Club, Lincoln.

Jan. 22—*Motion Picture Laboratories* mini-seminar on "The Film Laboratory." Holiday Inn, Tampa, Fla. Reservations: MPL, Box 1758, Memphis 38101 (no charge).

Jan. 22—*Television Bureau of Advertising* regional co-op sales workshop. Omni International, Atlanta.

Jan. 22-23—*Institute of Broadcasting Financial*

Management-Broadcast Credit Association quarterly board of directors meeting. Westgate Plaza, San Diego.

Jan. 22-24—*Alabama Broadcasters Association* winter conference. Hyatt House, Birmingham.

Jan. 23-24—*Society of Motion Picture and Television Engineers* 10th annual winter TV conference. Subjects will be television newsgathering and digital video with exhibits of all significant ENG and digital equipment. Sheraton-Southfield hotel, Detroit.

■ **Jan. 25**—Revised deadline (from Feb. 1) for entries in *Sigma Delta Chi Distinguished Service in Journalism Awards*. Nomination forms: The Society of Professional Journalists, SDX, 35 East Wacker Drive, Chicago 60601.

Jan. 26—*Radio Advertising Bureau* co-op sales clinic. Sheraton Renton, Seattle.

■ **Jan. 27**—*Broadcast Pioneers* presentation of Golden Mike Award to WNBC(AM) New York, honoring NBC-owned station on network's 50th anniversary. Hotel Pierre, New York.

Jan. 27—*Television Bureau of Advertising* regional

Major meetings

Jan. 11-13—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

Feb. 21-25—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleau hotel, Miami.

March 21-24—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

April 4-7—*National Cable Television Association* annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

June 3-5—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis.

June 15-20—*Broadcasters Promotion Association* 21st annual seminar, Statter-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

Sept. 12-16—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

Sept. 19-22—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

Nov. 9-11—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

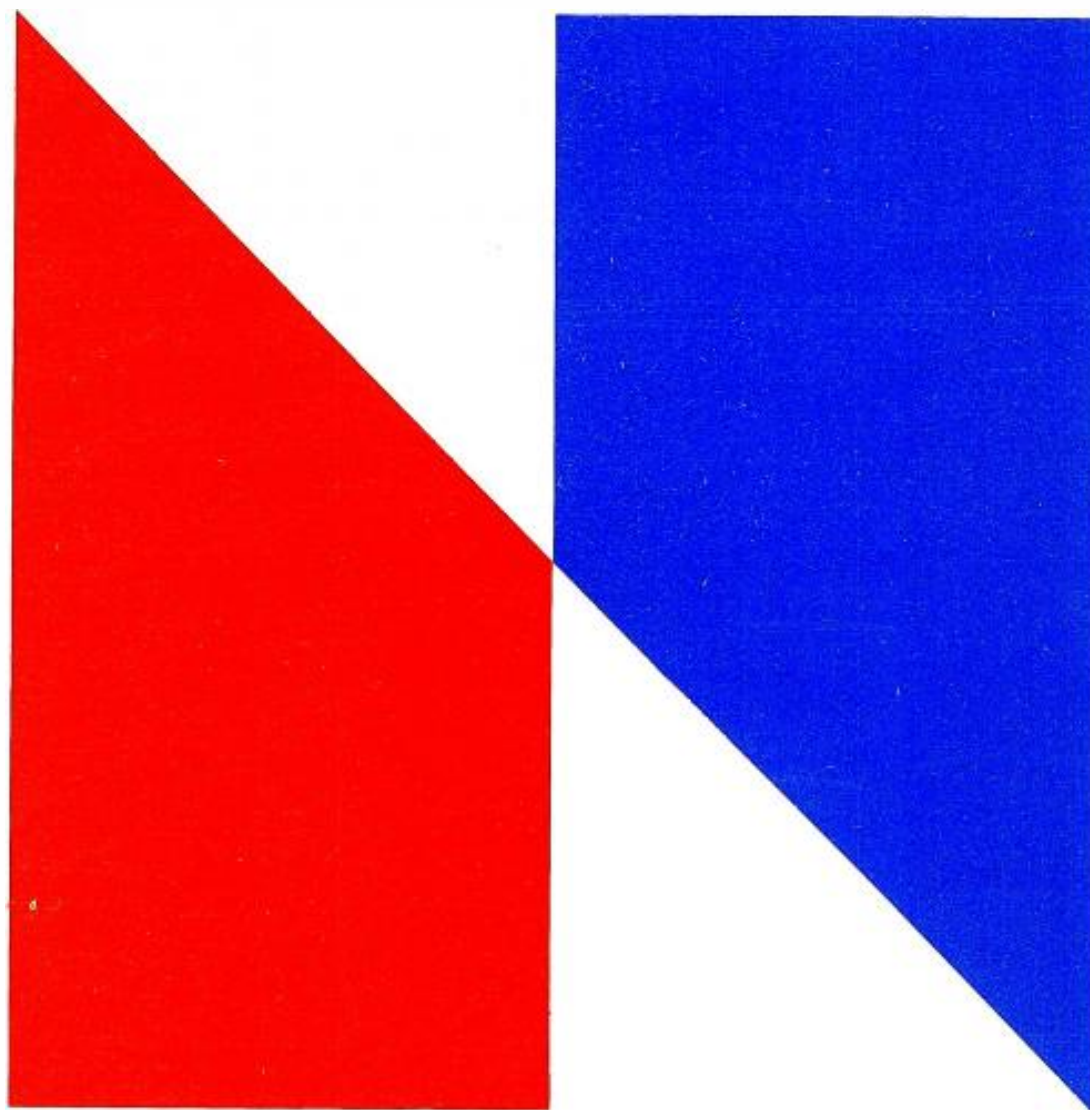
Nov. 14-17—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

This is the new symbol of NBC

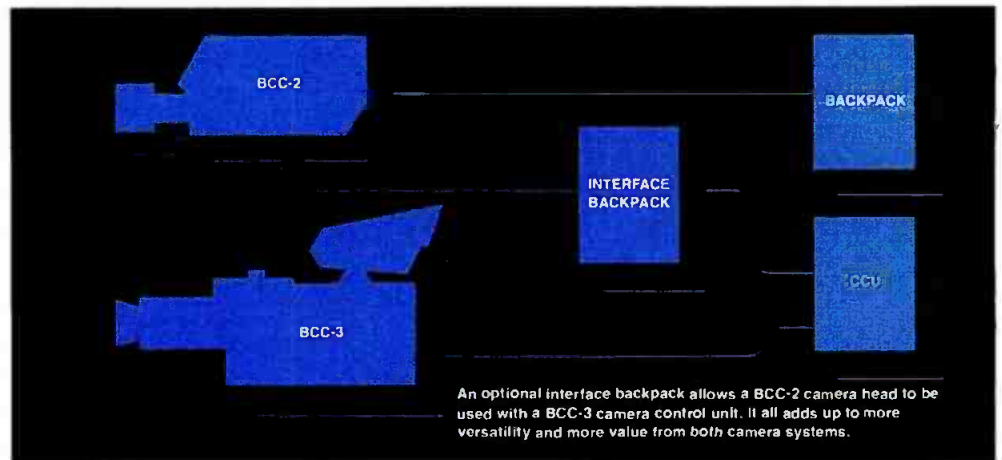
We're introducing it at the start of our 50th anniversary year. NBC invented network broadcasting in 1926 and, ever since, has pioneered broadcasting's major developments including both black-and-white and color television and many currently standard programming forms. But we're looking ahead, rather than at the past.

Our new symbol represents the NBC of the future, a new symbol as we enter a new half-century. Whatever the future brings, one factor that will remain constant is NBC's dedication to service in its field—a field as wide as man's need to be informed, to be entertained, and to feel a sense of community with others.



NBC

Ampex, the first announces the last wor



BCC-2 Portable Color Camera

Designed and built like our VTRs, this hand-held ENG/Field camera puts out a studio quality picture, yet the camera head weighs less than 16 pounds, including tiltable viewfinder and lens.

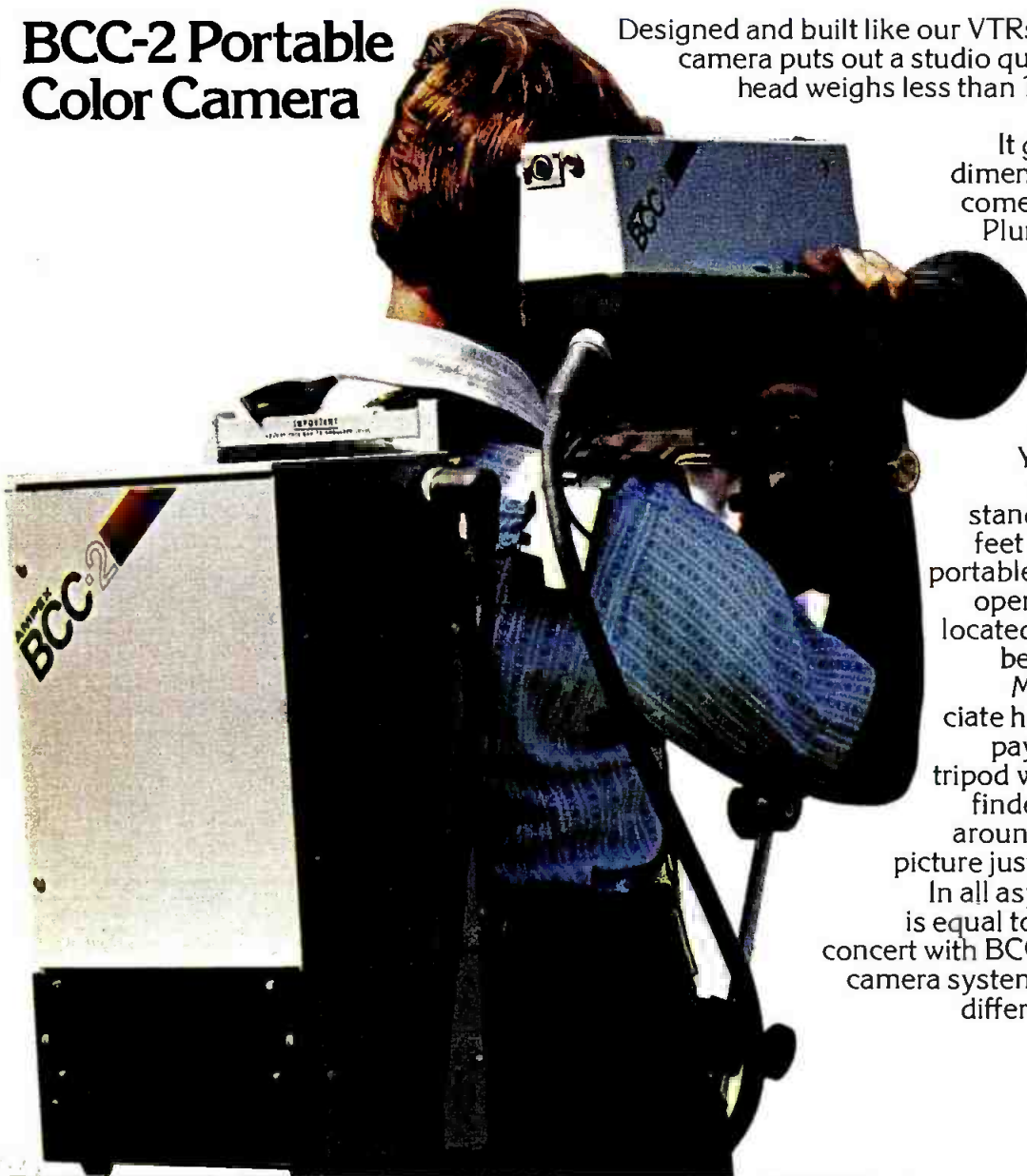
It gives your on-air look a new dimension in quality—quality that comes from features like three 1" Plumbicon* tubes, including an extended red. High sensitivity. Automatic iris and color balance. Modular maintenance accessibility.

And more.

You'll discover a new dimension in flexibility, too. Your operator is on the air, or tape, in 2 or 3 seconds from standby. He can work up to 1000 feet from the van, or hook into a portable VTR for complete, battery-operated mobility. Conveniently located camera controls put him in better command of the action.

Most important: you'll appreciate how BCC-2's versatility lets it pay for itself fast. Mount it on a tripod with an optional studio viewfinder, and you have an ideal all-around production camera, with a picture just as good as its big brothers.

In all aspects, BCC-2's performance is equal to that of full-size cameras. In concert with BCC-3, it can add depth to your camera system and help you handle many different production applications, indoors or out.



the word in VTRs, and in camera versatility.

Complete camera systems in themselves, BCC-2 and BCC-3 "mate" to give budget minded broadcasters a new dimension in ENG/Field and studio production

Meet the first camera in its class to successfully combine high quality engineering with a long list of big camera features you don't find in comparably priced cameras.

BCC-3 is a studio camera system that delivers a top quality picture at a medium price. You'll get three 1" Plumbicon* tubes, including an extended red. A unique optical system that cuts lag by 50%. Excellent registration. Superb signal to noise ratio. Adjustable masking to insure precise colorimetry match between cameras. Maintenance accessibility. And construction so rugged you can take BCC-3 out of the studio on location with complete confidence.

Also, you can integrate the BCC-2 portable camera into the BCC-3 system with an optional interface backpack. It ties BCC-2 to the CCU of the BCC-3, transforming a portable backpack recording unit into a versatile, sophisticated on-line camera. You'll enjoy the kind of picture control only a CCU can give—whether you're doing studio, field, or sports production.

If you're a budget-minded broadcaster, this new Ampex "building-block" team of BCC-3 and BCC-2 gives you unprecedented quality and flexibility. You'll get superb studio or remote production, true ENG/Field capability, and a high quality broadcast picture throughout.

All in step with any broadcaster's budget. For a demonstration, call your Ampex Broadcast Sales Engineer, or write: Ampex Corporation, Audio-Video Systems Division, 401 Broadway, Redwood City, California 94063.

*Trademark N.V. Philips

BCC-3 Color Studio Camera



AMPEX

Now KELO-tv gives your commercial more zing than ever on our new

**2,000
Ft. HIGH
TOWER**

One of the world's tallest structures. Equivalent to the height of a 200-story building. It weighs 459 tons (as much as 36 diesel locomotives). The antenna itself weighs 11,000 lbs. There are nearly 2,000,000 lbs. of concrete in the footings, which are sunk 50 ft. deep in solid bedrock. It would require some two hours to climb the tower's 1,910 ladder rungs. Ascension by elevator takes 20 minutes. The KELO tower combines with KELO-LAND's two satellite towers to bring your tv ad to viewers in more than 74,000 square miles of four states.

kelo-land tv

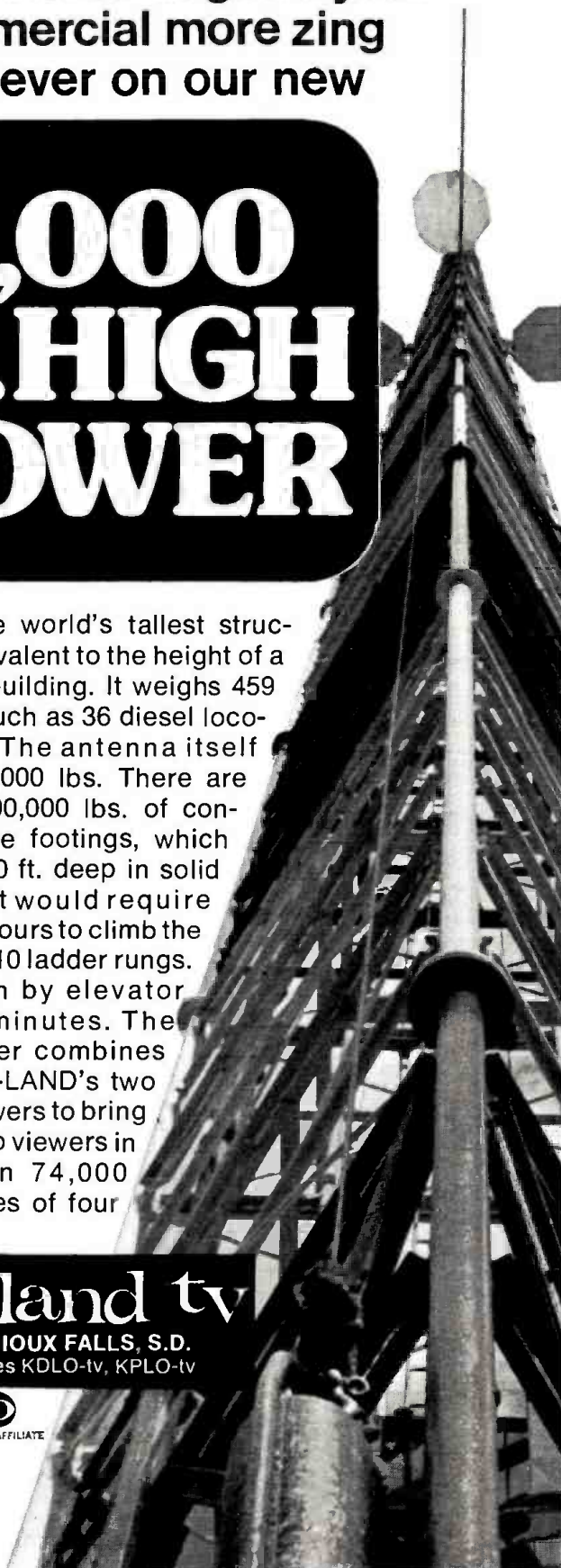
KELO-tv SIOUX FALLS, S.D.
and satellites KDLO-tv, KPLO-tv

Represented
nationally



by **HR**

In Minneapolis by
WAYNE EVANS



co-op sales workshop. Michigan Inn, Detroit.

Jan. 27—Radio Advertising Bureau co-op sales clinic. Sheraton Airport, Portland, Ore.

Jan. 27-29—Georgia Association of Broadcasters annual Radio-Television Institute. Speakers will include Fred Silverman, ABC; Elmer Lower, ABC; Frank Blair, formerly of NBC; C. Edward Little, Mutual; FCC Commissioner Benjamin Hooks and Jane Cohen, American Women in Radio and Television. Center for Continuing Education on the campus of the University of Georgia, Athens.

Jan. 29-31—Virginia Association of Broadcasters winter meeting. Speakers will include Vincent Wasilewski, president, National Association of Broadcasters; Barry Farber, syndicated talk show host; Herbert W. Hobler, WHWH(AM), Princeton, N.J., and Richard Roden, Washington law firm of Hogan & Hartson. The Cascades, Williamsburg.

Jan. 29—Television Bureau of Advertising regional co-op sales workshop. Stouffers, Cincinnati.

Jan. 29—Radio Advertising Bureau co-op sales clinic. Airport Hilton, San Francisco.

Jan. 30—Deadline for entries for *Janus Awards*, presented annually to commercial radio and TV stations and networks for excellence in financial news programming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

Jan. 30—Deadline for entries in eighth annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Television and radio are two of the six categories. Contact: Robert F. Kennedy Journalism Awards Committee, 1035 30th Street, N.W., Washington 20007; (202)338-7444.

Jan. 30—Radio Advertising Bureau co-op sales clinic. Holiday Inn, International Airport, Los Angeles.

■ **Jan. 30-Feb. 1—Twenty-fourth annual Retail Advertising Conference.** Drake hotel, Chicago.

Jan. 31—Northern California chapter of the *The Society of Cable Television Engineers* winter meeting and technical seminar. Technical presentation will be "CATV Signal Propagation, How and Why," presented by Professor Richard Adler. Ingersoll Hall, U.S. Naval Post Graduate School, Monterey, Calif.

February

Feb. 1-3—California Broadcasters Association winter convention. Newporter Inn, Newport Beach.

Feb. 3—Television Bureau of Advertising regional co-op sales workshop. Hyatt Regency, San Francisco.

Feb. 5—Television Bureau of Advertising regional co-op sales workshop. Wilshire Hyatt House, Los Angeles.

Feb. 5-6—Society of Cable Television Engineers and Philadelphia chapter of *Institute of Electrical and Electronics Engineers* conference on CATV reliability. Luncheon speakers will include Elmer C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau, FCC. Holiday Inn, City-Line, Philadelphia. Registration: James Herman, Jerrold Electronics, 200 Wilmer Road, Horsham, Pa. 19044.

■ **Feb. 6-8—Oklahoma Broadcasters Association** winter meeting. University of Tulsa and Camelot Inn, Tulsa.

Feb. 8-12—Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 9—Radio Advertising Bureau co-op sales clinic. Sheraton Jetport, Orlando, Fla.

Feb. 10—Television Bureau of Advertising regional co-op sales workshop. Royal Sheraton, Kansas City, Mo.

Feb. 10—Radio Advertising Bureau co-op sales clinic. Sheraton Airport, Atlanta.

Feb. 10-11—Wisconsin Broadcasters Association midwinter convention. The Concourse, Madison. Terry Shockley, WKOW-TV Madison, is chairman.

Feb. 11—Ohio Association of Broadcasters sales workshop. Bowling Green State University Union, Bowling Green.

■ **Feb. 12—Southern Baptists Radio and Television**

The "Groups" Are Signing Up ...And They Know What They're Doing

Managements of Broadcast Groups have to know *plenty*. Especially how to attract audiences and provide listener service.

And radio stations under Group umbrellas have been notable for the speed they've shown in subscribing to NBC News & Information Service. As well as for enthusiasm *after* they've signed up.

They—and other subscribing stations—are our best salesman. We suggest you call a few. Find out first hand how NIS works for them.

They know something, all right. And so should you.

Here's the list of Groups with NIS subscribers:

Amaturo Group, Inc.
ASI Communications, Inc.
Buckley Broadcasting Corp.
Dellar Broadcasting
Guy Gannett Broadcasting Services Inc.
Great Trails Broadcasting Corp.
Merv Griffin Group Radio
Hearst Stations
Lotus Communications Corp.
Maine Broadcasting System*
McClatchy Broadcasting Stations*
Multimedia Broadcasting Co.
Plantation Radio, Inc.
R. W. Rounsaville Stations
Rust Communications Group*
Starr Broadcasting Group Inc.
Taft Broadcasting Co.
Welcome Radio Inc.

*Two NIS-subscribing stations.

For the full story, call Chuck Renwick (Director of License Relations), John Barry, Jerry Coffin, Diane Blumenthal or George Balchun at (212) 247-8300.



Commission seventh annual Abe Lincoln Awards. Arthur R. Taylor, president of CBS, will be featured speaker. Distinguished Communications Medal will be conferred on late Edward R. Murrow. Distinguished Communications Recognition Awards will be given Mr. Taylor and Sol Taishoff, editor of BROADCASTING. Tarrant County Convention Center, Fort Worth.

Feb. 12—Radio Advertising Bureau co-op sales clinic. Holiday Inn, Airport, New Orleans.

Feb. 12-14—Colorado Broadcasters Association winter convention. Stouffer's Denver Inn, Denver.

Feb. 12-14—South Carolina Broadcasters Association winter convention. Former California Governor Ronald Reagan will be speaker at the Friday banquet. Holiday Inn, Florence.

Feb. 13—Radio Advertising Bureau co-op sales clinic. Inn of the Six Flags, Dallas.

Feb. 16-17—North Central Cable Television Association annual spring meeting. Madison Hilton, Madison, Wis.

■ **Feb. 20—North Carolina Farm Press, Radio and TV Institute of N.C. Farm Writers and Broadcasters Association.** Sheraton-Crabtree, Raleigh.

Feb. 21-25—National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Derk Zimmerman, KBHK-TV San Francisco, is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

Feb. 22-25—Bicentennial combined conventions of the National Association of Evangelicals and the National Religious Broadcasters. Shoreham Americana hotel, Washington.

Feb. 23—Deadline for entries in 12th annual Armstrong Awards program for excellence and originality in FM broadcasting. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

Feb. 23—Radio Advertising Bureau co-op sales clinic. Sheraton LaGuardia, New York.

Feb. 24—Radio Advertising Bureau co-op sales clinic. Colonnade, Boston.

■ **Feb. 24-25—Association of National Advertisers** TV workshop. Program chairmen: Harry Way, Colgate-Palmolive, and Peter Spengler, Bristol-Myers. Plaza hotel, New York.

Feb. 26—Radio Advertising Bureau co-op sales clinic. Hilton Inn, Greensboro, N.C.

Feb. 27—Radio Advertising Bureau co-op sales clinic. Marriott, Key Bridge, Washington.

Feb. 27-29—Board of trustees meeting, Educational Foundation of American Women in Radio and Television. Watergate hotel, Washington.

Feb. 27-29—Arkansas Broadcasters Association winter convention. Mount Aire motel, Eureka Springs.

March

March 1—Deadline for radio and television entries in 19th annual competition for Gavel Awards of the American Bar Association for programing "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

March 1—Radio Advertising Bureau co-op sales clinic. Quality Inns Tower, Cincinnati.

March 3—Radio Advertising Bureau co-op sales clinic. Hyatt O'Hare-Regency, Chicago.

March 5—Radio Advertising Bureau co-op sales clinic. Hyatt Regency, Dearborn, Mich. (Detroit).

March 5-7—Board of directors meeting, American

Women in Radio and Television. Sheraton, Scottsdale, Ariz.

March 7-9—Ohio Cable Television Association annual convention. Marriott Inn, Columbus.

March 7-10—Data Communications Corp., BIAS seminar. Hyatt Regency hotel, Memphis.

March 15—Public Radio Conference for noncommercial public radio professionals, sponsored by the Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio. Statler Hilton hotel, Washington.

■ **March 17-20—Alpha Epsilon Rho The National Honorary Broadcasting Society,** 34th annual convention. Pick-Congress hotel, Chicago. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

March 19-20—Armed Forces Radio and Television Service annual worldwide conference. Convention Center, Chicago.

March 21-24—National Association of Broadcasters annual convention. Chicago.

March 26-29—Eighth annual international conference of the International Industrial Television Association. Sheraton-Anaheim hotel, Anaheim, Calif.

March 31—Council of Churches of the City of New York 12th annual broadcast awards luncheon. Americana hotel, New York.

April

April 4-7—National Cable Television Association annual convention. Convention Center, Dallas.

April 9 or 10—Tentative date for President Ford's keynote address on "Press, Freedom and Public Policy" to region 2 meeting of *Sigma Delta Chi*. CBS correspondent Walter Cronkite is to respond to the President's remarks. University of Maryland Adult Educational Center, College Park.

April 12—Presentation of Janus Awards, designed to recognize excellence in financial news programing, at Mortgage Bankers Association of America national conference. Washington.

April 12—Florida Association of Broadcasters and University of Florida College of Journalism & Communications 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF, Gainesville.

April 22-23—Institute of Broadcasting Financial Management-Broadcast Credit Association quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

April 24—Sigma Delta Chi. annual Distinguished Service Awards banquet. Rochester, N.Y.

April 25-27—Chamber of Commerce of the United States 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

■ **April 29-30—Minnesota Broadcasters Association** spring meeting. L'hotel Sofitel, Minneapolis.

May

May 3-5—National Association of Broadcasters annual conference for state broadcast association presidents and executive directors. Mayflower hotel, Washington.

May 5-9—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia.

May 13-14—Ohio Association of Broadcasters spring convention. Sawmill Creek, Huron.

May 20-22—Iowa Broadcasters Association management conference. Des Moines.

May 27-30—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

May 27-June 5—Prix Jeunesse International, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

Doubleday
Media
Offers:

AM-FM SOUTH- EASTERN SEABOARD

Regional Managers

Bob Dalchau
214-233-4334
Dallas

Neil Sargent
602-264-7459
Phoenix

Don Malcolm
214-324-4231
Dallas

Profitable, major market full-time AM plus Class C FM. New equipment with outstanding studio and production facilities.

Fabulous growth potential.

Terms if desired.

Call Bob Dalchau (214) 233-4334



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties

RED, WHITE & NEWS



At KY 3 we have a motto: **GET INVOLVED**

And we do become deeply involved in affairs such as our nation's Bicentennial and events affecting our city and the Southwest Missouri/Northwest Arkansas viewing area. We dig for news concerning those who depend on us to keep them aware. Sometimes the news is depressing; often, it is heartwarming and encouraging, but always it is the KY-3 News — honest, straightforward and factual.

In the Ozarks the majority of people look to KY-3 for news. That's the best reward we could ever receive for good broadcast journalism. We're working hard to keep that trust.



KY 3 TV

SPRINGFIELD, MISSOURI

It happened last year. Problems of energy, sludge, and socialized medicine drew more viewers than any regularly scheduled weekend sports programming. "60 Minutes"—television's thought-leader magazine—engaged the minds of almost a third of the audience for its time period.

"60 Minutes" is an upset winner in role as well as in ratings: a journal of urgent issues, reporter on the human condition, gadfly of people in charge. Its audience becomes a commission of inquiry to make its own judgments.

"60 Minutes" takes its character from its co-editors, Mike Wallace and Morley Safer, and its executive producer, Don Hewitt. They're sixth-sense publishers and innovative journalists.

Week after week, they report up a storm. With adroit use of the question and camera, they concentrate volumes of documentation within the sweep of their stopwatch second hand. It's not surprising that the awards they've won could fill a gallery. And the program is now joined—with all his probing insight into national affairs—by veteran correspondent Dan Rather.

Before you see the headlines, "60 Minutes" uncovers the stories. It helps viewers think knowingly about problems before the problems become crises. With an audience exceeding that of any other information program on television, it has emerged as a leading force for people's involvement in shaping tomorrow's world.

Source: Estimates based on Nielsen Television Index. Average audience households and shares January-October, 1975; viewers per tuning household January-February, April-May, July, and September-October, 1975, projected against households. Subject to qualifications available upon request.

HOW CEREBRAL WON OUT OVER PHYSICAL— IN 60 MINUTES



CBS NEWS

Top of the Week

Biggest year in the bank; bigger one seen starting

Outlook for broadcasting in 1976 is called cloudless by forecasters; main problem: holding costs down

Economic and general business projections for broadcasting in 1976 agree that TV and radio revenues should again reach record proportions.

With the general recession receding into history and the economy on the rise, forecasters appear unanimous in the belief that 1976 will add further gains to broadcasting's strong performance in 1975. The prospect is further brightened by an expected shortage of time for sale, especially in television, resulting from a surge of political advertising in a presidential election year, plus extensive and already-sold-out coverage of the Olympics games on ABC-TV.

Each forecaster has his own idea of how much the gains will amount to, but for the most part the projections do not vary much from those offered by Richard P. Doherty, a business-cycle economist well known in broadcasting. Mr. Doherty estimates that broadcast revenues rose almost 9% in 1975 despite the recession and should gain that much and maybe a little more—9%-11%—in the convalescent economy of 1976.

A recent survey by Standard & Poor's Corp., by comparison, projected a 10%-12% increase for TV in 1976 on top of an 8%-9% rise in 1975. The study, reported in S&P's *Industry Surveys*, suggested the networks' profits may be less than normal, however, because of extraordinary program costs in covering the Bicentennial, the elections and the Olympics.

For newspapers, the S&P report anticipated a 10% gain in revenues as compared with 4% estimated for 1975. For magazines it projected an 8%-10% rise after a 1% decline in 1975.

Over-all the study anticipated advertising revenues of about \$32 billion in 1976 for a gain of more than 10%. "Unlike 1975's advance, which largely reflected

higher media rates," the report said, "1976 ad billings should outpace the rate of price inflation, as a number of positive forces are converging to make 1976 a banner year."

Wall Street specialists are on record with TV forecasts in the same range or somewhat higher, while Dr. David Blank, vice president and chief economist of CBS Inc., has predicted 1976 gains of 9% for network TV, 10% for national spot TV and 12%-14% for local TV (BROADCASTING, Nov. 24, 1975).

Roger D. Rice, president of the Television Bureau of Advertising, is looking for a TV rise of close to 12%. Miles David, president of the Radio Advertising Bureau, anticipates an increase for radio in the 7%-10% range.

Big advertising agencies appear to be generally optimistic, though in varying degrees. The so-called official reading on them probably won't be available until February. That's when the American Association of Advertising Agencies expects to make its annual poll of the 30 largest agencies to get their views on 1976.

Whether it sheds any light on their appraisal of 1976 or not, the AAAA recently polled the 30 on their 1975 results and learned that more than half (60%) had higher billings than in 1974 but less than half (43%) had higher profits. Asked about 1975 billings, 18 agencies said they were up, four said they were about even with 1974 and eight said they were down from 1974. Asked about dollar profits, 13 reported up, five about even and 12 down.

For Mr. Doherty, who owns and operates Television Radio Management Corp., Dennis, Mass., 1975 was a year that bore out his predictions for it, taking broadcast

revenues to all-time highs despite a net decline in the general economy, and also underscored a long-term trend.

"The historical fact," he said, "is that the broadcasting industry has experienced both a basically stronger revenue growth trend than has the nation's total economy, and far more resistance to recessions than has the total economy. Actually, over the past 40 years there has only been one year when radio and/or TV advertising failed to experience a successive year-to-year expansion [1971, the year the broadcast media lost cigarette advertising]."

"Security analysts commonly classify various industries as 'growth industries.' But to our knowledge very few have properly recognized that the broadcasting industry is one of the few major 'growth' actualities with a consistent sales growth trend and with little cyclical effects. Over the past 30-40 years this has been a historical fact."

Mr. Doherty forecast for 1976 as compared with 1975:

- Total radio-TV revenues up 9%-11%.
- Total AM station revenues to rise by 6.5% to 7%, approximating 1975's gain rate but with local sales rising at a faster rate than national spot.
- Independent FM stations to boost revenues by 25% to 27%, with 60% of those stations to show a net taxable profit as compared with 40.3% reported profitable by the FCC for 1974.
- TV station revenues to increase by no less than 10% and possibly by 12%.
- National spot TV sales to rise by 9%-10%.
- Local TV sales advancing by about 12% but with market-to-market variations smaller than the 1975 spread, which he said ranged from a loss of 1% to a gain of 21%.

Mr. Doherty said the profit-and-loss challenge to station management "is to control 1976 operating expenses—especially payroll expenses." He suggested that the average station try to hold payroll increases to 7%-8% maximum.

"The great majority of both radio and TV stations are not unionized, which removes the pressure of 'strike negotiations' on wage-salary scales," he said. "From my long broadcast labor experience, extending back to 1946, I contend that most radio and TV stations can win a workable compromise, in practically all contract negotiations, if management is effective and resolute."

He excepted network O&O's from this view "because the networks are, unfortunately, bound within a conflicting multiplicity of union contracts both for

Candidate. The Tournament of Roses Association had to stage its annual New Year's Day parade in Pasadena, Calif., last week without the presidential hype on which it had planned. The association had even obtained White House agreement to a taped message by President Ford celebrating both the tournament and the start of the Bicentennial year. But the FCC, on Dec. 22, rejected a request from the association's public relations firm, Harsho-Rotman & Druck, that the broadcast of such a message be ruled a bona fide news event and thus exempt from the equal-time law. The networks, apparently anticipating that ruling, had notified the White House on the same day that they would not carry the message.

**A NEW
CHALLENGING, STAR-STUDDED AUDIENCE
PARTICIPATION SERIES**

the CROSS=WITS

**HOSTED BY JACK CLARK WITH
TOP HOLLYWOOD CELEBRITIES AND
CONTESTANTS COMPETING TO
SOLVE THE PUZZLE**

**PREMIERE WEEK - NEW YORK CITY
ON WNEW-TV 5**

50%

**IMPROVEMENT IN RATINGS AND SHARE*
OVER SAME TIME PERIOD THE PREVIOUS WEEK**

ALREADY SOLD IN 21 MARKETS

**WNEW-TV New York
WTTG Washington D.C.
KRON-TV San Francisco
WTEN-TV Albany, N.Y.
KBTX-TV Denver
WPRI-TV Providence
WGAN-TV Portland, Me.
WTVT-TV Tampa
WTVR-TV Norfolk
WHIO-TV Dayton
WTGN-TV Minneapolis-St. Paul**

**KTTV Los Angeles
WXIX-TV Cincinnati
KTAR-TV Phoenix
WNYS-TV Syracuse
WVNB-TV Hartford
WBEN-TV Buffalo
KLAS-TV Las Vegas
WXEX-TV Richmond
KING-TV Seattle
WBRE-TV Wilkes-Barre**

**Produced By
RALPH EDWARDS
IN ASSOCIATION WITH
METROMEDIA, INC**

VARIETY

Wednesday, December 17, 1975

Syndie Reviews

THE CROSS-WITS

With Jack Clark (host), Bill Daily, Lynda Day George, Joyce Brothers, Jonathan Harris
Supplier: Ralph Edwards Prods. (Metromedia Producers Corp.)

Exec Producer: Edwards
Producer: Ray Horl
Director: Richard Gottlieb
Writer: Jerry Payne
30 Mins., Mon.-Fri., 8 p.m.
WNEW-TV New York

The first new syndicated game-show strip since "Dealer's Choice" and "Diamond Head" (it replaced "Choice" on the WNEW-TV time slot), "The Cross-Wits" looks like it might have the legs to be around for quite a while.

... of crossword puzzle interconnecting words, played by two teams of three players (two celebs and one civilian). Winner of the contest gets to take a whack at another "crossfire" testing, assisted by one celeb of his choice, and if all 10 words are correctly chosen in 60 seconds, wins a trip to Paris.

So much for the boodle. As unspooled in its debut show Monday (15), the show had enough curiosity-value to involve viewers in matching their wits against the contestants — with the two non-pros playing the game better than the celeb guests. Set is eye-catching and functional, with the neon pinball machine effects that seem to be the current gameshow rage. —*Bok.*



the WITS CROSS



METROMEDIA PRODUCERS CORPORATION

485 LEXINGTON AVENUE, NEW YORK, NEW YORK 10017 • TEL (212) 682-9100 CABLE METPROEAST

CALL, WIRE OR WRITE WHILE "THE CROSS-WITS"
IS STILL AVAILABLE IN YOUR MARKET

In 1975 Mutual Radio Delivered Over 13,000 News Inserts, In Addition To It's 19,500 Newscasts.

Many Of Them were FIRST's In News Reporting.

 **EMPEROR OF JAPAN** will visit the US, Mutual announced the date of the visit . . . FIRST!

 **CIA ATTEMPTS** to raise sunken Soviet submarine in the Pacific, and Mutual's Jack Anderson reported it . . . FIRST.

 **PATTY HEARST** is apprehended by the FBI. Mutual was FIRST with the story.

 **GOVERNOR GEORGE WALLACE** discloses plans to run for President in 1976, Mutual disclosed it . . . FIRST.

 **CALIFORNIA GOVERNOR RONALD REAGAN** discloses his plans to enter GOP Presidential contest, Mutual reported it . . . FIRST.

 **CIA PLOTTED POLITICAL ASSASSINATIONS**, Mutual told the world . . . FIRST.

 **WATERGATE PROSECUTORS** consider criminal indictment of former President Nixon at the time of pardon from Gerald Ford, and Mutual again had the story . . . FIRST.

**Doesn't
It Figure
MUTUAL Will
Be There First
With The Important
News Stories In**

1976 . . . *perhaps the most important news year in our nation's 200 year history?*

 **1976 - EXPANDED VERSION of REPORTERS ROUNDUP:** Nation's only network news forum where the audience is the reporter.  **1976 - CAMPAIGN**

TRAIL: Daily coverage of the major candidates for the 1976 Presidential Nominations.

 **1976 - PRIMARIES:** Results and reactions at every important State primary coast to coast.  **1976 - CONVENTIONS:** Live gavel to gavel coverage of the

Democratic and Republican National Conventions from New York and Kansas City.

 **1976 - COMPLETE PRESIDENTIAL CAMPAIGN COVERAGE:** Major candidates are followed as they travel throughout the US.  **1976 - ELECTION**

NIGHT: Continuous live reporting of the results as they are tabulated from the precincts throughout the US and reactions from each candidate's headquarters.

MUTUAL IS READY IN 76★. . . ARE YOU?



mutual broadcasting system

Contact Gary J. Worth, Executive Vice President, Mutual Broadcasting System, Inc., for details on a Mutual affiliation! (202) 785-6388.

World Headquarters: World Center Building • 918 16th Street, N.W., Washington, D.C. • (202) 785-6300

their networks and their O&O stations."

While holding costs down is the major P&L challenge, Mr. Doherty said, advertising that now goes into newspapers furnishes the main revenue-sales challenge. "Despite the effectiveness of radio and TV," he said, "newspapers still garner nearly 60% of all local advertising."

Mr. Doherty offered his forecasts against the background of a "highly creditable" 1975 performance in which TV and radio showed gains despite an over-all decline of about 3% in gross national product and a 9% fall in industrial production. He said his annual survey of a cross-section of stations led him to these conclusions regarding 1975 results:

- Total radio-TV revenues climbed by almost 9% above 1974 levels.

- AM radio station revenues increased about 7%.

- AM local revenues rose about 6.5%, but "because of diverse geographic economic conditions" variations between markets ranged from plus-28% to minus-3%.

- AM national spot advanced by about 7%, but with station-to-station variations ranging from plus-37% to minus-44%.

- Independent FM station revenues rose 27% to 32%.

- TV station revenues increased by 9.5%-10%.

- National spot TV rose 9%, much better than most people expected and slightly better than the 8.8% gain that FCC showed for 1974.

- Local TV advanced about 10%, with a market-to-market spread from plus-21% to minus-1%.

Mr. Doherty said he expects the general economy this year to show "a positive cyclical gain in the order of 5.5% to 6% in 'real' GNP as corrected for inflation, with industrial production rising by 8%-9% while retail sales advance by at least 7%-8%—with automobiles and durable goods advancing by something approximating 15%. Unless inflation is reheated, the forward 1976 gains should provide momentum into 1977."

FCC wants to know if it belongs in the business of format changes

Commission begins inquiry into regulatory dilemma forced on it by the courts; agency will look at public interest, First Amendment

The FCC has put on the record its doubts as to the wisdom and constitutionality of the policy the courts are imposing on it in the format-change cases that have come before them ("Closed Circuit," Dec. 22). The agency has issued a notice of inquiry into the subjects.

But Commissioner Glen O. Robinson,

Unjammed. The FCC's issuance of a notice of inquiry into entertainment-format changes broke loose two long-pending transfer cases involving format changes. One involved the \$3.6 million sale of WKCY(AM) Cincinnati from Post-Newsweek Stations to Truth Publishing. The commission rejected the protests of 1,200 letter writers complaining about Truth's proposal to change the station's format from beautiful music to country and western. The commission said WKCY's present format was not unique, that five other radio stations in the area broadcast similar formats. The other sale—for \$1.2 million—involved the transfer of KKOA(AM)-KEZT(FM) Dallas to Service Broadcasting Corp. The commission found no merit in several issues raised in opposition to the sale, including a proposed format change, by KNOK Broadcasting Co., licensee of KNOK-AM-FM Fort Worth.

in a separate statement containing language less restrained than that in the commission's notice, made it clear he has no doubts: To him, the policy is both unwise and unconstitutional.

Indeed, Mr. Robinson pictured the FCC driven by the logic of the court decisions to take a kind of Big Brother role in the allocation of formats among all stations on a market-by-market basis—a conclusion likely to arouse a broadcast industry that Commissioner Robinson feels has yet to perceive the First Amendment problem he does in the court decisions on format changes.

The decisions, all of them involving station sales, began in 1970, when the U.S. Court of Appeals in Washington said the commission erred in approving the sale of WGKA(AM) Atlanta without a hearing despite the objections of local citizens over the buyer's proposal to abandon the station's classical music format.

The most recent decision—and the one most troubling to the commission—involved the same court's reversal of the commission's approval without a hearing of the sale of WEFM(FM) Chicago. Again, the issue was the proposal of the buyer to abandon the station's classical-music format.

Essentially, the cases hinged on the protesters' allegation that the market would be losing a unique service. And the court, in the WEFM case, rejected the commission's contention that the marketplace should be allowed to allocate formats. The court said there is "a public interest in a diversity of broadcast entertainment formats" that the commission must serve, even if it cannot at the same time "pursue a policy of free competition."

The commission, in its notice of inquiry, made it clear it felt the First Amendment was at issue, though without flatly saying the kind of program supervision being required would violate the ban on interference with freedom of speech and the press. It said that of all areas of constitutional law, the First Amendment is one "where intrusions are most assiduously to be avoided" and that, as a result, the commission for the more than 40 years of its existence had allowed broadcast applicants to select their own formats. But in the present controversy, it said, it is being required to substitute its judgment "for that of the applicant on the most subjective grounds imaginable without any clear danger to the public interest."

The commission also said it was troubled by the practical aspects of the problem. It said that the court "may have

an overly optimistic view of what can realistically be achieved through government regulation" and that the course it has charted may lead "only to expense, delay and stagnation, with no assurance that a decision finally reached by the commission would in any sense be superior to (or more in the public interest than) that favored by the marketplace."

The commission said it was for that reason that it was initiating the inquiry "to examine whether the commission should play any role in dictating the selection of entertainment formats." When should the commission become involved in format changes? What burdens should be put on members of the public to demonstrate that a unique format is being abandoned? Is the maximization of formats in the public interest? These are among the questions posed in the notice.

Commissioner Robinson, in his statement, also cited the difficulty of distinguishing among formats. He noted that "questions of pacing and style, the personalities of on-the-air talent . . . all contribute to those fugitive values that radio people call a station's 'sound' and that citizens' groups (and, alas, appellate judges) call format." It follows, then, he said, that by the court's subjective standards—it said it knows a distinctive sound when it hears one—"any format is unique, from which it follows, all must be preserved."

But that is not the only problem the commissioner sees with the court's reasoning. He said it seems "unthinkable" that the consequences of the court's holding should fall only on licensees who are seeking to buy stations. Fair play and equal protection would seem to require the commission to undertake market-by-market allocation proceedings aimed at determining what formats each community required, he said, "together with which station would be allowed to use which format."

And to Commissioner Robinson, that route leads to a clear violation of the Constitution. There is no question here of the "conventional slippery slope" leading to a First Amendment violation, the commissioner said. For if the commission is to avoid the "unthinkable" alternatives of ignoring the court's mandate and of allowing its full weight to fall on an occasional transfer applicant, "we shall have to pitch ourselves headfirst off the slippery slope into the hitherto untrespassed-upon valley of comprehensive control."

FCC Chairman Richard E. Wiley made clear his opposition to the system he saw

court decisions creating. A station with a successful format would benefit from what would be, in effect, a government-managed cartel, "with the station protected against competitive entry." Furthermore, he said, while a competitive system will not accommodate every minority taste, "it seems to be the only means of preserving an essential flexibility in radio broadcasting, and it will free the FCC from the fruitless task of adjudicating endless and bitter disputes among broadcasters."

Ford lauds role of radio-TV

But he sees new technologies enhancing public 'participation'; Bicentennial's Warner pleased by broadcast support

President Ford has issued a Bicentennial message acknowledging the broadcasting industry's role in "extending and enhancing the process of free and open expression" in America, and saluting broadcasting as being "at the very heart of the strong and healthy freedom of expression we cherish as Americans."

The President, who issued the message in connection with BROADCASTING's special issue on broadcast journalism (see page 45), traced the development and expansion of the right of free expression—the right "to challenge the status quo"—from colonial times and the primitive means of communication then in use through the emergence of radio and television, and then looked ahead to the capability for expanding "the ability to communicate with each other still further" that developing technology is making possible.

Radio and television "made us a nation of eyewitnesses to the news," he said. And now, technological advances promise

to, "and in some cases already do, increase access to, and choices for, information and entertainment services and invite our direct participation in the use of media." A White House aide said this last was a reference to technological advances, ranging from cable television to storage-retrieval that computers make possible, which increase the public's access to and choice of material that would entertain or inform.

But it is "the freedom to inform, to educate and to dissent" on which "our society and system of government thrive," the President said, adding: "This freedom carries with it many heavy responsibilities and challenges. On this occasion, I join a proud and grateful nation in saluting an industry that is at the very heart of the strong and healthy freedom of expression we cherish as Americans."

Another salute came from John W. Warner, administrator of the American Revolution Bicentennial Administration. "Our free communications systems stem from the freedoms guaranteed by the First Amendment . . .," he wrote to Sol Taishoff, BROADCASTING editor (see page 99), "Most certainly, the broadcast community is in the vanguard protecting these cherished freedoms." Mr. Warner also gave special thanks to "both radio and television station managements for their splendid support of ARBA's public service efforts."

Cables have option to bring in more news

Cable systems may now carry the network news of stations not normally carried if no other regularly-carried station is broadcasting local news at the same time. An amendment to FCC rules allows cable systems to import different network news feeds. The commission had previously

considered the different feeds to be, in effect, the same show, and allowed the carriage of only one. The action, the FCC said, allows viewers to have access to late-breaking stories and technical corrections not available in earlier feeds and is in keeping with "the broad national policy of diversity in news programming." Network news cannot be imported if there is local news at the same time since, the commission said, "additional news competition . . . could tend to discourage the production and broadcast of local news."

Still, an improvement

National Press Club study cites better White House-media relations under Ford, but says there's room for betterment

White House relations with the news media have undergone a substantial improvement since the days of President Nixon, but there is still considerable room for improvement, particularly in the office of the White House news secretary, Ronald Nessen.

Those are among the principal findings of the National Press Club's Professional Relations Committee, following an eight-month study of White House-news media relations under President Ford.

The same committee concluded a similar study in 1973 with the observation that the Nixon administration engaged in an "unprecedented" effort to manage the news and discredit the press.

The days described in that study are over, according to the report, which gives President Ford much of the credit for the improved atmosphere. For one thing, it cites his willingness to meet the press: 23 news conferences in 16 months.

However, the report said that the President "has not always operated with the 'openness and candor' which he promised the American people the day he took office. Without admitting he is refusing to answer tough questions, he has spurned legitimate inquiries at press conferences by reverting to prepared and inadequate statements."

But some of the sharpest criticism is reserved for Mr. Ford's news secretary, especially for his handling for foreign policy questions. The report said Mr. Nessen, "who has consistently had grave problems with foreign affairs, plunged to his nadir on the recent China trip. . . ."

The report suggested that Mr. Nessen's problems in dealing with foreign affairs matters may not be entirely of his own making, saying that it stems from Secretary of State Henry Kissinger's "penchant for secrecy."

Mr. Nessen was also faulted for being inadequately informed in other areas as well. But again, the report suggests, others higher in the administration may be at the core of Mr. Nessen's problem. The report says many reporters point to Donald Rumsfeld, the White House chief of staff until he was appointed Secretary of Defense in November.

Headliners



Young



Martin



Membrado



Grossman



Nielsen

Adam Young, president of television station representative firm bearing his name, becomes chairman as well as chief executive. **Frank Martin**, former president of John Blair & Co. and since last July executive VP of Adam Young Inc., moves up to president, and **Michael T. Membrado**, president of Katz Television from 1970 to 1974, joins Young firm as executive VP. ■ **Lawrence K. Grossman**, head of his own New York advertising agency, expected to be confirmed this week by board as president of Public Broadcasting Service. His firm has been PBS agency. Mr. Grossman will withdraw from Forum Communications Inc., which has been challenging WPIX(TV) New York for its channel 11. ■ **A.C. Nielsen Jr.**, president of A.C. Nielsen Co., New York, elected chairman of board, succeeding his father who will continue as chairman of executive committee.

FTC's Engman, on departure, decries excessive regulation

He also sees FTC intervening at FCC on antitrust grounds

The last week of 1975 was a particularly appropriate time for Lewis A. Engman to look back, for he was in his final days of his almost-three-year tenure as chairman of the Federal Trade Commission. So he called a news conference on Monday to review that service.

He was, he said in answer to questions, particularly proud of the agency's "move toward greater openness" in the way it does its business and of its "substantial re-emphasis" on promoting competition in the marketplace and in helping to stimulate a national debate on "over-regulation" both by government and by professional associations.

Indeed, he said the country is suffering from "a terrible problem" of overregulation at "all levels of government."

Mr. Engman said the FTC has a continuing role in promoting competition and would, he believes, continue to appear before other federal agencies "on behalf of the public interest." One of the agencies he mentioned was the FCC.

The FTC opposed on antitrust grounds International Business Machines' proposal to join with Comsat in a domestic satellite system. And Mr. Engman said the agency would appear before the commission again in connection with cable television matters, among others, but he would not elaborate.

Mr. Engman, who resigned as of Dec. 31, said he would be "joining the ranks of the unemployed on Jan. 1." However, the former Grand Rapids, Mich., lawyer is expected to seek the Republican nomination to run for the Senate seat being vacated next year by Senator Philip Hart (D-Mich.). Mr. Engman said he would have an announcement regarding his future plans after returning to Michigan.

Hopes for delay or death of new EBS system dim

NAB petitions commission to put off effective date for implementing two-tone operation, but commission seems determined

Many broadcasters, particularly those operating small radio stations, are entering the new year hoping that the FCC will delay implementation of its new two-tone Emergency Broadcast System, now scheduled to take effect on April 15, or abandon the idea entirely. But there was

In Brief

■ President Ford has signed **Public Broadcasting Act** of 1975, which authorizes payments totalling \$634 million to Corporation for Public Broadcasting over next five years. President expressed pleasure with five-year authorization; multiyear financing has long been sought as means of insulating public broadcasting from undue government control, he said. But for that reason he was also disappointed that Congress failed to make appropriation along with authorization and in amount originally proposed by administration. New act authorizes funding ceilings ranging from \$88 million in first year to \$160 million in fifth; administration had recommended ceilings ranging from \$70 million to \$100 million. ■ **WADO(AM)** New York sold by Bartell Media to Wilson Communications Inc. (George Wilson, Nelson Laverne and Robert Smith, all Bartell executives) for \$4.8 million, subject to FCC approval. Sale, in negotiation for some time ("Closed Circuit," Nov. 11, 1975), leaves Bartell with **WMXJ(FM)** Miami, **WOKY(AM)** Milwaukee, **WRRQ(FM)** Detroit, **KCBQ(AM)** San Diego and **KSLO(FM)** St. Louis. WADO is full time on 1280 khz with 5 kw. ■ **ABC-TV** on Jan. 16 starts **re-runs of its police show, The Rookies**, which has been in syndication by Worldvision Enterprises, at 11:30 p.m. to conclusion, Friday. Originals of series are still running on ABC-TV Tuesday at 9-10 p.m. Network has scrapped plan for 90-minute Rowan and Martin comedy-variety series in Monday late night, instead will carry specials by such entertainers as Alan King and David Frost. ■ **A.C. Nielsen** announced twice-delayed overnight TV rating service for Chicago will start Jan. 8. ■ **David Schoumacher**, ABC News Washington correspondent, joins **WMAL-TV** Washington Jan. 12 to anchor local news programs at 6 and 11 p.m., Monday-Friday. ■ **CBS Radio** at year end reported signing 20 affiliates in 1975 to swell total line-up to 256 stations, most in network's 47-year history. ■ **Non-commercial KVST-TV** Los Angeles has gone dark, citing financial problems. ■ **FCC Chairman Richard E. Wiley**, Broadcast Bureau Chief Wallace Johnson and Cable Television Bureau Chief David Kinley will be on **U.S. delegation** to meeting in Ottawa on Jan. 13 to discuss Canada's policy of requiring its cable television systems to delete commercials from signals they import from U.S. stations. U.S. delegation will be headed by Deputy Assistant Secretary of State for European affairs Richard Vine. ■ **U.S. Court of Appeals in Chicago** says FCC erred last year in rejecting **equal-time complaint** of Illinois Communist party candidate for U.S. Senate. Ishmael Flory had not yet qualified for place on ballot when he requested time but had committed himself to run as write-in if necessary. Under those circumstances, court said, he was entitled to equal-time protection. Decision was by unanimous three-judge panel which included Judge, now U.S. Supreme Court Justice, John P. Stevens. ■ **FCC** has proposed changing rules on mandatory **regulation of cable rates** by local or state franchising authorities. Under proposed change (Docket 20681), regulation would be left to discretion of franchisers. Comments due Jan. 30, replies Feb. 10. ■ **FCC** has decided to substitute **letter of admonition** for short-term renewal it had voted to impose on **WMCA(AM)** New York for logging-rules violation and conflict of interest in connection with commercials for Olympic Airways (BROADCASTING, Oct. 13, 1975). But notice of apparent liability for \$5,000 fine will stick. ■ **License renewal** of NBC's **KNBC(TV)** Los Angeles appealed in U.S. Court of Appeals in Washington by Felix Gutierrez and Chicano Coalition Inc. Appellants had petitioned to deny renewal on grounds of discrimination against Mexican-Americans. ■ **WAYK-FM** Lehigh Acres, Fla., began broadcasting at one second after midnight Jan. 1 with claim to be "first Bicentennial radio station." Roger Clipp, former head of Triangle Publications stations, is president. It's 24-hour stereo operation with Bonneville "beautiful music" format. ■ **Euell Gibbons**, 64, writer on natural foods featured in General Foods commercials for Grape-Nuts, died Dec. 29, apparently of heart attack, at his home in Beavertown, Pa. Commercials were withdrawn after Federal Trade Commission questioned whether they would lead children to eat harmful vegetation (BROADCASTING, June 30, 1975). ■ Beginning next Sunday (Jan. 11) **ABC-TV** will advance **Issues and Answers** interview show from 1:30 p.m. to noon and weekly religious series, **Directions**, from 1 p.m. to 12:30 p.m., returning 1-2 p.m. to stations. ■ **Token 24-hour strike** by 700 British Broadcasting Corp. news personnel in London curtailed broadcasts last Monday (Dec. 29) to illustrate demand for extra pay for working "unsocial" (nighttime) hours. National Union of Journalists is representing employees who want \$800-a-year compensation allowance.



Schoumacher

All evening. NBC pre-empts all of its regularly scheduled prime time programming from 8 to 11 p.m. tonight (Monday), to present a special report on American foreign policy. The documentary will include a 10-minute interview with President Ford conducted by John Chancellor and Tom Brokaw.

no indication last week either hope would be realized.

The question of whether the commission would extend the deadline has been shrouded in confusion and controversy. The National Association of Broadcasters, in a petition filed last week for a six-month delay, said commission officials, in regional meetings with broadcasters, had "suggested the real possibility of further extension of the effective date beyond April 15."

Chairman Richard E. Wiley last week said the question was still open and would be decided within two weeks. Indeed, at least one element of the FCC staff is opposed to any delay; the Emergency Communications Division has prepared a draft order that would deny a pending petition of the Louisiana Association of Broadcasters for a one-year extension. The division feels the association did not support its contention that the necessary equipment would not be available by April 15.

Beyond the question of equipment availability, hardware cost is a factor troubling broadcasters. Commission officials place the cost for EBS gear between \$250 and \$400; the NAB, between \$75 and \$500.

The NAB based its request for delay largely on the fact that the matter of the effective date has been characterized by so much "misinformation" and "shifting of direction" that broadcasters are ill-prepared to meet the April 15 date.

The new two-tone system operates on 853 and 960 hz. And all AM, FM and TV stations will be required to install decoding equipment and, except for noncommercial FM stations operating on less than 10 w, encoding equipment. The system will replace the 1,000 hz carrier-break system known as Conelrad.

What is likely to emerge from the FCC is a program emphasizing EBS's usefulness. A public notice outlining the service it can perform for broadcasters is expected to be issued some time this month.

Dale Moore buys San Juan TV

Montana broadcaster branches out with \$11-million purchase of WAPA

Columbia Pictures International, New York-based group owner, is selling one of its five television stations, WAPA-TV San Juan, P.R., to a new company owned by Dale Moore, owner of a Montana-based

broadcasting group, and John Price, a Utah builder and real estate developer.

The new firm, Puerto Rican Broadcasting, is paying \$11 million in cash and notes. The transfer is subject to FCC approval.

Mr. Moore owns, through subsidiaries, KSEI(AM) Pocatello and KMTV(TV) Twin Falls, both Idaho; KTVM(TV) Butte, KCAP-AM-FM Helena, KCFW-TV Kalispell and KGVO-AM-TV Missoula, all Montana.

CPI said the station has been "profitable," but "the opportunity to further reduce our interest charges and appreciably reduce our bank and other long-term debts dictated our decision to sell at this time." The sale leaves CPI's broadcast holdings at three AM's, two FM's and four TV's: WYDE(AM) Birmingham, Ala.; WVUE(TV) New Orleans; WNUJ-TV Linden, N.J.; KCPX-AM-FM Salt Lake City; WWVA-AM-FM Wheeling, W.Va., and WOLE-TV Aguadilla, P.R. WAPA-TV is on channel 4 with 53.7 kw visual, 8.1 aural and has an antenna 2,865 feet above average terrain.

Worried NBEA breathes easier over FCC ruling on political editorials

The members of the National Broadcast Editorial Association are feeling more relaxed these days about an FCC decision in a political editorializing case they feared would have a "chilling" effect on broadcast editorial writers.

The ruling involved WDAF(AM) Kansas City, Mo., and NBEA felt the commission held that the editorializing rule applied to editorials in which a station "takes a partisan position on a politically significant issue which is clearly identified with a legally qualified candidate" even though "no direct reference is made to an election."

Richard N. Hughes, of WPIX-TV New York, president of NBEA, wrote to the commission to ask if this indeed was the correct interpretation, and he requested assurances that the ruling would be narrowly interpreted and not applied absent extrinsic evidence that an editorial, "viewed in the totality of circumstances, is, in fact, a political endorsement."

The commission's response came from William B. Ray, chief of the Complaints and Compliance Division. It said the rule does not necessarily apply to an editorial on an issue on which a candidate has also taken a position. It would apply, as in the WDAF case, he added, to an editorial which, in addition to taking a position on an issue, criticizes or praises a candidate for his position on the issue, and/or comments on his ability to perform as a public servant. To NBEA's counsel, Robert A. Beizer, the WDAF ruling, thus interpreted, "does not appear unreasonable and should not unduly impede the full and frank expression of licensee views on issues of current importance."

Congressional unit cites inefficiencies among FCC, OTP, OT

House Communications report notes infighting, lack of commission policy-planning efforts

Relations among the key government agencies concerned with telecommunications research and policy-formulation are marked by "petty squabbling and power plays." FCC staff members are suspicious of policy research done by the Office of Telecommunications Policy. And the FCC suffers from the lack of an adequate policy and planning staff.

These are among the problems the staff of the House Communications Subcommittee says has led to a failure on the part of the agencies involved—FCC, OTP, the Commerce Department generally and its Office of Telecommunications—"to confront the problems and deal with the broad and far-reaching policy issues that face the telecommunications industry."

The subcommittee staff's findings are contained in a report of an investigation of the relationships among the agencies that was climaxed by three days of hearings the subcommittee held last July. The subcommittee will use the report as a basis for continuing oversight of the agencies.

The report says that there has been some improvement in the situation since the hearings "highlighted many of these issues." For instance, one of the obstacles to effective policy-making and research cited in the report are the "divided loyalties" within OT, and uncertainty as to whether it is serving Commerce's assistant secretary for science and technology or the director of OTP (OTP pays about \$5.5 million of its \$8.5 million budget to OT for support services.) But OT and OTP have now reached "a mutually acceptable accommodation," according to the report.

Nevertheless, the report says "meaningful decisions" regarding the future directions of the two agencies and the relationship that should exist between them cannot be made until the White House names a director for each. For both have been headed by acting directors—OT, by John Richardson, for three and a half years; OTP, by John Eger, for a year and a half.

Another recommendation is that the FCC give top priority to the development of an independent planning and policy staff. And in that connection, the report suggests that the commission confer with the Civil Service Commission in an effort to establish criteria for evaluating the commission's professional staff.

The report also says the commission should continue to attempt to hire professionals with economic and business expertise. Such individuals, the report says, would enable the commission to conduct independent analyses instead of relying solely on adversary filings and position papers researched by adversary parties.

A TV news show should do more than give you the headlines.



The trouble with most TV news shows is that they run out of show before they run out of news. So you wind up getting just brief descriptions of what happened, instead of in-depth coverage. Sort of like reading the headlines in a newspaper without reading the story.

That's one of the main reasons we expanded The Scene Tonight. It gives us the time we need to do the job right.

Does it make a difference? You bet it does.

When the ore carrier Fitzgerald sank in Lake Superior, we were able to put the news on the air immediately, and carry two updates before the program was over. We were the only Twin Cities station to send a reporter and cameraman to cover the story. And our report wound up being carried on the CBS news with Walter Cronkite.

And when Reserve Mining was ordered to hand over a check for \$100,000 to Duluth to cover the cost of filtering its pollution out of the water, we were the only Twin City station covering the story. We were also the only station to send a reporter, cameraman, and artist to cover the appeal in Omaha.

And finally, when F. Lee Bailey came to town to give a speech, we got him to appear live on our news show and speak on the Patty Hearst trial.

It's exclusive, in-depth stories like these that make the difference between a news show that only gives you the headlines and a news show that delivers true broadcast journalism.

For more information, contact Peters, Griffin, Woodward.
Or call our sales staff. (612) 338-0552.

4 WCCO
TV
Minneapolis Saint Paul

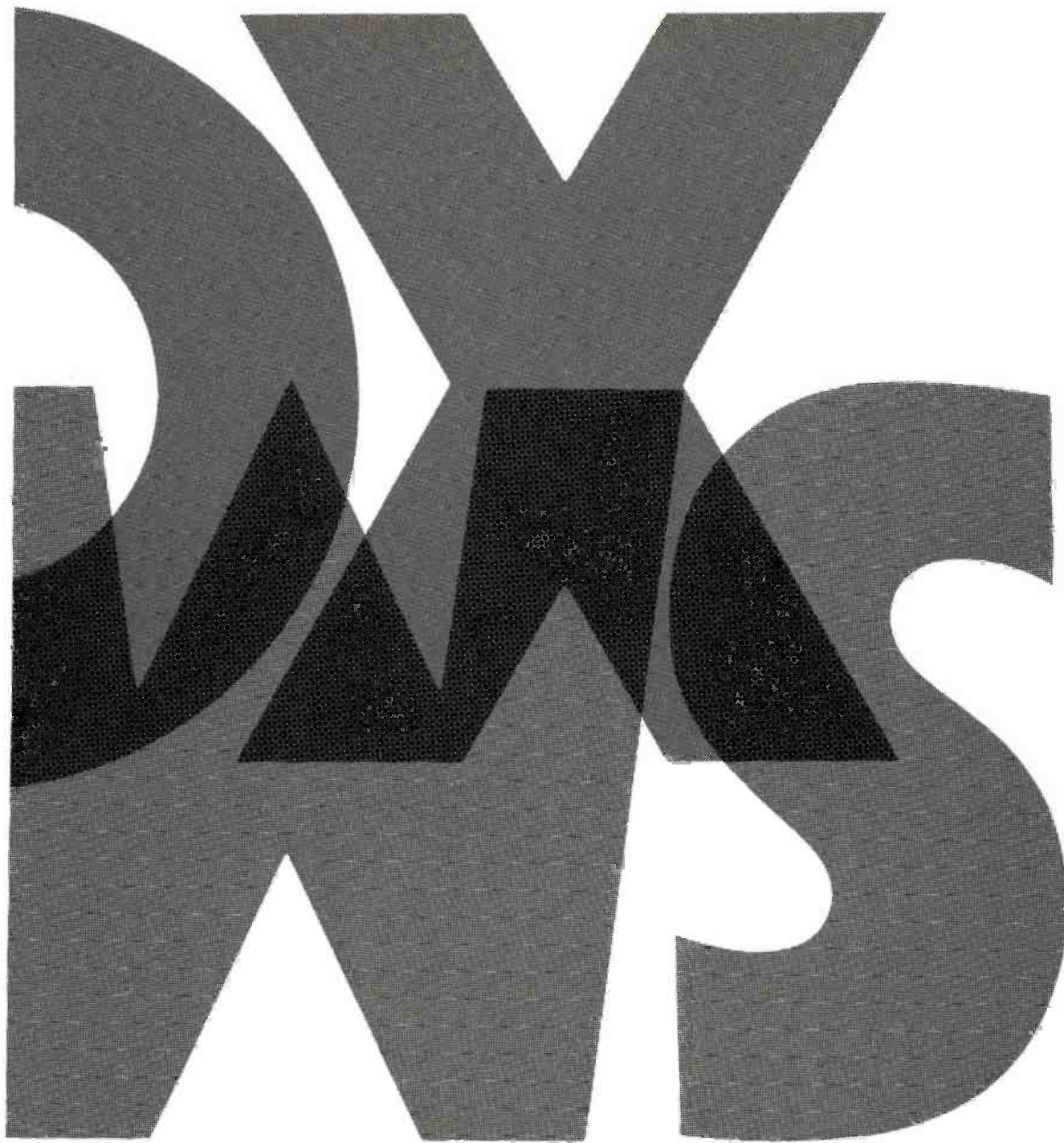
NEWS

Every Cox television station was first in its market with total electronic news gathering. The news was electrifying when the Variety poll announced that the five Cox stations were picked first, first, first, tied for first and second in their markets for

news programming.

Cox television and radio stations continue to be rewarded and awarded for their news efforts. In the past 5 years there have been 6 Emmys, 121 Associated Press Awards, 24 from Sigma Delta Chi

COX BROADCASTING STATIONS: WSB-AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSO



and 86 from regional and state broadcasting associations.

Management at Cox stations know that for their stations to excel, their news operations must excel. They strive constantly to be news leaders and innovators, and the

excellence they achieve pays off for our viewers, our stations and us. That's why "Cox" and "News" are and will be two words that are inseparable.

When it comes to news—Cox excels.

FCC stands ground on KRLA decision

It repeats that engineering alone was enough to win for Western

The FCC has sought again to explain its reason for basing its decision in the 11-year-old KRLA(AM) Los Angeles case on engineering-efficiency grounds alone. The commission went through the exercise at the request of the U.S. Court of Appeals in Washington, which is considering the appeals of six applicants for the 1110 khz frequency of the commission's decision to grant the application of Western Broadcasting Corp.

The court had asked whether the commission had considered any standard comparative issues other than the efficiency factor and, if not, whether the decision was inconsistent with previous decisions (BROADCASTING, Sept. 29). The commission said that efficiency factors under a section of the Communications Act requiring "a fair, efficient and equitable" distribution of radio service throughout the country were of "dispositive weight." Accordingly, it added, since Western's application was the only one that did not pose "severe technical problems," it was not necessary to reach the standard comparative issue.

"To hold otherwise," it said, "would be

to suggest that even in the case of flagrantly inefficient proposals and marked violations of our technical standards," a full hearing would be required before a case could be disposed of.

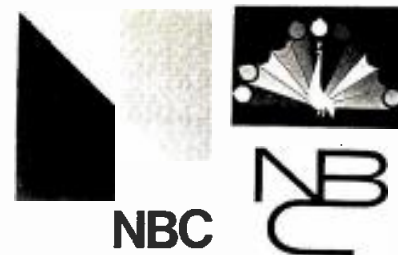
Changing Hands

Announced

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

■ **KSly(AM)-KUNA(FM)** San Luis Obispo, Calif.: Sold by KSly Broadcasting Co., the AM to KSly Inc. and FM to KUNA Inc. for \$535,000 plus \$50,000 noncompetition covenant. Seller is owned by Homer Odom who has no other broadcast interests. Buying corporations are both owned by Michael Rovell, attorney; Drs. Gerald Winegard and Daniel Lassman, dentists, and Drs. Pasquale De Marco and Murray Rosenberg, physicians, all of Chicago. KSly is on 1400 khz with 1 kw day, 250 w night. KUNA is on 96.1 mhz with 3.8 kw and antenna 510 feet below average terrain. Broker: John Grandy/Western Business Brokers.

■ **KFIG(FM)** Fresno, Calif.: Sold by Universal Broadcasting Co. to Kadota Wireless Co. for \$372,500 plus \$152,500 in liabilities. Seller is equally owned by George Mardikian, B. Floyd Farr and George D. Snell who also have interests in KCVR(AM)-KWIN(FM) Lodi, Calif., and



Progress. On the left is NBC's new logo, introduced Jan. 1. On the right are the peacock and old "snake" logo that will be abandoned (except for occasional uses of the peacock to retain the trademark). The new design was selected from 1,000 submitted by Lippincott & Margulies, New York, whose fee is being kept confidential. The new "N" symbol will appear in red, white and blue in color media.

KAHU(AM) and construction permit for **KULA(FM)** Waipahu, Hawaii, and recently sold, subject to FCC approval, **KEEN(AM)-KBAY(FM)** San Jose, Calif. (BROADCASTING, Oct. 27). Principals in buyer are James M. Bennan (23.8%), **KIQQ-FM** Los Angeles account executive; Stephen G. Courtney (23.8%), vice president and sales manager, Metro Radio Sales, Los Angeles; William M. Holmberg (14.4%), **KBAY-FM** San Francisco sales manager, and J. Patrick Lannan Jr. (23.8%) with no other broadcast interests. KFIG is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain.

■ **WQYK(AM)** Tampa, Fla.: Sold by Sun Coast Radio Inc. to Forus Communications for \$325,000 plus \$25,000 option to buy **WQYK-FM** St. Petersburg, Fla., in one year. Principal in seller is Marshall W. Rowland who owns **WQYK-FM** and **WQIK-AM-FM** Jacksonville, Fla., and interests in applications for new FM in Jensen Beach, Fla., and new AM in Lawrenceburg, Tenn. Principals in buyer are Simon Rosen and Lind Carl Voth, partners in Tampa advertising and marketing firm. **WQYK** is 10 kw daytimer on 1110 khz.

■ **WTIG(AM)** Massillon, Ohio: Sold by Great Scott Stations to Miller Broadcasting for \$310,000. Seller, owned by Herbert Scott, also owns **WPaz(AM)** Pottstown, **WFEM(FM)** Ellwood City, **WFEC(AM)** Harrisburg and **WKST(AM)** New Castle, all Pennsylvania; **WJWL(AM)-WSEA(FM)** Georgetown, Del.; **WTTM(AM)-WCHR(FM)** Trenton, N.J.; and **WTRY(AM)** Troy and **WHS(AM)** Albany, both New York. Principal in buyer is Richard Miller who also owns **WLEC-AM-FM** Sandusky, Ohio. **WTIG** is 250 w daytimer on 990 khz. Broker: R.C. Crisler & Co.

■ Other sales reported at the FCC last week include: **WVLC-AM-FM** Orleans, Mass.; **WDHK(FM)** Wilmington, Ohio (see page 111).

Approved

■ Sales approved by the FCC last week include: **KBTA(AM)** Batesville, Ark.; **KWIP(AM)** Merced, Calif.; **WGCH(AM)** Greenwich, Conn.; **WPOM(AM)** Riviera Beach, Fla.; **WWCM-AM-FM** Brazil, Ind.;



Southern New England Fulltimer \$235,000

Only fulltimer in suburban county of over 150,000 population. Station owns valuable real estate suitable for studio building. Present owner undercapitalized. Good terms to qualified buyer or discount for cash.

BLACKBURN & COMPANY, INC.

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

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-8270

CHICAGO 60601
333 N. Michigan Ave.
(312) 348-6460

ATLANTA 30381
400 Colony Square
Suite 510
(404) 892-4655

BEVERLY HILLS 90212
9485 Wilshire Blvd.
(213) 274-8151

#76-1
1-5

KXTR(FM) Kansas City, Mo.; KSIS-AM-FM Sedalia, Mo.; WSNY(AM) Schenectady, N.Y.; WVOT-AM-FM Wilson, N.C.; WGLX(AM)-WQLX(FM) Galion, Ohio; WGFT(AM) Youngstown, Ohio; KLEC(AM) Oklahoma City; WILK(AM) Wilkes Barre, Pa.; KOJO(AM)-KIOZ(FM) Laramie, Wyo. (see page 111).

No appeals likely on Star transfers

McGoff and allies abandon case against Allbritton buy, though he still wants paper

Texas banker Joe L. Allbritton apparently faces no more legal obstacles to his \$28.5-million acquisition of Washington Star Communications Inc., its newspaper and, temporarily, its broadcast properties.

Two days after the FCC waived its crossownership rules to permit the transfer (BROADCASTING, Dec. 22, 1975), Michigan publisher John McGoff said he would not carry on his fight to block the sale. And a few days later, a Washington group that had been allied with Mr. McGoff in opposition to the sale, Concerned Citizens for Balance in Media, said it would not appeal, either.

The commission order authorizing the transfer includes a requirement that Mr.

Allbritton dispose within three years of all broadcast properties whose ownership involves him in a violation of the commission's crossownership rules. The stations are WMAL-AM-FM-TV Washington and WLVA(AM) or WLVA-TV Lynchburg, Va. WSCI also owns WCIV(TV) Charleston, S.C.

Mr. McGoff, whose opposition to the sale grew out of an ambition to acquire the *Washington Star*, said he believed that he could win on appeal. But, he said, "I have for now decided to discontinue my efforts to insure that the integrity of the FCC's multiple ownership rules was protected."

His interest in the newspaper, however, continues. He expressed doubts as to Mr. Allbritton's ability to "save" the financially ailing newspaper because of his lack of newspaper experience, and said he would remain available to discuss acquiring the newspaper if Mr. Allbritton should decide to sell it.

The Concerned Citizens group, through its attorney, Jay Baraff, said it was "satisfied" with the diversity of ownership of mass media that will result from the commission's action.

Three other local groups had petitioned the commission to deny the sale, but they withdrew their opposition and urged approval of the transfer after reaching an agreement with Mr. Allbritton that resolved their differences (BROADCASTING, Oct. 27).

What if doctors and lawyers are freed to advertise?

Media experts see no windfall for radio or television

Will TV audiences in the near future be treated to the sight of a lovable Dr. Feelgood advertising depression cures the way Colonel Sanders sells chicken? Or a solemn radio pitch by Louis Nizer proclaiming that his law firm is bullish on America?

Not very likely, say most of the ad-agency media executives queried by BROADCASTING in response to an Federal Trade Commission official's announcement that the commission would try to force the American Medical Association to end its ban on advertising by doctors.

The FTC official, Alfred F. Dougherty Jr., who is deputy director of the commission's Bureau of Competition, said at a Dec. 22 news conference that the AMA's ban on advertising had the effect of fixing the prices that doctors charge, a violation of the antitrust laws. Mr. Dougherty pointed to a Supreme Court decision last June (Goldfarb vs. the Virginia State Bar)

AS WE BEGIN OUR 30TH YEAR IN THE INDUSTRY,
WE WISH TO THANK OUR FRIENDS FOR THEIR
BUSINESS AND INTEREST, AND WISH TO RE-AFFIRM
THOSE PRINCIPLES AND POLICIES ESTABLISHED
30 YEARS AGO.

Ray V. Hamilton



Ray V. Hamilton
Chairman of the Board

Hamilton-Landis & Associates
INC.

Brokers of Newspaper, Radio, CATV & TV Properties

WASHINGTON, D. C.: (202) 393-3456
1730 K Street, N. W., 20006

CHICAGO: (312) 337-2754
1429 Tribune Tower, 60611

DALLAS: (214) 691-2345
6060 No. Central Expressway, 75206

SAN FRANCISCO: (415) 392-5671
111 Sutter Street, 94104

Introducing the

We're about to unmask a market. It's been bursting upward and outward for years now. Secretly. So, it's about time we had a public unveiling. **Ta da. Jacksonville.**

We invite you to spend the next two pages in Jacksonville, Florida. Hub of a massive, undiscovered market. You've probably never been properly introduced. Which is a shame. Not only for Jacksonville. But for you. So say hello.



Snuggled in the northeast corner of Florida and the southeast portion of Georgia. The Jacksonville Market. A hidden treasure. Until now.

Revealing some vital statistics...

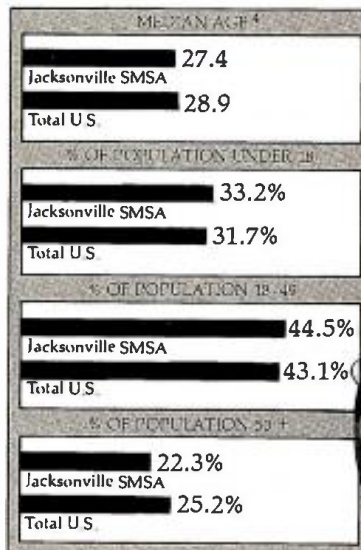
Jacksonville is the largest city in the entire Continental United States in terms of land within its limits. (Who knew, right?) The rate of population growth in northeast Florida has been more rapid in the last decade (20.6%) than in the rest of the nation put together (13.3%)! (Surprise?) Personal income in Jacksonville alone has increased something like one billion dollars in the last 5 years? And in terms of permits for major construction, Jacksonville ranked 12th in the whole nation in 1974³

Take a moment to digest all that.

1. & 2. FLORIDA TREND Vol. 17 #12 April, 1975
3. BUSINESS ECONOMICS PRESS RELEASE, Dun & Bradstreet P. 16 #12

The truth about its age.

Although it's a lovely historic old city, Jacksonville is the youngest major city in Florida. Younger than the U.S. average. Its people make it that way.



The truth is out. Jacksonville is very self-centered.

It's the 2nd largest insurance and financial center in the country. With 16 insurance company headquarters. And 7 regional home offices. Including Prudential and Blue Cross. The home office for 3 of Florida's 4 largest banks. And 2 major mortgage banking firms.

It's the center of a massive military complex. Including a naval air station. Mayport, a seaport/carrier/destroyer base. And Cecil Field, a master jet station. That's 42,000 men and women. Putting down roots. Establishing households. They need a lot. And when people need, they buy.

4. Sales Management's 1975 SURVEY OF BUYING POWER



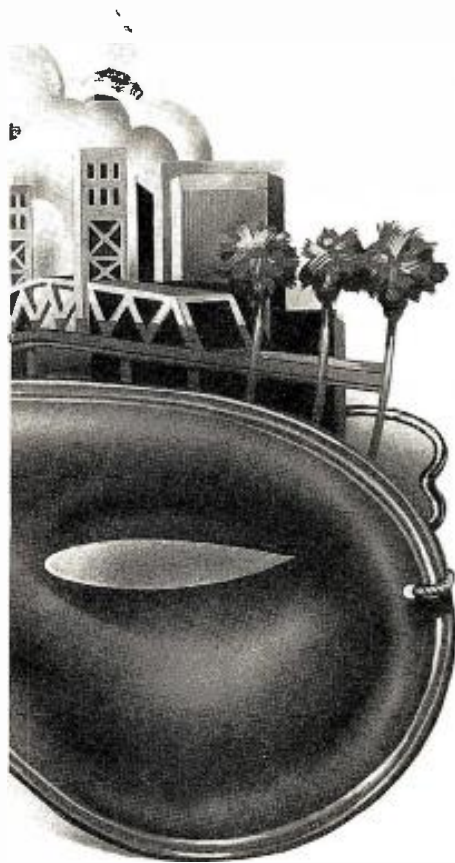
Jacksonville is well schooled...

It's an education center. The University of Florida at Gainesville. Jacksonville University. The University of North Florida. Flagler College at St. Augustine. Edward Waters College. And five junior colleges. That's a lot of young people. A lot of young consumers.

...and it's got the goods, too.

It's a distribution center. Most of the Volkswagens, Datsuns, Toyotas, Porsches, BMW's, Mercedes, Fiats and Volvos driving around the lower right side of our country come in to Jacksonville's port for distribution.

Mystery Market



And all the cups of Maxwell House, Yuban, Sanka and Brim from Miami to Louisville come from Jacksonville. Its Sears Distribution Center is the largest in the Southeast. Its Busch brewery is the 2nd largest in the country. And Jacksonville is the largest cigar maker in the entire United States. There are 3 railroads. 37 trucking companies. 6 airlines. One of the largest ports on the south Atlantic seaboard. And a multi-million dollar airport. All of which facilitate distribution and qualify Jacksonville for the title of transportation center, too.

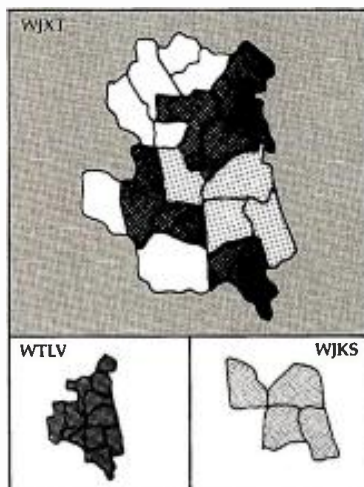
Now that we uncovered the Jacksonville market, you should know who covers it all.

WJXT-TV4

A POST-NEWSWEEK STATION

WJXT can do it blindfolded. In fact, there has never been another #1 station in the Jacksonville area since television started in this neck of the woods. Only WJXT. In news. In programming. In community services. And in reaching the most people.

In 18 northeast Florida and southern Georgia counties, WJXT reaches more than half the homes every single day. There are 2 major competitors in the area. One can claim 12 counties. The other, 4. WJXT leads WTLV by 50% more counties. And WJKS by 116%.⁵ So WJXT clearly has the area covered. Including regions like Alachua County and Clay County, where the population gains have been staggering in the last 14 years. 64.1% and 41.4%.



5. ARB Circulation 1975

WJXT. The Coverage Station.

How does this market that WJXT covers stack up to the rest of the nation? It's a top 50 DMA* market area in a number of important sales and economic categories⁶:

- 48th in retail sales.
- 45th in automotive sales.
- 31st in drug store sales.

Which beats out Portland, Milwaukee, Memphis, Nashville, San Diego, New Orleans, San Antonio and Louisville to name a few.

Thirty-ninth in service station sales. That's better than some other top 50 DMA's* like Providence, San Diego, Albany/Schenectady, Syracuse, New Orleans, Oklahoma City, Dayton, San Antonio and some others.

Jacksonville is a powerhouse market. And it's hardly been discovered yet. Mostly because your computer is only being given input on Jacksonville itself. No one's feeding in the extra nourishment from the surrounding 18 counties. So it can compute WJXT's coverage area the way it deserves to be computed. Once that happens you'll specify WJXT. We've taken away the mystery. But not the allure.

6. SRDS 1/1/74

*Nielsen/Designated Market Areas

PNS

POST-NEWSWEEK STATIONS

REPRESENTED NATIONALLY BY **TMT**
Top Market Television

that struck down minimum fees for lawyers as "a classic illustration of price fixing" and ruled explicitly that professional societies such as the AMA and the American Bar Association, were not exempt from the antitrust laws.

A day later, on Dec. 23, the FTC's Consumer Protection Bureau proposed a rule that would remove the restrictions on price advertising for eyeglasses—a rule that would overturn codes regulating both ophthalmologists and optometrists.

Assuming that all this governmental huffing and puffing demolishes the barriers to doctors' and lawyers' buying ads for their services, "I don't see radio and television getting involved in this kind of advertising at all," said Martin Orlowsky, vice president and associate media director of Grey Advertising.

"Radio and television are basically hard sell," Mr. Orlowsky continued. "They're pushing some product claim, and that would work against the dignity of the legal and medical professions. Could you see a doctor on a local TV spot hawking a special one-week-only offer on pre-frontal lobotomies for \$999? I can't think of anything more demeaning to the profession."

"Most doctors I know about," said Richard McHugh, senior vice president and corporate director of network relations and programming at Needham, Harper & Steers, "are so busy that they refuse to accept any more patients. Obviously those doctors wouldn't need to advertise. It's the quacks who'd take advantage of advertising—they'd think it's the greatest thing that ever happened to them. But their advertising would be so rigidly policed by the AMA and the FTC that the whole question will probably end up as nothing more than a passing topic of conversation that will flicker for a while and then die."

To Gene Accas, vice president for network relations of Leo Burnett, the thought of doctors' advertising on radio and television is "a lot of nonsense, a pipe dream." He said that a doctor is a small business—*man* not a small business. "A doctor is limited in time," Mr. Accas continued. "A busy surgeon who's making a couple of hundred thousand dollars a year can't say to himself, 'If I buy \$10,000 worth of advertising I'll gross another hundred thousand this year.' It just doesn't make any sense."

Joel Segal, senior vice president in charge of the network TV and radio division of Ted Bates, said doctors might do some "discreet" advertising in newspapers and magazines but that the profession just wouldn't lend itself radio and television, "unless you're talking about some freaky radio stations on the fringe."

Late-night, public-service-type radio spots are the most that Martin L. Cole, a media vice president at McCann-Erickson, can envision for doctors and lawyers because "professional men are not selling a product like soap or beer."

However, Grey's Martin Orlowsky said lawyers might do some local radio and TV advertising along the lines of, say, a local insurance broker. "A lawyer wouldn't go on the air to sell himself," Mr. Orlowsky

said. But the lawyer could provide "a philosophical kind of message" covering the services he provides.

"Law firms might buy time on radio and television for institutional messages," said George Simko, senior vice president and director of media management at Benton & Bowles. "There are a lot of people walking the streets now who don't know lawyer from left field and have to call on family and friends when they get into trouble. A law firm could create general-awareness-type commercials that would talk about the services it provides, everything from estate planning to the drawing up of a will."

"The law firm could even do its spots in a tongue-in-cheek way," Mr. Simko added. "But the medical area would be more difficult. A medical co-op, say, that comprises 32 guys, each with his own given specialty, would have to be more serious in its advertising than a law firm because health problems can't be treated lightly. And, again, the co-op's focus would be on creating general awareness rather than hard sell."

If the AMA has its way, though, all this discussion may end up in the realm of the academic. In a joint statement, Raymond T. Holden, the chairman of the AMA's board of trustees, and Max H. Parrott, AMA president, said the association would "fight" the FTC complaint. "Advertising by a professional," the AMA's statement said, "is the very antithesis of professionalism. Physicians should not solicit patients. A patient should go to a doctor on the basis of need, not on the basis of advertising... We think there is enough hucksterism in this country without hucksterizing medicine."

If the FTC's administrative law judge upholds the Bureau of Competition's complaint, the AMA may appeal that decision to the full five-member commission and, beyond that, to the courts. Years could elapse before final disposition of AMA's restrictions on advertising.

Lawyers, however, could theoretically begin advertising before the year is out if a recommendation to that effect by the American Bar Association's standing committee on ethics and professional responsibility is adopted by the association's full house of delegates. That decision could be made within the next few months, according to an ABA spokesman.

Advertising regulation: everybody in the act?

Makers of nonprescription vitamin and mineral products are fighting the enactment of legislation that would give the Food and Drug Authority the power to regulate their advertising.

The FDA advertising measure, authored originally by Representative Paul Rogers (D-Fla.), has never been discussed on the House floor but was added as a rider when the Senate passed its version of a House bill (H.R. 7988) creating a

Heart and Lung Institute. The rider provides that the FDA may seize a vitamin or mineral product if it finds advertising for the product to be misleading or deceiving.

The Federal Trade Commission has objected to the rider on the grounds the FDA would be duplicating work now assigned to the FTC. A Senate-House conference committee will meet on the legislation after the Christmas break.

No pay cable for Canada now

It's called premature by CRTC in new batch of cable regulation

Pay television is still on the horizon for Canada, but that horizon has been pushed farther in the future. The Canadian Radio-Television Commission has concluded that it is "premature" to introduce pay television service into Canada and will continue to prohibit its development except on a "case-by-case basis" where "limited audiences" such as hotel guests are involved.

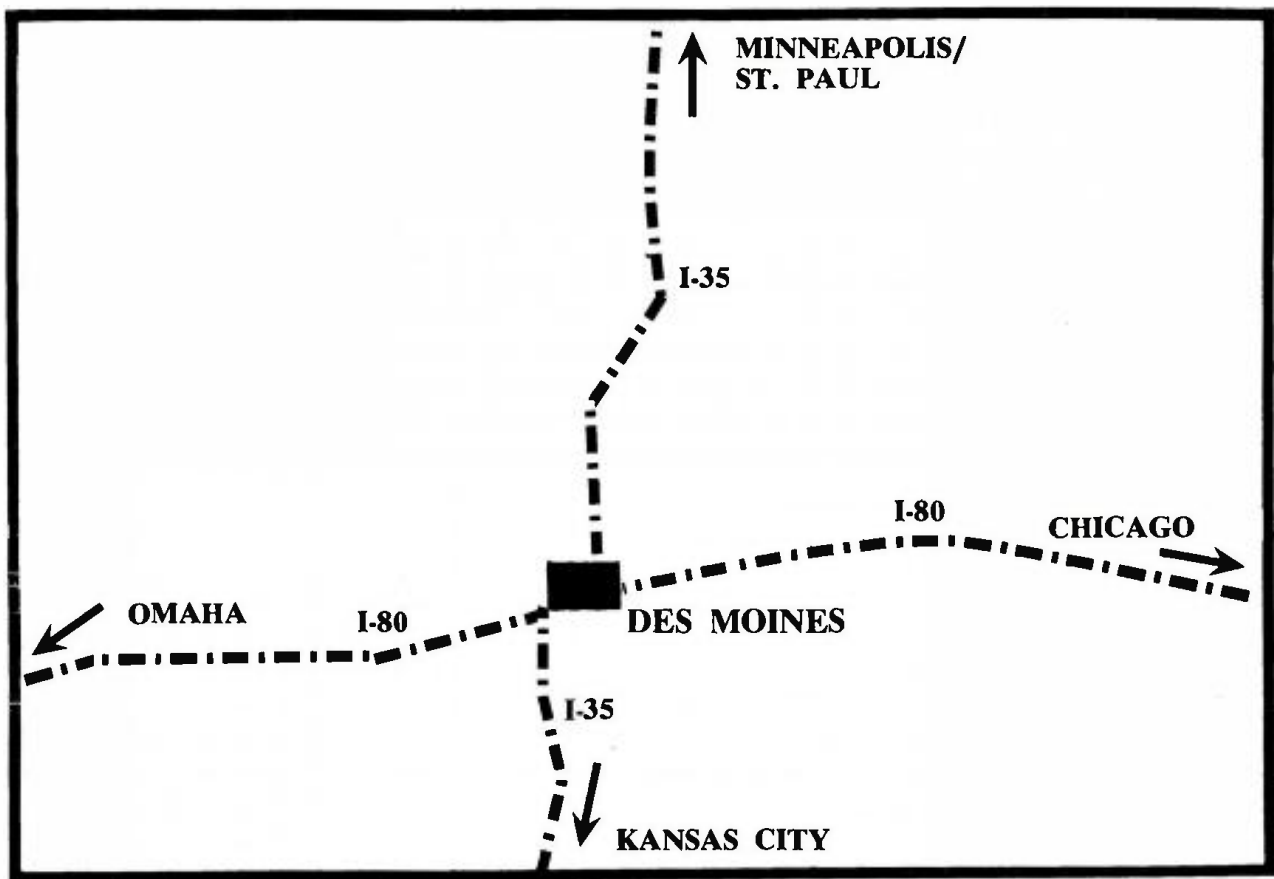
The CRTC's decision was presented in a policy statement covering several aspects of cable television regulation. While the commission noted that its policies may "undergo further refinements," the statement was the culmination of hearings held last summer to examine various aspects of cable TV regulation (BROADCASTING, June 16).

The CRTC's policy statement noted "some form of pay television is highly probable in the future," but insisted that the Canadian broadcasting system be kept free from the "potential challenge" of the widespread introduction of pay television until it has absorbed other new developments. The developments include the CRTC's commercial deletion policy (BROADCASTING, Dec. 15), new cable TV and FM radio regulations and new broadcast television stations being licensed in the major urban markets.

One of CRTC's concerns about pay television has been the prospect of an onslaught of foreign (mostly U.S.) programming material to compete with the already weak Canadian television and movie production industry. For pay television service to be brought to the general public, the CRTC said, program producers and over-the-air broadcasters along with cable TV licensees must work together to assist Canadian production.

On other cable issues, the CRTC imposed a requirement that all CATV licenses provide a "community channel." A controversial proposal that cable operators return 10% of their gross receipts to support the community channel was turned down. The 10% figure will be a "useful standard," however, in judging a cable licensee's performance in community programming, said the CRTC.

The supplementary channel concept for systems that provide converter service was



DES MOINES

THE 59TH ADI MARKET
Now 344,100 Households

RETAIL: "Iowa's Largest Shopping Center" because of easy Interstate access to Des Moines (see above)

MANUFACTURING: Largest Center in Iowa . . . over 500 products produced . . . 2nd largest tire output in the world

DISTRIBUTION: Major Center . . . over 700 wholesalers and jobbers

INSURANCE: Major Center . . . 52 home offices . . . over 100 divisional offices

FOOD: Greatest producing center in the world . . . over 10% of food in U.S. comes from Iowa

GOVERNMENT: State Capitol . . . almost 20,000 employees

EMPLOYMENT: Continual high rate because of such an equal distribution of labor force

TEST MARKET: A proven track record

KCCI-TV, DES MOINES

CBS for Central Iowa

A Broadcast Division of
COWLES COMMUNICATIONS, INC.

Represented by
THE KATZ AGENCY, INC.

also dismissed, as the CRTC decided special programs would be approved on a case-by-case basis. First priority would go to Canadian-produced off-air broadcast programs.

The CRTC adopted its radio service proposal that would require cable systems with 3,000 subscribers or more to carry all local FM stations and all regional AM and FM stations. At least one regional station must be in the second official language of Canada.

Cable systems that provide converter service allowing for more than conventional 12-channel capacity cannot own and provide all converters used in their system, the CRTC ruled. Instead, converters are to be available in the open market place with subscribers having the choice of leasing the equipment from the cable company or going to some outside supply house.

Another competitor in satellite service

Aetna, Comsat General, IBM seek FCC approval of joint venture

The agreement in principle among Aetna Life & Casualty, Comsat General and IBM to form a domestic communications satellite system (BROADCASTING, Sept. 29) has been signed and an application filed with the FCC. Originally designated CML Satellite Corp., the venture has changed its name to Satellite Business Systems.

Envisioned is a system serving large industrial and government users with voice, data and image communications on a private-line basis. Small earth stations (with antennas 16 or 23 feet in diameter) will be located at customers' premises to minimize terrestrial link-up costs. Plans call for

Loaded questions: Legislation has been introduced by Senators Russell Long (D-La.) and Lloyd Bentsen (D-Tex.) to give businesses and individuals 10-, 20- or 30-cent tax credits for every question they are required to answer on federal forms. The bill is designed to "stem the avalanche of federal paperwork and red tape," Senator Long said.

two satellites, one in primary operation and the other for back-up. A third satellite will be bought for a ground spare.

Assuming FCC approval of SBS's applications, Aetna will acquire 15% ownership and Comsat and IBM will have a 42.5% interest each. Convertible loans will later enlarge Aetna's total ownership to one-third.

Total expenditures in the venture to date amount to approximately \$11 million. IBM and Comsat General have shared the costs equally and will continue to share the costs until the FCC acts on the applications.

Prior to FCC action on the applications, SBS staff will be aided by employees assigned by the affiliates. Later, a nine-member partner's committee and three-person executive committee representing each partner will direct SBS operations.

Satellite operations are expected to begin by 1980. Investment costs are estimated at \$250 million for the system through 1979.

'Cannon' sets burned in Goldwyn fire

A Christmas Day fire at the Samuel Goldwyn Studios in Los Angeles destroyed two

sound stages that contained the permanent sets of Quinn Martin's *Cannon* private-eye series. The program, starring William Conrad, is televised on the CBS-TV network every Wednesday (9-10 p.m., NYT).

Despite the estimated \$3 million worth of damage to the *Cannon* sets, a spokesman for Quinn Martin said that "there won't be any delay in production." The *Cannon* unit is finishing its 20th episode on location. The remaining four episodes of the 1975-76 season, the spokesman said, will be filmed on other sound stages at the Goldwyn Studios. *Cannon* was the only series really affected by the fire, he continued, adding that Mr. Martin's *Barney Jones* series (CBS, Thursday, 10-11 p.m.) was disturbed only to the extent that it occasionally used the *Cannon* sets.

Case testing FCC as cable regulator passes first stage

As expected, law judge holds for FCC on Gridley, Kan., certificate of compliance

Kyle Moore, president of the Community Antenna Television Association, has lost the first round in his challenge to the FCC's authority to regulate cable television.

The FCC had ordered his Gridley, Kan., system—Coffey County Community TV Co.—to shut down unless it could show cause why it had been operating without a certificate of compliance (BROADCASTING, June 16). The Gridley case was initiated not by the FCC, however, but by Mr. Moore who put his 113-subscriber system on the line to prove his belief that the agency is exceeding its powers (BROADCASTING, May 26).

The first round in the Gridley case was lost by Mr. Moore, as FCC Administrative Law Judge Thomas Fitzpatrick ruled the system was in violation of commission rules. Judge Fitzpatrick noted that "no genuine issue of material fact remains for determination at a hearing." Coffey County admits to operating a cable system as defined by FCC rules and has argued on jurisdictional grounds only, he explained. Citing case law, Judge Fitzpatrick said "subordinate authority cannot and should not undo what the commission has already done."

Mr. Moore found the ruling "no surprise." The purpose of going through this hearing is to build a record for eventual appeal to the courts.

IBFM/BCA recommends payment liability plan

A 28-page booklet dealing with their proposal for the handling of liability for payment of broadcast advertising is being dis-

Curve keeps rising. Network TV billings in November 1975 reached \$261.9 million, up 8.3% from the preceding November's, according to estimates compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports. The November figures brought 1975 11-month totals to almost \$2.2 billion, a gain of 8.1% from the comparable period of 1974. CBS-TV led with \$790,696,000, followed by NBC-TV with \$758,659,700 and ABC-TV with \$648,942,300.

TVB provided details as follows:

	November		%	January-November		%
	1974	1975		1974	1975	
Daytime	\$ 82,223.0*	\$ 96,221.7	+17.0	\$ 661,827.4	\$ 749,093.4	+13.2
Mon.-Fri.	51,301.5	57,576.5	+12.2	452,598.7	517,052.2	+14.2
Sat.-Sun.	30,921.5	38,645.2	+25.0	209,228.7	232,041.2	+10.9
Nighttime	159,535.0	165,722.5	+ 3.9	1,371,420.1	1,449,204.6	+ 5.7
Total	\$241,758.0	\$261,944.2	+ 8.3	\$2,033,247.5	+2,198,298.0	+ 8.1

	ABC	CBS	NBC	Total
January	\$ 59,183.6	\$ 70,017.4	\$ 71,642.3	\$ 200,843.3
February	58,915.3	67,291.2	62,353.2	188,559.7
March	65,313.5	77,795.9	68,459.7	211,569.1
April	59,488.5	75,237.7	67,688.7	202,414.9
May	59,183.3	78,195.3	69,516.1	206,894.7
June	50,388.5	59,283.6	59,694.3	169,366.4
July	43,566.3	54,177.8	51,055.2	148,799.3
August	43,472.4	53,059.1	51,049.6	147,581.1
September	60,206.0	70,161.3	67,419.5	197,786.8
October	72,545.2	90,313.8	99,679.5	262,538.5
November	76,679.7	95,162.9	90,101.6	261,944.2

Year-to-date **\$648,942.3** **\$790,696.0** **\$758,659.7** **\$2,198,298.0**

*add 000.

**SIOUX CITY'S
TOP STATION
HAS TEAMED
WITH TELEVISION'S
TOP REP...**

**NOW
BLAIR
TELEVISION
REPRESENTS**

**KTIV-TV4
SIOUX CITY, IOWA**

Sioux City... a market moving up. Where agri-business is *big* business. Where major corporations are investing millions of dollars in new office, retail and industrial developments. And where KTIV, the market's NBC affiliate has won the top ADI share in five out of the six days.

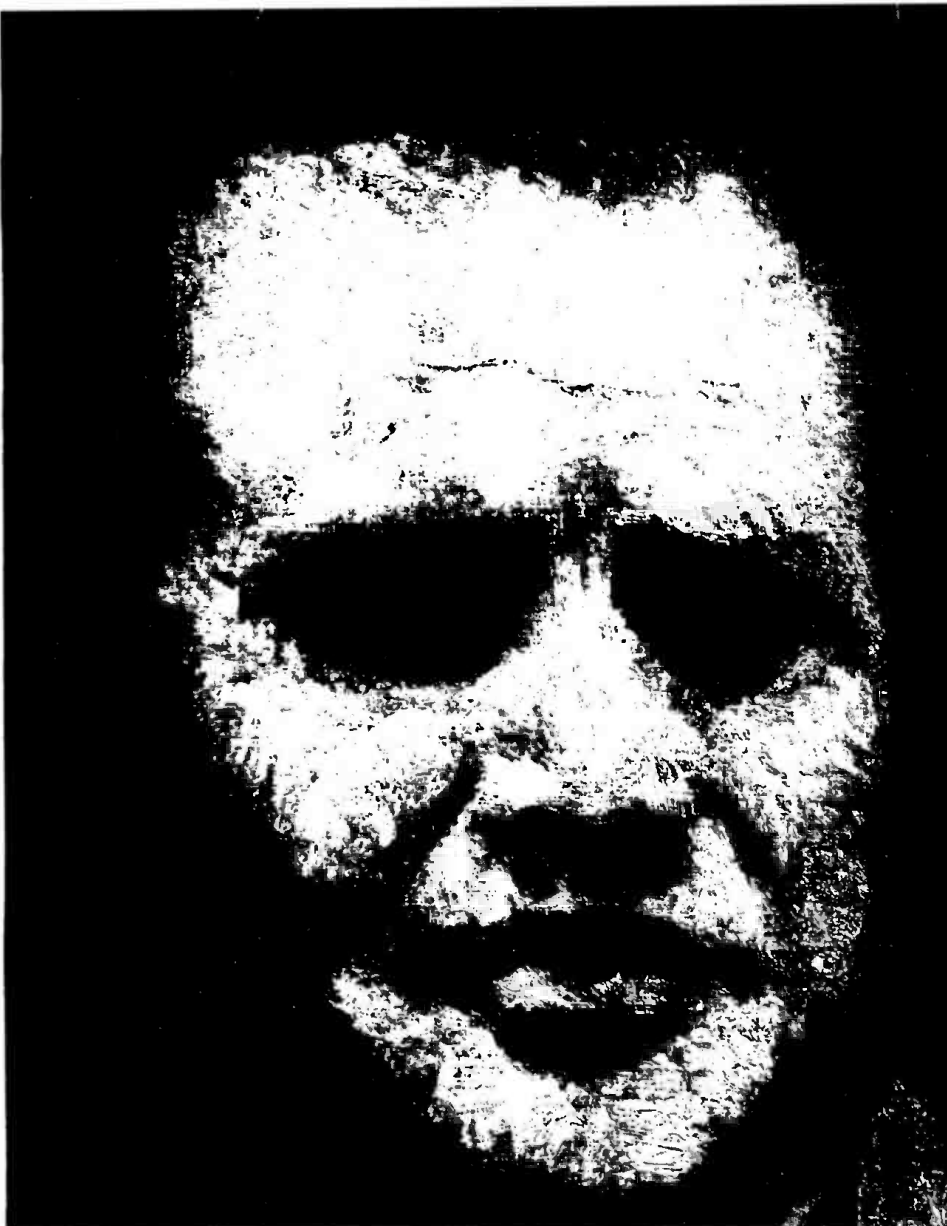
And now this Blackhawk Broadcasting Company station is represented by Blair Television. So get all the information about the exciting new things happening on KTIV. Call your Blair salesperson today.



BLAIR TELEVISION

A division of
JOHN BLAIR & COMPANY

Source: ARB, May 1975. Subject to survey limitations, available on request.



Call 813 784-4519 Collect

Let DR. DAVID BRONSTEIN, internationally renowned journalist, psychologist, clergyman, counselor and raconteur give your listeners a 5 minute LIFT! Typical topics are: Strength Beyond Resources, Facing Pain, Overcoming Anger, End Worry, or Using Your Handicaps. His material is fresh and exciting. Our not-for-profit corporation will furnish the tapes to you absolutely FREE! Phone me today, COLLECT, area 813 784-4519 or use the coupon.

ROSS CHARLES, public relations director

an adventure in faith, inc.

palm harbor, florida 33563

to **an adventure in faith, inc.**
palm harbor, florida 33563

Please send immediately an audition cassette of Dr. David Bronstein

Name _____ Title _____

Station _____ Street _____

City _____ State _____ Zip _____

There's a world of difference in Radio News.

Compare. If you're like most people, you'll choose the News Station. That's us. We're WTOP, NEWSRADIO 15. For coverage. For analysis. For convenience. What makes us different, makes us better.

Coverage

There's a World of Difference.

For starters, we operate the largest broadcast news organization in the area. From the District to and through outlying Maryland and Virginia, we put more outstanding reporters on the front lines of what's happening.

Add resources like CBS Network News, AP, UPI and more. We don't just cover the world, we uncover it.

Commentary

There's a World of Difference.

Nobody matches our line-up of analysts and commentators. In fact, nobody comes close. A combination of top local experts and major CBS Network reporters makes the difference. From Walter Cronkite to Nicholas von Hoffman. From Mike Wallace to Martin Agronsky. And from James J. Kilpatrick to Carl Rowan. The list is a kind of commentary of its own.

Scheduling

There's a World of Difference.

Our day is designed to work with your day. Key features are coordinated to a precise schedule. Features like CBS Network News on the hour. Sports at :15 and :45. Updates and business news at :20 and :50. Traffic and weather reports when you need them most. Our business is news and news keeps changing. We don't say you'll know what to expect—just when to expect it.

WTOP NEWSRADIO 15

The News Station. What we do makes all the difference in the world.

Represented nationally by CBS Spot Sales.

broadcasting in the Red Lion case found none in another case two years later. On an appeal from a libel action against WIP(AM) Philadelphia, the high court held that broadcasters are entitled to the same First Amendment protection as publishers in libel suits. The ruling held that malice or reckless disregard of truth must be proved by a libel victim to collect damages.

"We honor the commitment to robust debate on public issues, which is embodied in the First Amendment, by extending constitutional protection to all discussion and communication involving matters of public or general concern, without regard to whether the persons involved are famous or anonymous," the court said. In a footnote that must be filed under legal niceties the lay mind cannot understand, the court pointed out that the appellant had raised no question as to whether broadcasting fell under the First Amendment and that therefore the court had not ruled on that point.

The combination of the appellate court's Banzhaf ruling and Supreme Court's Red Lion ruling led inevitably to an epidemic of fairness complaints. The FCC, attempting to keep things from getting wholly out of hand, began refusing requests that seemed to it irrational or excessive, but it discovered that the Court of Appeals in its home town was, as ever, ready to welcome those whom the FCC rejected. Within three weeks in August 1971, the appellate court, overturning FCC decisions, ruled that commercials expressing opinions had the right of access to the air and that commercials for products that might be controversial in use or effect set the fairness doctrine into operation.

The latter decision was reached in an appeal brought by Friends of the Earth, an environmentalist group, from an FCC rejection of its complaint that commercials for automobiles and gasoline obliged broadcasters to give time to antipollution messages. After that opinion came out of the court, the FCC initiated a comprehensive inquiry to restore order to the fairness policy. The result, issued in June 1974, was a policy statement that explicitly withdrew the cigarette ruling as precedent, on the grounds that the issue in that case had been unique. Proving that litigation can have a life of its own, the FCC's 1974 policy on the cigarette precedent is now under attack in the Supreme Court by "public service" law firms that say commercials for snowmobiles trigger free messages for environmental protection under the Red Lion and Banzhaf decisions.

The appellate court's decision on opinion advertising came in two cases. In one the Business Executives' Move for Peace in Vietnam (BEM) complained that WTOP(AM) Washington had refused to sell it time for antiwar messages. In the other the Democratic National Committee had asked for a declaratory ruling that broadcasters were obliged to sell it time for solicitation of funds and comment on public issues. The FCC said stations could not arbitrarily refuse to sell time for the raising of political contributions but could refuse sale for comment on issues. The appellate court's finding that time must be sold led in May 1973 to a Supreme Court decision that some lawyers think was at least a partial retreat from Red Lion.

The opinion, written by Chief Justice Warren E. Burger, did not abandon the Red Lion rationale. "A broadcast licensee has a large measure of journalistic freedom," the chief justice wrote, "but not as large as that exercised by a newspaper." But the court seemed to modify its earlier position. "For better or for worse, editing is what editors are for, and editing is selection and choice of material. That editors—newspaper or broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress has provided."

Justice William O. Douglas, in a concurring opinion, went well beyond his colleagues in asserting that the First Amendment applies equally to broadcasting and the press. He had not participated in the Red Lion case, but now he said that he believed "the fairness doctrine has no place in our First Amendment regime." Indeed, said Justice Douglas, "the fear that Madison and Jefferson had of government intrusion is perhaps even more relevant to TV and radio than it is to newspapers and other like publications."

In another concurring opinion, Justice Potter Stewart said his

views "closely approach those expressed by Mr. Justice Douglas." Justice Stewart noted that he had been with the majority in the Red Lion decision, "although with considerable doubt." And he concluded with the observation: "If we must choose whether editorial decisions are to be made in the free judgment of individual broadcasters, or imposed by bureaucratic fiat, the choice must be for freedom."

Justices Douglas and Stewart are not alone in judicial second thoughts about the First Amendment and broadcast regulation. Chief Judge David Bazelon of the U.S. Court of Appeals of the District of Columbia, in November 1972, wrote a long dissent to an opinion that upheld the FCC's denial of license renewal to WXUR-AM-FM Media, Pa., for, among other reasons, violation of the fairness doctrine. "It is proper," Judge Bazelon wrote, "that this court urge the commission to draw back and consider whether time and technology have so eroded the necessity for governmental imposition of fairness obligations that the doctrine has come to defeat its purposes in a variety of circumstances; that we ask whether an alternative does not suggest itself—whether, as with the printed press, more freedom for the individual broadcaster would enhance, rather than retard, the public's right to a marketplace of ideas."

At another point, Judge Bazelon went to the heart of the long-argued issue. "There is no doubt about the unique impact of radio and television. But this fact alone does not justify government regulation. In fact, quite the contrary. We should recall that the printed press was the *only* medium of mass communication in the early days of the republic—and yet this did not deter our predecessors from passing the First Amendment to prohibit abridgement of its freedoms."

It was the same Judge Bazelon who four years earlier had written the opinion that applied the fairness doctrine to commercials for cigarettes.

On June 25, 1974, the U.S. Supreme Court issued a decision that was remarkable for, among other things, taking a course exactly 180 degrees opposite to that of Red Lion but without mentioning Red Lion at all. The case was a constitutional test of a Florida statute providing that any political candidate depicted unfavorably by a newspaper must be given space to reply. It had arrived at the Supreme Court after Pat Tornillo Jr., a candidate for state legislature, sued the *Miami Herald* upon its refusal to publish his statement answering *Herald* editorials opposing his candidacy. The circuit court in Miami ruled against Mr. Tornillo and declared the statute unconstitutional. The Florida Supreme Court reversed the lower court. The *Herald* took the case to the U.S. Supreme Court.

In defense of the Florida law, the Tornillo lawyers presented, in newspaper terms, the classic argument that has been used over the years to justify government regulation of broadcast content: that there are a scarcity of newspapers and concentrations of media control and therefore the government must mandate public access to the media. The court dealt at length with the argument and totally rejected it.

The omission of any reference to Red Lion in the Supreme Court's decision was strikingly apparent. Paul A. Freund, Carl M. Loeb University professor at Harvard University, in an article written for the Freedom of Information Center at the University of Missouri's School of Journalism, noted it with this comment: "Perhaps the explanation lies in the fact that the right of reply even in the broadcast field is on a shaky footing. Two members of the court, Justices Douglas and Stewart, have elsewhere expressed serious doubts about the soundness of the Red Lion case. Perhaps in the circumstances Chief Justice Burger, writing the Tornillo opinion, chose to let sleeping lions lie."

Perhaps.

(Among the sources for this article, apart from the cases themselves, were Joel Rosenbloom, former legal assistant to FCC Chairman Newton Minow and now a member of the Washington law firm of Wilmer, Cutler & Pickering; W. Theodore Pierson and J. Laurent Scharff, of the Washington law firm of Pierson, Ball & Dowd; Henry Geller, former general counsel of the FCC, now communications fellow of the Aspen Institute Program on Communications and Society.)

Credits. This special report on "The First Amendment and the Fifth Estate" is a Broadcasting magazine project that involved writers and editors in all bureaus. Major articles were contributed by Edwin H. James, Rufus Crater, Leonard Zeidenberg, Fred Fitzgeraid, Randall Moskop, Joanne Ostrow and Jay Rubin.

Just about all the broadcasting organizations that could find a lawyer took the FCC to court—"legal armies," the appellants were called in the decision they ultimately got from the U.S. Court of Appeals in the District of Columbia. They could have saved the money. The court upheld the FCC on every count, including its assertion that the fairness ruling on cigarettes was constitutional.

As Mr. Banzhaf left his footprint in legal history, two head-on challenges to the constitutionality of the fairness doctrine were making their way toward a confluence and another benchmark decision in the U.S. Supreme Court.

Fred J. Cook, author of a book, "Goldwater, Extremist on the Right," was the subject of a personal attack in a syndicated radio program by the Rev. Billy James Hargis that was broadcast on, among other stations, WGCN(AM) Red Lion, Pa., on Nov. 27, 1964. Mr. Cook's request for time to reply was honored by other stations that had carried the program but was rejected by WGB. The owner of that station, the Rev. John M. Norris, was prepared to make a test case of the fairness doctrine.

Mr. Cook complained to the FCC, which upheld him. Mr. Norris took the case to the U.S. Court of Appeals in the District of Columbia, which found no First Amendment offense in the FCC's ruling. Mr. Norris went on to the Supreme Court.

While the Red Lion case was pending, the FCC issued rules specifying how broadcasters must notify and offer time to objects of personal attacks on the air. The Radio Television News Directors Association appealed the rules to the U.S. Circuit Court of Appeals for the Seventh Circuit, in Chicago. CBS and NBC filed similar appeals which were consolidated with the RTNDA's. The appellate court found that the "broadcast press"—its words—was entitled to the protection of the First Amendment and that the FCC rules on personal attacks were unconstitutional. The FCC appealed to the Supreme Court, which consolidated the case with Red Lion.

In an opinion written by Associate Justice Byron R. White, the high court embedded the FCC rules in concrete. "It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount," said the court.

Although conceding that "broadcasting is clearly a medium affected by a First Amendment interest," the court said: "Where there are substantially more individuals who want to broadcast than there are frequencies to allocate, it is idle to posit an unabridgable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish."

In answer to the argument that the government rules would have a chilling effect on the broadcast of controversy, and would thus amount to an unconstitutional prior restraint, the Supreme Court had a novel suggestion. If licensees "should suddenly seem timorous," the court said, "the commission is not powerless to insist that they give adequate and fair attention to public issues. It does not violate the First Amendment to treat licensees given the privilege of using scarce radio frequencies as proxies for the entire community, obligated to give suitable time and attention to matters of great public concern." For broadcasters, the defeat was total.

Footnote: An unopposed application filed by the Rev. John M. Norris's Red Lion Broadcasting Corp. for a UHF television station has been awaiting FCC action for 11 years. The bureaucracy can be unforgiving when individuals challenge its power. The Supreme Court that saw a distinction between press and

Congress, functioning from the same governmental disinclination to undo old strings without knowing new ones, was amending Section 315, the equal-time measure of the Communications Act, to get rid of an embarrassment it had caused.

In early 1959, *Lar Daly*, a candidate for nomination as mayor of Chicago, protested to the FCC that the incumbent mayor, a candidate for re-election, had been seen on local television news programs, and he demanded equal time. In a strict interpretation of Section 315, the FCC granted it.

Mr. Daly was not the average candidate. He was running for nomination on both Republican and Democratic tickets, and he wore an Uncle Sam costume, complete with red, white and blue top hat, on all political occasions. There was no recent Chicago election in which he had not run for something, with unvarying failure. This time, however, he succeeded, although in an unintended aim: Congress was provoked into exempting news programs from the equal-time requirements of Section 315.

By that time the political-broadcasting law had been on the books for 32 years, having originally been adopted in the Radio Act of 1927. Coincidentally, it was in court under its first constitutional test as the Congress began thinking of changing it.

Three years earlier WDAY-TV Fargo, N.D., abiding by the law, had put a splitter candidate on the air after granting time to the major candidates for the office of U.S. senator. Also abiding by the law, the station did not edit the candidate's speech, which became the subject of a successful libel suit against the candidate and the station.

The state supreme court, on the station's appeal, reversed the judgment against WDAY-TV on the grounds that Section 315 explicitly prohibited broadcasters from censoring candidates' utterances and thus immunized them from liability for damages arising from uncensorable speech.

The plaintiff had been libeled took the case to the U.S. Supreme Court. There the station argued for affirmation of the exemption from liability. The NAB, as intervenor, argued that if the exemption could not be granted, the court should find Section 315 in violation of the broadcasters' First Amendment rights.

The Supreme Court issued its decision on June 30, 1959, while Congress was still debating changes in the equal-time law. To the dismay of those who had hoped for a First Amendment ruling, the court ducked that, holding that the state court had been right in exempting WDAY-TV from liability. That left repairs up to the Senate and House.

The final amendment adopted by the Congress in September 1959 removed the equal-time restriction for candidate appearances on newscasts, news interviews, news documentaries (if and on-the-spot coverage of news events. But it also elevated the fairness doctrine to the status of a federal law. Nothing in the new exemptions, the new language said, "shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this chapter to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." It may have sounded harmless enough at first. Trouble came for broadcasters when the FCC and courts started putting the doctrine in action.

Among the more imaginative uses of the fairness doctrine came a letter from one John F. Banzhaf III, who asserted that cigarette commercials presented one side of a controversial issue of public importance and that the station was therefore obliged to give time for discussions of smoking and health. When the station rejected his request, with the explanation that the health issue had been thoroughly covered in news and other programs, Mr. Banzhaf went to the FCC.

It turned out that Mr. Banzhaf was a 26-year-old lawyer in New York representing only himself. Those resources were enough. On June 2, 1967, the FCC sustained his complaint. That meant that not only WGBS-TV but also every station carrying cigarette commercials must from then on make a "significant" amount of time available for the presentation of antismoking views. Officially the FCC would not define "substantial," but Henry Geller,

Four who've figured prominently in broadcasting's fight for the First



Shuler



Brinkley



Daly



Banzhal

personal interest in either the Brinkley or the Shuler case, despite the regulatory fallout that would affect all licensees from then on. Indeed an editorial in *BROADCASTING* (Feb. 1, 1933) commented on the Supreme Court's refusal to review the Shuler case, deplored the absence of support by the National Association of Broadcasters. "Not that we hold any brief for the man Shuler," the magazine said, "but the free speech issue is far too important and fundamental to be left undecided by the court of last resort."

As has happened since, the magazine turned out to be talking for itself. The conventional broadcasters—still pioneers—who were seeking to establish reputations of their own were unable to identify with the quackery of Dr. Brinkley or the antieestablishment persuasions of Bob Shuler. And besides, they were encountering little real-world trouble in coping with most government rules. Long before *Brinkley* or *Shuler* they had come to accept government intrusions into program decisions.

In 1922 the Department of Commerce, which then regulated radio under the Radio Act of 1912, established a class of stations with more power than others were allowed and imposed a prohibition against their use of any mechanical reproductions. All programs had to be live. When the Federal Radio Commission came into being with the 1927 act, it immediately designed license renewal forms to elicit information on the average weekly time devoted to entertainment, religious, educational, agricultural and other types of programs.

Not had advertising escaped the accretion of government power. The radio commission included in its General Order No. 32 a warning that the benefit derived by advertisers from radio use "must be incidental and entirely secondary to the interest of the public." In 1929, when the "National Food Products Protective Committee" complained that Lucky Strike's slogan, "Reach for a Lucky instead of a sweet," was a "clear and conscienceless attack upon public health, public morals and public welfare," the FCC's general counsel replied with one of the first big wriggles of the lifted eyebrow. He advised the sugar interests, under their assumed name, that although the commercials in question would not provide grounds for revocation of broadcast licenses, the facts, if proved, could be material in consideration of renewal of those licenses. The Lucky Strike campaign was changed.

By the time the Congress got around to considering a modernization of the Radio Act of 1927, the accommodation between the regulated and the regulators was almost complete. In one legislative hearing the National Association of Broadcasters stated: "Almost everyone recognizes that, despite minor defects, the Radio Act of 1927, as amended, and the court decisions under it, have established a solid, workable and sound basis for government regulation of radio."

The act of 1934 created the Federal Communications Commission but retained most major features of the act of 1927, and regulation went forward in relative harmony, except for threats by the FCC to divorce newspapers from broadcast ownerships. (President Roosevelt, opposed by the bulk of the press, had expressed interest in separating publishers and broadcasters.)

Indeed the harmony persisted after the FCC, taking its deepest plunge of all into program control, issued a complete prohibition against editorializing by broadcast licensees. In the Mayflower case of 1941 it ruled that "the broadcaster cannot be an advocate."

The ruling came in a proceeding in which the Mayflower Broad-

casting Corp. lost its competing bid for the frequency then occupied by the Yankee Network's WAAB (AM) Boston. The rival application had been filed after WAAB had been attacked for broadcasting editorials that aroused criticism. In issuing a restriction on the whole broadcasting system as part of a renewal that the licensee at bar would obviously never appeal, the FCC was not only clever but also successful. No other broadcaster took the FCC to court either, despite the Mayflower ruling's vulnerability to First Amendment attack. The fact was, of course, that most broadcasters didn't care. They had never editorialized anyway.

Though nobody raised First Amendment questions in the Mayflower case, NBC raised some in appealing chain broadcast-ing rules that the FCC had adopted in the same period. Among other effects, the rules required NBC to get rid of one of its two networks, the Red and Blue. They also required station licensees affiliated with networks to retain control of their own programming. NBC attacked the rules as unconstitutional invasions of the licensee's programming powers.

The ruling from the U.S. Supreme Court, in 1943, went against NBC. And passages from the majority decision that the late Associate Justice Felix Frankfurter wrote are still being quoted to justify FCC incursions.

"The act itself," wrote Justice Frankfurter, "establishes that the commission's powers are not limited to the engineering and technical aspects of regulation of radio communication. Yet, we are asked to regard the commission as a kind of traffic officer, policing the wave lengths to prevent stations from interfering with each other. But the act does not restrict the commission merely to supervision of the traffic. It puts upon the commission the burden of determining the composition of that traffic."

Until the Red Lion decision came along 26 years later, the Frankfurter dictum was the FCC's favorite footnote in defenses of its programming roles.

Time passed, and most broadcasters had quit thinking about the editorial gag that *Mayflower* had imposed, if indeed they had thought about it at its instigation, until Justin Miller, who had been a judge on the U.S. Court of Appeals, became president of the NAB. Looking around the thickets of broadcast regulation, Judge Miller was appalled to find a Mayflower ruling that he thought plainly unconstitutional. He set about its repeal. Separately, however, Cornell University, license of WHCU (AM) Ithaca, N.Y., petitioned the FCC to reconsider *Mayflower*. The NAB and Federal Communications Bar Association joined in the call, and in 1947 the FCC set hearings on the subject.

It took the commission nearly two years to devise a way to reverse itself on *Mayflower* without letting licensees off the hook. Its 1949 Report on Editorializing, the document that finally emerged, eliminated the outright restraint on broadcaster ad-vertising, but, in an impenetrably tangled recitation of licensee responsibilities, it imposed new conditions that boiled down to the fairness doctrine.

The ideal of fairness had often been stated as a desirable objective in broadcast service. References can be found in records of the Department of Commerce when it was the regulatory agency before 1927. But now fairness had been codified into formal policy. Broadcasters were to face intricacies of regulation that never confronted them as long as they had left the *Mayflower* bulk by lying at the bottom.

Ten years later fairness became part of federal law when the

tributed by the Institute of Broadcasting Financial Management and its subsidiary, Broadcast Credit Association. The IBFM/BCA plan recommends the use of a contract clause that undertakes to reconcile different approaches by making the agencies liable for payments to media, except that the advertiser becomes liable within certain limits and conditions if an agency becomes insolvent. The booklet, "A New and Needed Position on Liability," contains a recommended standard form and material explaining and supporting it. Copies available from IBFM, 360 North Michigan Avenue, Chicago 60601.

State court puts Florida television on trial at trials

High court orders experiment with cameras in courtrooms

The Florida Supreme Court has decided to admit television to two trials this month to help it determine a permanent policy on broadcast coverage of state courts.

The pilot program will involve one civil and one criminal case with the consent of all parties involved and the witnesses. The trials have not yet been selected. Supreme Court Justice B.K. Roberts said the court will probably allow cameras on a limited basis if they do not affect the trials.

The court ruling was an outgrowth of petitions filed by Post-Newsweek Stations' WJXT(TV) Jacksonville, Fla., and WPLG-TV Miami seeking a revision in court rules prohibiting live broadcasts. Representatives of the stations and officials of the Florida Bar Association, which opposes the revision, will meet with Justice Roberts Jan. 15 for further discussions.

Other states that either have provisions for television coverage of trials or are in the process of examining such procedures are Colorado, Texas, Alabama, Washington and Oklahoma (BROADCASTING, Dec. 22). Broadcast coverage is forbidden in all federal courts.

PBS stations gain in fund raising; WNET leads in donations and new subscribers

Results of the latest public-television "pledge" drive (Dec. 5-Dec. 14) involving 64 stations brought in approximately \$3.25 million from 140,000 new subscribers, a 62% increase over contributions raised during a similar drive at the same time last year. By fiscal year end (this June) PBS stations hope to rise \$44 million, with the next major pledge drive to kick off in March.

Top contributors in the December drive were: WNET(TV) New York with \$511,084 from 22,207 new subscribers; WTTW(TV) Chicago with \$275,219 from 16,176 members (including a foundation

challenge grant of one dollar for every two dollars brought in); KCET(TV) Los Angeles with \$224,027 from 9,350 members, and WGBH-TV Boston with \$163,507 from 7,470 contributors.

In other PBS news, Pepsi-Cola Co. has announced it will underwrite the *Black Journal* series with a \$200,000 grant. The series, produced by WNET(TV), will begin its eighth season Jan. 25.

Still in orbit

Space: 1999, the science-fiction television series widely sold in syndication, begins production on 24 new episodes this

month.

Abe Mandell, president of Independent Television Corp., which produces and syndicates the show, also said that the budget for each of the new programs would be up to \$300,000.

Since ITC made the announcement renewing the show for another season, stations such as WPIX(TV) New York, WGN-TV Chicago, KHJ-TV Los Angeles, WUAB-TV Cleveland, KMSP-TV Minneapolis, WXIA-TV Atlanta and WLVI-TV Indianapolis have signed up for another round of *Space: 1999*. The Canadian CBC network also contracted for a second year's worth.

The show was sold last year in 155 U.S. markets.

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME _____

STATION _____

ADDRESS _____

(No P. O. Box Numbers, Please)

CITY _____ STATE _____ ZIP _____

*This statement by
Corinthian Broadcasting Corporation first appeared
in BROADCASTING on February 5, 1962.
The issue it explores is just as vital today
as it was fourteen years ago.*

If Marconi had been born before Madison

"Experience should teach us to be most on our guard to protect liberty when the government's purposes are beneficent . . . The greatest dangers to liberty lurk in insidious encroachment by men of zeal, well meaning, but without understanding."

Strong words from any source, these are particularly compelling because they come from one of the great liberal minds of American jurisprudence, Justice Louis Brandeis.

Today in broadcasting the words have particular meaning. The issue is whether programming shall be determined by the people through the turn of a dial, or for the people through government direction, either by edict or official "suggestion."

Guaranteed by the First Amendment, freedom of speech is the absence of restraint by government. Down through the years it has been applied by the courts to every form of communication—to newspapers, books, magazines, pamphlets and motion pictures.

Vitally important 170 years ago, equally important today, freedom of speech as embodied in the First Amendment is the essential ingredient of a free society. It is, in the words of Justice Cardozo, "the matrix, the indispensable condition of nearly every other form of freedom."

If Marconi had been born before Madison, is there any doubt that broadcasting would have been mentioned by name? Would those who feared government control of the speech methods of their day have been less concerned about control of broadcasting? Would they have allowed the need to prevent signal interference, or the limitation of spectrum space, to vitiate so fundamental a precept? We Corinthians think not.

Faith in the discriminating good sense of the people is the premise of the First Amendment and of democracy itself. The premise applies to both ballot box and television set. The institutions of freedom do not endure because they are perfect. They endure because they are free.



Corinthian is a Member of
the Dun & Bradstreet Group.

THE CORINTHIAN STATIONS

RESPONSIBILITY
IN BROADCASTING

- ① KHOU-TV
Houston
- ② KOTV
Tulsa
- ③ KXTV
Sacramento
- ④ WANE-TV
Fort Wayne
- ⑤ WISH-TV
Indianapolis

CBS Affiliates

The First Amendment and the Fifth Estate

BROADCASTING, the News Magazine of the Fifth Estate, came into being on Oct. 15, 1931. Its first editorial began with this quotation from Carlyle's "Heroes and Hero Worship":

*Edmund Burke said that there were
Three Estates in Parliament, but in
the Reporters' Gallery there sat a
'Fourth Estate' more important
by far than them all."*

The magazine dropped the "Fifth Estate" designation from its cover in 1933. The contents, however, and the editorial persuasion, remained committed to the proposition that broadcasting "occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circulation areas."

Comes now this special report relating the bond between the Fifth Estate the editors first recognized almost a half-century ago, and the First Amendment all our countrymen recognized almost two centuries ago. It is at once a history and a snapshot; a recounting of broadcast journalism's relatively brief past and a status report on the present practice of that profession. As the President of the United States proclaims in the message reproduced here, broadcasting "is at the very heart of the strong and healthy freedom of expression we cherish as Americans." The business of this issue is to describe the distance the Fifth Estate has come in meriting that description, and how far it has yet to go in claiming its full inheritance under the First Amendment.

Copyright 1976 Broadcasting Publications Inc.
Excerpts up to 500 words may be quoted with credit.

THE WHITE HOUSE
WASHINGTON
December 23, 1975

As we celebrate the Bicentennial of our national independence, it is a special pleasure for me to acknowledge the contribution which the broadcasting industry has made in extending and enhancing the process of free and open expression in our society.

The freedom to exchange viewpoints, the right to challenge the status quo and to redirect a line of thinking or a line of action are at the very foundation of this nation's endurance and success. In colonial times the process of exchanging opinions and disseminating news was often excruciatingly slow and spotty. The advent of the telegraph, and later the telephone, altered that situation, making point-to-point communications faster and more reliable.

However, not until the inception of radio, and then television broadcasting, did we achieve the ability to reach millions of Americans instantaneously with information and entertainment. That ability suddenly made us a nation of eye witnesses to the news, a nation of informed citizens with ready access to the multiplicity of viewpoints which shape the events of the day. Technological advances promise to expand our ability to communicate with each other still further. They promise, and in some cases already do, increase access to, and choices for, information and entertainment services and invite our direct participation in the use of media.

Our society and our system of government thrive on the freedom to inform, to educate and to dissent. And this freedom carries with it many heavy responsibilities and challenges. On this occasion, I join a proud and grateful nation in saluting an industry that is at the very heart of the strong and healthy freedom of expression we cherish as Americans.



The First Amendment and the Fifth Estate

From Fighting Bob to the fairness doctrine

A case history of broadcasting's legal life with second-class First Amendment rights, including a review of the major court and government agency decisions by which radio and television were fit into their own confining constitutional molds

In the Depression-ridden early 1930's, Los Angeles had become the national refuge for quacks, cultists, healers and evangelists, all drawn to the abundance of their natural prey: the elderly, infirm and gullible, searching for sunshine and salvation. Painless Parker manned a chain of walk-up offices with drop-outs from dental schools. Aimee Semple McPherson built and kept refurbishing an ornate temple from the collections her ushers raised by stringing clotheslines down the pews for the congregation to festoon with paper currency. "The Lord hates the sound of silver clanking," she explained. In the pulpit of Trinity Methodist church, the Rev. Robert Shuler carried on a strident diatribe against his private gallery of evils, including, but not limited to, Catholics, Jews, judges, municipal authorities, pimps and prostitutes.

"Fighting Bob" (one of the names he was called in mixed company) knew how to stir things up. He had the zealot's sense of mission, the con man's gift of timing and a sheer genius for manipulating media. He could get into the local newspapers almost at will. Not only that, he owned a radio station, KGEF, which he used to berate and frequently malign just about every institution but his own. When other subjects palled, he reported on the air that he had unsavory information about unnamed persons who could pay penance in the form of donations to the church. Oh, how the money rolled in.

Broadcasters today can trace the murkiness of their First Amendment status to Fighting Bob Shuler and his efforts to retain his station against the determination of the old Federal Radio Commission to take it away.

Mr. Shuler, appealing a commission refusal of renewal of his license, asserted that the First Amendment denied the government that power. On Nov. 28, 1932, the U.S. Court of Appeals in the District of Columbia, which was to hear most other constitutional challenges to regulatory authority in future years, threw Mr. Shuler out with language bespeaking its distaste:

"If it be considered that one in possession of a permit to broadcast in interstate commerce may, without let or hindrance from any source, use these facilities, reaching out, as they do, from one corner of the country to the other, to obstruct the administration of justice, offend the religious sensibilities of thousands, inspire political distrust and civic discord, or offend youth and innocence by the free use of words suggestive of sexual immorality, and be answerable for slander only at the instance of the one offended, then this great science, instead of a boon, will become a scourge, and the nation a theater for the display of individual passions and the collision of personal interests. This is neither censorship nor previous restraint."

By today's standards, Mr. Shuler's transgressions would proba-

bly not send up most judges' blood pressures. In 1932 the court was really ruling on the seemliness of conduct, hardly the kind of clear and present danger that in later years would be required for an exemption to the freedom of speech or of the press. But the appellate decision in the Shuler case became the benchmark in communications law. For the first time a court had examined federal regulation of broadcasting against the First Amendment and had concluded that although the government could not exercise "previous restraint," it could exact "subsequent punishment." Mr. Shuler's appeal for U.S. Supreme Court review was rejected, and the Federal Radio Commission had been reinforced in its authority over what was going on the air.

There had, however, been earlier court affirmations of the radio commission's powers as conferred by the Federal Radio Act of 1927 which created the agency. Nearly two years before it sealed Mr. Shuler's fate, the same appellate court had affirmed the FRC's denial of license renewal to KFKB Milford, Kan., owned by Dr. J.R. Brinkley, who had attracted national publicity for the unorthodoxy of his medical practice.

In his photographs distributed throughout KFKB's listening area, Dr. Brinkley looked unassailably professional in spade beard and pince-nez. On the air, his was the voice of ancient wisdom as he dispensed prescriptions on *Medical Question Box*, broadcast on KFKB three and a half hours a day. The prescriptions followed instant diagnoses that Dr. Brinkley made from symptoms described in letters from listeners. They were announced in coded numbers and were obtainable only from druggists who subscribed to an association that Dr. Brinkley ran. Among the more publicized Brinkley innovations was the surgical implantation of goat glands, said to perform miracles for the lucky patient's sexual powers. Not all the quacks had moved to Los Angeles.

The Brinkley case posed no constitutional questions, but it settled several others.

"It is apparent, we think," said the court, "that the business is impressed with a public interest and that, because the number of available broadcasting frequencies is limited, the commission is necessarily called upon to consider the character and quality of the service to be rendered." That translated to the power to consider program content at renewal time.

Further, said the court, the Congress "very evidently had in mind that broadcasting should not be a mere adjunct of a particular business but should be of a public character." That affirmed the FRC's finding that the law excluded the broadcast of "matters of a private nature."

Last, said the court, the commission had subjected no programming of KFKB to scrutiny before broadcast ("previous restraint") but had "merely exercised its undoubted right to take note of appellant's past conduct, which is not censorship." That meant that the FRC was not guilty, as KFKB had charged, of violating a provision of the Radio Act that proscribed the censorship of broadcasting, without describing what censorship meant. (The provision survives in Section 326 of the Communications Act of 1934, the law now.)

There is little evidence that broadcasters in general took much

THE VERY LATEST ELECTRONIC EQUIPMENT GIVES MIDDLE TENNESSEE'S NO. 1 NEWS AN ADDED SPARK.

At Nashville's pioneer television station, we have always considered news coverage of international, national, and local events to be of paramount importance. Way back in 1960, WSM-TV cameras were on the scene at the Tennessee State Penitentiary, presenting live coverage of prisoner riots in the area's first news remote. And we have continued and expanded our policy of being first in news. By employing the largest and finest team of news-gathering and on-the-air journalists in the mid-South. And by providing them with electronic equipment of the latest and finest manufacture.

Today, with our Portable Color Videotape System, we can cover a fast-breaking news event, edit on the spot, and have the story ready for televising literally in minutes!

With our up-to-the-minute radar equipment, our electronic gaze penetrates 250 miles in every direction.

And our coverage of election returns, aided and abetted by computers and other space-age hardware, consistently outstrips the competition.

Coupled with our hour-long news format, our leadership in electronic journalism provides Channel Four viewers not only with more news, but with better, faster coverage of all important events.

Being first in news is not just a habit with us. It's our policy.

WSM TV 4

NASHVILLE

AN AFFILIATE OF THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

The First Amendment and the Fifth Estate

The march of time for broadcast journalism: It's come a long way from the Harding-Cox election returns

From the pages of **BROADCASTING**, a chronology of key events in the development of a new medium for news, from the '20's to today

"Will anyone hearing this broadcast communicate with us, as we are anxious to know how far the broadcast is reaching and how well it is being received." The words crackled through crystal sets and earphones to a few early radio fans anxious to learn the outcome of the Harding-Cox presidential voting. It was the stormy night of Nov. 2, 1920. Westinghouse's Dr. Frank Conrad had arranged with the *Pittsburgh Post* to relay the election returns by phone to an improvised studio of KDKA(AM) Pittsburgh. For 18 straight hours election news was interspersed with phonograph music.

And, from an audience huddled around a receiver in the main ballroom of Pittsburgh's Edgewood Club, came this phoned-in response to KDKA's plea for listener reaction: "*More news and less music!*"

The KDKA news event drew national acclaim the next day.* But that plea for more news was only partially answered in radio's pioneering days. Few envisioned the full potential of the medium, much less the dimensions of today's broadcast journalism.

News dispensing in the early twenties was incidental and involved passive reporting of prearranged current events. Much of it amounted to items repeated from the local newspapers or reports from the papers' newsrooms, a practice that ultimately brought down the wrath of the press associations and many newspaper

publishers reluctant to have competition.

But broadcast journalism did sow its first seeds in that decade. A 30-year-old David Sarnoff saw the chance to enhance RCA's prestige with a blow-by-blow report of the Dempsey-Carpentier championship fight on July 2, 1921. A transmitter borrowed from the Navy and installed in Hoboken, N.J., was used to relay the fight account from Boyle's Thirty Acres in Jersey City. Announcer was Major Andrew White, then a magazine editor and later first president of CBS.

The year 1924 saw the improvisation of national radio hook-ups to cover the Republican convention in Cleveland and the Democratic sessions in New York. Radio that November brought the word of Calvin Coolidge's victory to a national audience, albeit limited by sparse set circulation.

It was the radio coverage of the 1928 national political conventions that truly made an impact. As Merlin H. (Deac) Aylesworth, early-day president of NBC, put it:

"In the presidential campaign of 1928, the two major party issues reached the masses of America more intimately than ever before. As a result of network broadcasting, voters were able to be vicariously

at the conventions . . . People were given a new realization of the important part they must play in any nation that is self-governed."

The ranks of broadcast newsmen were beginning to fill in with more and more journalists who had learned their trade in the print media. There were such as the rasping-voiced Floyd Gibbons and the dulcet-toned Lowell Thomas. (In a sense, Mr. Thomas set the pace for the space-flight reporters of the sixties and seventies when he made his debut radio broadcast in 1925: A description of man's first aerial circumnavigation of the globe by four U.S. Army planes.)

That was five years before Lowell Thomas became a regular news broadcaster. In 1930 William S. Paley, then CBS president, persuaded Mr. Thomas to successfully audition for a news program to be sponsored by *Reader's Digest*.

But it was not the defection of some from its ranks to the new medium that increasingly upset the print medium. From the editorial as well as the sales standpoint, press associations and many publishers chafed at what they termed encroachment and pirating.

The smoldering press-radio war erupted in the early thirties. It escalated to the point where newspapers refused to publish local radio program logs and Associated Press and United Press were persuaded by their press memberships to deny dispatches to radio stations.

What seemed to be a truce came about at the beginning of 1934. The press associations agreed to provide service to networks and stations by furnishing two five-minute summaries daily and to protect broadcasters on bulletins. However, there were restrictions—the broadcasters would be allowed to broadcast only one five-minute summary after 9:30 a.m. and an evening report after 9 p.m.; the newscasts could not be sold, and the broadcasters were to stay out of the newsgathering field. The press service was called the Press-



Where it all began. Announcer L. H. Rosenberg broadcasts the 1920 Harding-Cox election returns from KDKA(AM) Pittsburgh, flanked by assistant taking telephone reports from the *Pittsburgh Post* and operator (with headsets).

*WWJ(AM) Detroit offered similar election news that night, but for reasons obscured by time, it didn't get the same headlines. Also almost lost in time was the name of that KDKA announcer giving the election news: Leo R. Rosenberg, an electrical engineer. Mr. Rosenberg thereafter switched to advertising. Now retired at 79 from Foote, Cone & Belding, New York, he continues to serve the agency as a consultant.



THE BEST CRIME REPORTER IN AMERICA

Clarence Jones' **CARGO OF FEAR** and **CRIMEWATCH** have been judged the best crime reporting in the Nation.

The **ALFRED I. DUPONT COLUMBIA UNIVERSITY AWARD**, 1974-1975, has been presented to Clarence Jones and WPLG.

Another good reason Newswatch is The One To Watch.

10
wplg-miami
A POST NEWSWEEK STATION

Radio Bureau. It was short-lived.

Radio had too much spirit to submit to this yoke. In less than three months, broadcasters were setting up their own news organizations. KFI(AM) Los Angeles sounded a call for a cooperative radio press association. In New England, John Shepard 3d announced that his regional Yankee Network and would tie in with the KFI organization.

The independent organizations were born that spring with the Radio News Association, Continental Radio News Service and the American Radio News Service.

The effectiveness of this counteraction and the farsightedness of many newspaper publishers began to de-escalate the press-radio war. It bore out the remarks of BROADCASTING, which had editorialized about radio's friends among the publishers in its fourth issue in 1931: "All this ballyhoo about radio's encroachment upon the provinces of the press finds some of the leading newspaper publishers of the country refusing to pay heed ... Broadcasters [need not] pay heed to the tempest in the teapot that certain press interests have been trying to create."

Since Oct. 15, 1931, BROADCASTING has attempted to chronicle the emergence of broadcast journalism to the respected position it enjoys going into 1976. A glance through its pages (date shown is issue in which event is reported):

1931

Nov. 1—Fred Smith, managing editor of "March of Time," movie feature that debuted on networks as weekly feature on March 6, 1931, describes radio version as emergence of "audible journalism."

Nov. 15—Rebuffed by local newspapers as part of the press-radio war, WCCO(AM) Minneapolis uses local shopping news to get its program listed in detail.

Dec. 1—Fight against broadcasting intensifies in California where publishers seek to align newspapers against radio.

1932

March 15—CBS, NBC and New York-area stations go on around-the-clock operations to cover developments in Lindbergh kidnapping case.

1933

March 1—Attempted assassination of President-elect Roosevelt in Florida that resulted in death of Chicago Mayor Cermah gets prompt radio coverage; CBS puts eyewitnesses on air within 90 minutes via special line instead of taking time to have link with Miami reversed.



On the move. WWJ(AM) Detroit turned to mobile units early, originating what it claims to be the first broadcast from an airplane on April 14, 1928. This "field car" was introduced in the '30's to originate remote pick-ups.



Graham McNamee, before becoming a network emcee and personality in the thirties, served his apprenticeship with WEAF(AM) New York, getting the assignment to cover the Democratic national convention in Madison Square Garden in 1924. He also reported outstanding sports events of the time including the Dempsey-Tunney "Long-count" fight of 1927.

March 15—Largest audience in history is reported for CBS-NBC broadcast of President's plan to reopen nation's banks.

April 15—Federal district court in Sioux Falls, S.D., grants AP permanent injunction against broadcast of AP news by KCOO(AM) Sioux Falls.

May 1—AP membership votes to ban network broadcasts of AP news and to curtail local broadcasts to bulletins at stipulated times with air credit to newspaper, which is to pay extra broadcast assessment.

May 15—INS and UP decide not to follow AP's example in setting such strict ground rules for broadcasters. Networks establish own correspondents in key cities.

May 15—President Roosevelt again uses combined CBS-NBC networks for second "Fireside Chat," phrase coined by Harry Butler, CBS Washington.

Sept. 15—CBS assigns publicity director, Paul White, to task of organizing nationwide staff to collect news for network.

Oct. 1—General Mills sponsors twice-daily news broadcasts compiled by new Columbia News Service. *Washington Star* drops listing of WSV(FM) Washington in line with policy of "not advertising our competitors."

1934

Jan. 1—Ten-point plan is drawn up in attempt to end press-radio war. Press associations (AP, INS, UP) are to drop their policies of refusing to provide service to broadcasting, furnish two daily five-minute summaries to radio and protect broadcasters with special bulletins. In return, radio is to agree to broadcast one morning summary after 9:30 a.m. and the evening summary after 9 p.m. In addition, news broadcasts are not to be sold.

Jan. 15, Feb. 1—Protests grow over so called radio-press truce.

March 15—Yankee Network News Service set up by that New England hook-up with plans to exchange with earlier-announced co-op news service of KFI(AM) Los Angeles.

April 1—Three independent news bureaus open to serve radio.

Aug. 15—Transradio Press Service emerges as principal competitor of publisher's Press-Radio Bureau.

Oct. 1—Senator Clarence Dill (D-Wash.) tells National Association of Broadcasters that press-radio agreement is one-sided pact and that broadcasters should form own news services.

Oct. 15—New Jersey Governor Harry A. Moore announces that microphones will not be allowed in courtroom during trial of Bruno Richard Hauptmann on charges of kidnapping-murder of Lindbergh son.

Dec. 15—In reverse-aid situation, who(AM) Des Moines does on-air relay of UP news to *Washington (Iowa) Journal* and *Kirkville (Mo.) Express* when blizzards cut wire service feeds.

1935

Jan. 1—Federal District Judge John C. Bowen in Seattle rules that once news is printed in newspapers, it may be broadcast without restriction. He dismisses suit against KVOS(AM) Bellingham, Wash., alleged to have pirated AP news.

May 15—UP and INS offer news to radio; AP permits member papers to provide news for local newscasts, but still forbids sponsorship.

June 1—Transradio Press Services files \$1-million damage suit against CBS, NBC, AP, INS, UP and American Newspaper Publishers Association, alleging that press-radio program agreed to in 1934, was illegal and unfair competition.

Oct. 15—Esso's sponsorship of UP news on group of NBC O&O's leads AP board of directors to reaffirm its ban on the use of AP news on sponsored broadcasts.

1936

Jan. 1—U.S. Circuit Court of Appeals holds broadcasting of news taken from newspapers is unfair competition, reversing earlier decision in case of AP against KVOS(AM) Bellingham, Wash.

March 15—CBS's broadcast of speech by Communist Party secretary, Earl Browder, is refused by some affiliates. Editorials and congressmen attack and defend CBS action.

Oct. 1—After KFI and KECA Los Angeles refuse to carry President Roosevelt's fireside chat as sustainer, Democratic National Committee cuts them from network stations getting paid for campaign broadcasts.

Nov. 1—CBS cancels "debate" of Senator Arthur Vandenberg (R-Mich.) with recordings of President Roosevelt's statements as violating its no-transcription rule, then reinstates the broadcast.

Nov. 15—Complete elections-returns coverage by networks and stations winds up campaign in which political parties spent an estimated \$2 million for radio time.



Earl witness news. NBC mobile unit provides on-the-spot coverage from the Ohio and Mississippi Valley floods in 1937.

**ST. LOUIS
HAS A NEW SYMBOL
FOR
LEADERSHIP
IN TELEVISION NEWS**



**CHANNEL 2 NEWS IS GIVING A NEW
DIMENSION TO NEWS COVERAGE ABOUT
AND FOR THE PEOPLE OF ST. LOUIS . . .**

IT'S NOT JUST DIFFERENT . . . IT'S BETTER!



Paul White, often called "The Father of Radio News," joined CBS in 1930 as news editor. When the wire services shunned radio during the press-radio war, he organized the Columbia News Service and became its vice president and general manager. Prior to World War II, following a trip to Europe and convinced of the inevitability of global war, he organized the CBS news coverage that included the talents of H. V. Kaltenborn, Edward R. Murrow, Eric Sevareid, Bob Trout, Elmer Davis, John Daly, Major George Field Eliot and others. He resigned after the war to write in San Diego. He died in 1955.

1937

Jan. 1—U.S. Supreme Court throws out suit of AP against KVOZ(AM) Bellingham, Wash., for AP's failure to show damages over \$3,000, the minimum needed for federal jurisdiction, but looks with disfavor on KVOZ practice of buying newspapers and reading them on air.

Feb. 1—Radio goes on round-the-clock duty to provide communications for flood-stricken Ohio and Mississippi Valley and aids relief work; job wins nation's praise.

May 15—WLS(AM) Chicago team, announcer Herb Morrison and engineer Charles Nehlsen, on routine assignment at Lakehurst, N.J., record on-the-spot tragedy when German dirigible, Hindenburg, explodes on approach to mooring mast. NBC breaks rigid rule against recordings to put it on network.

June 15—Transradio's \$1.7 million suit against networks and press associations is settled out of court.

Oct. 1—American Bar Association recommends that broadcasting of court trials be "definitely forbidden."

1938

March 15—Southern California stations turn over all facilities to emergency public service as all other means of communications fail in flood crisis.

Oct. 1—New York stations pool equipment to keep public informed as hurricane hits city; New England stations also rise to meet emergency of crippling storm.

Nov. 15—Networks, after conferring with FCC, agree to avoid simulated newscasts in dramatic shows. Action follows hysterical reaction to Orson Welles's "War of the Worlds" broadcast on CBS's *Mercury* series.

Dec. 1—Three stations refuse to carry broadcasts of Rev. Charles E. Coughlin, militant Michigan priest, without advance scripts. Action follows broadcasts considered anti-Semitic.

1939

Feb. 15—AP begins supplying news to NBC without charge and for sustaining use only after

CBS and NBC discontinue service of Press Radio Bureau. CBS uses news from INS and UP.

May 1—Both houses of Congress establish radio galleries, largely due to efforts of Fulton Lewis Jr., Mutual Broadcasting System commentator.

June 1—In accordance with mandate of its membership, AP board authorizes sale of AP news on sponsored broadcasts.

Sept. 15—Networks draft code for coverage of war: Goal is full, factual coverage with minimum of horror, suspense and undue excitement.

Nov. 15—United Fruit Co. buys time on NBC's international stations for daily newscasts for Latin America, becoming first advertiser to sponsor such broadcasts.

1940

Jan. 1—NBC gets major news beat of 1939 with eyewitness description of sinking of Nazi's pocket battleship, "Admiral Graf Spee," by British warships in Montevideo harbor.

March 15—Sun Oil Co. becomes first sponsor to have its programs regularly telecast; company's radio newscasts by Lowell Thomas on NBC Blue are also carried on W2XBS, NBC's experimental TV station in New York.

June 1—Henry W. Grady School of Journalism, University of Georgia, establishes George Foster Peabody Awards for radio with first awards to be given in 1941 for achievements in 1940.

July 1—Republican convention adopts first radio plank ever put into a political party platform, upholding the application of constitutional principles of free press and free speech to radio. Convention is also first party convention to be telecast.

Aug. 1—Democrats also adopt a free-radio plank for party platform, urging radio be given same protection from censorship as press.

1941

Jan. 27—Press Association is formed as new subsidiary of AP to handle news for radio.



Equal facilities. Broadcast journalism won another pair of long pants in Washington in 1939 when the new radio gallery was opened in the House of Representatives. Seated in the chairs are Harmon Burns (lower left), capitol employee, and Bob Menaugh (middle), superintendent of the gallery. Around the wall (l-r): Fulton Lewis Jr., MBS; H.R. Baukhage and William R. McAndrew, NBC; Francis J. Tully, Yankee Network; Robert L. Warner, CBS, and Fred Morrison, Transradio Press.



The Lindbergh kidnapping case of the early thirties brought **Boake Carter** and his deep, British tones to network radio. Born in Baku, South Russia, of English-Irish-Welsh descent, he served as a newspaperman overseas and in the U.S. for many years before becoming a naturalized American citizen in 1933. It was while doing a radio stint for the *Philadelphia News* on a local station during the Lindbergh case that he earned national attention and a nightly quarter-hour on CBS under sponsorship of Philco. Later he was on MBS.

June 2—Socony-Vacuum Oil Co. becomes first FM network sponsor by signing for newscasts on American Network, FM hook-up serving New England.

Dec. 15—President Roosevelt's broadcast to nation, day after war was declared, has largest audience in radio history (about 90 million) and highest ratings (CAB, 83, Hooper, 79).

Dec. 22—Byron Price, executive news editor of AP, is appointed director of new war censorship bureau.

Dec. 22—U.S. Weather Bureau bans weather broadcasts for duration.

Dec. 29—J. Harold Ryan, vice president of Fort Industry Co., is named assistant director of censorship, in charge of broadcasting.

1942

Jan. 19—Office of Facts and Figures is designated as clearing house for governmental broadcast, with William B. Lewis, former CBS vice president, as coordinator.

March 23—Committee on War Information issues war policies, pledges that public will get bad news as well as good, so long as no aid is given enemy.

June 22—President Roosevelt creates Office of War Information, appoints Elmer Davis, CBS commentator, as its director.

July 13—Publisher-broadcaster Gardner Cowles Jr. is named assistant director of Office of War Information in charge of all domestic operations. William B. Lewis, former CBS vice president who became radio chief of Office of Facts and Figures, heads radio bureau of Mr. Cowles's branch of OWI.

1943

Jan. 4—Office of War Information asks stations to clear quarter-hour, Monday-Friday strip for important war information broadcasts, which will be available for local sponsorship.

June 21—Association of Radio News Analysts adopts code opposing censorship. Paul White, CBS news director, insists on right to "edit."

Sept. 13—General Dwight D. Eisenhower himself broadcasts news of Italy's surrender, the

HAVE WE GOT **NEWS** FOR YOU !

24 hours a day. Every day. Fresh, fast and focused to provide hardhitting local coverage. Back-stopped by the worldwide resources of NBC's News and Information Service plus CBS in Sacramento and NBC in Reno. When we talk, everybody listens.

KFBK

The big news in the Sacramento Valley

KOH

The big news in Reno and Western Nevada

NEWS →
AND →
INFORMATION →
SERVICE →



McClatchy Broadcasting represented nationally by KATZ Radio



Over there. World War II put network correspondents on all the fighting fronts. In left photo are CBS's Edward R. Murrow with three of his wartime colleagues in Europe. L to r: Mr. Murrow, Paul Manning, John Daly (who later became head of ABC News) and Robert Trout. At right, NBC correspondents in the vicinity of St. Lo, France, in 1944 (l to r): Francis McCall, Wright Bryan, David Anderson, Tom Treanor (later killed) and W.W. Chaplin.



first such event to be announced by radio.

Sept. 20—National Association of Broadcasters News and Public Relations Committee adopts resolution on editorializing on air—that management must have final say as it is responsible to public as licensee.

1944

Feb. 14—Ohio Governor John W. Bricker urges legislation to restrict the FCC and keep radio as free as press.

May 8—Military authorities and radio networks discard traditional taboos to cooperate in providing American public with full and immediate reporting of the Allied invasion of Europe.

June 12—Ready for its greatest on-the-spot reporting job, radio gives world news of the invasion of Europe by Allied forces under General Dwight D. Eisenhower, swiftly, calmly and seriously.

Oct. 23—Invasion of the Philippines is first announced by radio from a floating broadcasting station off Leyte. Major A. A. Schechter, former NBC news chief, directs radio coverage.

1945

Feb. 12—Liberation of Manila completely covered by radio. Highlight is broadcast of Bert Silen, released from Santo Tomas internment camp, who told NBC audience: "As I was saying when I was so rudely interrupted over three years and a month ago..." (He had been broadcasting on NBC when Japanese bombs destroyed the Philippine transmitter).

April 16—Radio handles sudden death of Franklin Roosevelt April 12 with dignity and restraint, alerting nation late that afternoon with bulletins from Warm Springs, Ga. Commercial announcements are dropped with only news, tributes and music retained.

May 14—Pooled coverage of Nazi surrender brings American people full details of end of war in Europe.

Aug. 13—In first proceeding under Section 315 of Communications Act (equal time for political candidates provision), FCC dismisses complaint against WDSU(AM) New Orleans with admonition that stations must not give advantage to any single candidate.

Aug. 14—World first learns via radio of Japanese acceptance of Potsdam terms and end of World War II.

Nov. 5—President Truman opens radio news gallery broadcast room in Senate wing of U.S. Capitol.

1946

April 29—AP votes to admit stations as associ-

ate members in recognition of "radio as a great medium for the dissemination of news." However, stations are not to have vote in AP affairs.

May 27—FCC Commissioner Clifford Durr contradicts Mayflower rule, advocates "editorial page" for radio stations, balanced by "letters-to-editor" period.

1947

April 21—NAB President Justin Miller urges stations to editorialize despite Mayflower case edict.

Oct. 13—First telecast from White House is made when President Truman addresses nation on food conservation.

1948

Jan. 5—WFIL-FM, *Philadelphia Inquirer* station, starts regular transmission of two facsimile editions per day—eight-pager at 2:15 p.m., four-pager at 5 p.m.

Feb. 2—FCC, by 4-to-2 vote in WHLS(AM) Port Huron, Mich., case, holds Section 315 of Communications Act to comprise "absolute" prohibition against station censoring political broadcast; states this federal prohibition will relieve station of responsibility for libelous material in political broadcasts.

March 8—FCC begins hearings on right of stations to editorialize.

March 15—American Jewish Congress petitions FCC for license revocation of KMPC(AM) Los Angeles, charging station with slanting news.



It's over. General Dwight D. Eisenhower, commander of the Allied forces, broadcasts the announcement of the Germans' unconditional surrender on Aug. 5, 1945. At right is Sir Arthur Tedder, deputy supreme commander.

March 29—FCC orders investigation into news policies of G. A. Richards stations (KMPC(AM) Los Angeles, WJRI(AM) Detroit and WGAR(AM) Cleveland).

June 28—TV coverage of GOP convention makes history in reaching 10-12 million viewers and costing estimated \$200,000. Relays are made to Midwest by Stratovision, system involving high-flying airplanes to rebeam transmissions.

July 5—FCC officially adopts its "Port Huron" interpretation of political broadcast law at outset of presidential campaign.

Oct. 25—FCC rules that equal-time provision of communications law applies only to candidates competing against each other in same contest.

1949

Jan. 31—Baltimore court finds three stations guilty of contempt for violating court's ruling prohibiting publication of crime news and levies fines against stations and one individual.

May 9—Commentator Lowell Thomas is reported top "independent contractor" on CBS, getting \$502,300 for program services.

June 13—Maryland Court of Appeals reverses contempt citations that upheld Baltimore "gag rule" (see Jan. 31).

July 4—CBS, having announced that it would broadcast editorials over its own name, now says it will sell time for "expression of opinions on public issues."

1950

Jan. 16—U.S. Supreme Court refuses to review decision of Maryland Court of Appeals invalidating Baltimore court principle that broadcasting or publishing news of an indicted criminal constitutes contempt of court.

March 20—Federal district court judge rules that since FCC forbids broadcasters to censor political broadcasts, broadcasters are not liable for defamatory remarks in broadcast. Ruling is made in suit of David H. Felix against five Philadelphia stations.

Aug. 28—FCC dismisses complaint against KOB(AM) Albuquerque, N.M., filed in March 1946 by John Dempsey, then governor of New Mexico, in which station was accused of libelous attacks. Station, however, is admonished to reread commission's decision on editorializing.

1951

March 19—Frank Costello's hands provide TV picture of the week as he refuses to expose his face to TV cameras covering the New York hearing of the Senate Crime Investigating Committee of Senator Estes Kefauver (D-Tenn.).

Sept. 10—President Truman's address at Japanese peace treaty conference in San Francisco is pooled telecast to open \$40-million coast-to-coast TV network microwave facilities of AT&T.

Nov. 26—Transradio Press Service shuts down its news service after 17 years.

Dec. 3—Three-year-old hearing on renewal of license of G. A. Richards stations ends after widow of Mr. Richards assures FCC that stations would not broadcast biased or slanted news.

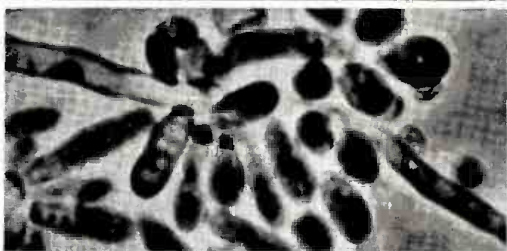
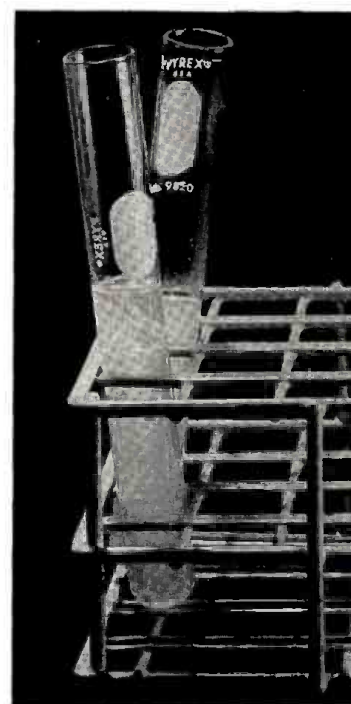
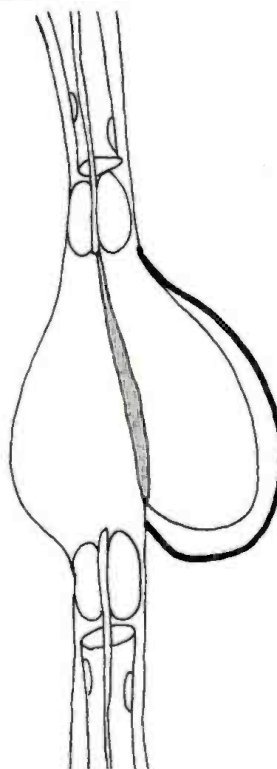
Dec. 31—Westinghouse Electric Corp. buys \$3 million campaign on CBS Radio and CBS Television, including conventions, 13-week get-out-the-vote campaign and election night coverage.

1952

Jan. 2—Philco Corp. buys NBC radio-TV coverage of political campaign and election-night for \$3.8 million.

Jan. 28—Admiral Corp. buys convention and election coverage on ABC Radio and ABC Television for reported \$2 million. DuMont

LEDERLE SPONSORS PROGRAMS YOU'LL NEVER SEE.



BUT THEY MAY HELP SAVE YOUR LIFE.

New discoveries, new theories, and new techniques develop so rapidly in the world of medicine it's amazing that physicians and pharmacists can keep up with it all.

We've tried to help. Since 1951, Lederle Laboratories has sponsored organized programs for postgraduate health care education, an average of 35 per year.

The programs provide a forum for health care experts to discuss their innovations, their problems... *your* problems. Local medical and pharmacy societies, pharmacy schools and medical schools select the topics and the speakers. In 1975 we will sponsor more than 50 of these symposia.

Being "on top of the news" is as vital in health care as it is in your business.



LEDERLE LABORATORIES, A Division of American Cyanamid Company, Pearl River, New York 10965



Sunday night at nine on NBC Blue in the thirties and forties was enlivened by the staccato delivery of Broadway columnist **Walter Winchell**, who epitomized the "Front Page" image of newsmen. Using a telegraphic key clatter as background to his opening—"Good evening, Mr. and Mrs. America ... and all the ships at sea! Let's go to press!"—he rattled off a variety of news bulletins that ranged from international politics to society gossip. After his *Jergens Journal* days, he narrated a TV series and remained active in news until his death in 1972.

Network announces plan to cover convention with *Life*, making time available for local sale on co-op basis. However, plan is subsequently dropped and Westinghouse buys DuMont as well as CBS coverage.

1953

Jan. 12—International News Photos uses facsimile to deliver spot-news photos to *Today* on NBC-TV, using equipment developed by Hogan Labs.

June 8—Worldwide radio covers coronation of Queen Elizabeth. Race of NBC and CBS planes with TV film ends in victory for ABC which took feed from Canadian Broadcasting Corp. and shared it with NBC-TV.

Oct. 5—UPI announces facsimile newspicture service for TV stations.

Nov. 23—Audio transmissions of tape recordings of news events together with pictures is offered over International News Service facsimile service.

1954

March 15—Senator Joseph McCarthy (R-Wis.) demands equal time on CBS and NBC to answer March 6 speech of Adlai Stevenson, carried without charge. The networks resist and win President Eisenhower's blessing in face of senator's condemnation and threat to teach them law.

March 22—Equal-time issue continues to plague networks in wake of McCarthy incident.



Faceless. Frank Costello won a point in 1951 when he refused to allow his face on TV during the Kefauver crime hearings. So the cameras focused on his hands.



Lowell Thomas, the dean of newscasters, has been a regular network newscaster for 45 years, though he appeared on radio as early as 1925 covering a news event. On Sept. 29, 1930 he succeeded Floyd Gibbons on a nightly Monday-Saturday quarter hour on NBC sponsored for *Literary Digest*. On Oct. 8, 1930, he added a similar Sunday-night newscast on CBS for the same sponsor. He was on both networks until April 1931, then on NBC alone until September 1947. Since that time he has been on CBS exclusively. Among Mr. Thomas's many honors is the 1968 Distinguished Service Award of the National Association of Broadcasters.

This time Democratic National Committee asks equivalent time to answer 15-minute talk by President Eisenhower.

Aug. 30—CBS President Frank Stanton broadcasts first network editorial, urging radio-TV right to cover congressional hearings.

1955

Jan. 24—President Eisenhower opens his news conference to TV film coverage for first time.

July 18—Paul W. White, often called the father of radio news, and former CBS vice president, dies July 9 at 53.

Aug. 1—Westinghouse Electric Corp. says it will buy coverage of 1956 election campaign on CBS Radio and CBS-TV for \$5 million.

Aug. 15, 22, 29—BROADCASTING reports highlights of radio-TV coverage of hurricane news in year that reached new high in number of such storms.

Nov. 7—Sigma Delta Chi designates KDKA (AM) Pittsburgh as historical site with plaque to commemorate site of Nov. 2, 1920 broadcast of Harding-Cox election returns.

1956

Jan. 2—BROADCASTING reports tab to network sponsors for convention-election package in coming year should total about \$16 million.

Feb. 13—Broadcasters present arguments to Colorado Supreme Court as industry makes its case for access to courtrooms.

March 5—Colorado Supreme Court rules that microphone-camera coverage of trials should not be barred because of American Bar Association Canon 35.

May 14—Filing at Securities and Exchange Commission reveal that CBS's Edward R. Murrow received top salary, \$316,076 plus, in broadcast field during 1955.

July 30—Three TV networks announce plans for coverage of upcoming national political conventions with stress on hand-held, portable cameras.

July 30—Radio-TV news crews go into around-the-clock operation to cover collision of "Andre Doria" and "Stockholm" in waters off Nan-tucket Island.



In 1922 the *Brooklyn Eagle* felt that its associate editor's lectures on current events in the paper's auditorium deserved wider circulation. That decision to expose **Hans Von Kaltenborn** to radio eventually cost the *Eagle* a valued employee. He first gained national prominence with CBS during such happenings as the Munich crisis and World War II. In his wide travels, he interviewed many heads of state and was one of the first journalists to be received by Adolf Hitler after the fuhrer's ascendency to the head of the German government. The Broadcast Pioneers had its genesis in 1942 when Mr. Kaltenborn founded the Twenty Year Club of Pioneers in Radio Broadcasting. The following year, he proposed that the New York club sponsor a history of radio broadcasting.

Aug. 20, 27—Radio and television's massive coverage of successive political conventions (GOP in Chicago; Democrats in San Francisco) stirs comment that convention streamlining is in order.

Aug. 27—For first time in history, radio and television are permitted to cover presidential news conference live. It happened Aug. 22 at St. Francis hotel, San Francisco, and involved President Dwight D. Eisenhower.

Sept. 3—Costs of GOP and Democratic conventions just concluded tentatively put by networks at \$4.1 million and \$5.1 million, respectively.

Nov. 12—Three TV networks and four radio networks utilize 680 people in reporting Eisenhower landslide election.

1957

Jan. 28—CBS-TV and NBC-TV use Ampex video tape for first time to record Eisenhower inaugural swearing-in in Washington.

March 18—MBS moves its new headquarters to Washington.

May 13—Denver Area Radio and Television Association makes one of most compelling



Witch-hunt. Senator Joseph McCarthy (1) and his assistant, Roy Cohn proved daytime TV stars during the 1954 McCarthy-Army hearings.

We found the therapy that was curing kids in the 40's was killing them in the 70's.

It happened to Robert Vito, one of our newsmen.

Back in 1943, Vito received radiation therapy for recurring childhood ear infections. The treatment worked, as it did for hundreds of thousands of other cases.

Everything was fine until Vito discovered a suspicious lump in his neck—thyroid cancer. It happens to many people who've had radiation therapy. Prompt diagnosis and surgery saved his life. But what about the thousands of others who were unaware of the danger? There was only one answer. They had to be



warned and urged to have a thyroid examination.

Vito spread the message in a series of special reports on WWJ-TV's major evening news programs. He also mobilized a "recall" program with Detroit's

major hospitals, 18 in all, to search out and notify former radiation patients.

Vito's diligent efforts paid off. Nearly 4,000 Detroiters who had undergone radiation therapy in the past reported to doctors for checkups. Some 800 discovered they had thyroid abnormalities. Nearly 50 had cancer.

Today, there are people in Detroit who owe their lives to Bob Vito. We're proud of him. Because he's the kind of TV news reporter who epitomizes TV journalism at its finest. Journalism that serves the public.

WWJ-TV/DETROIT

NBC Affiliate. National Representative: Peters, Griffin, Woodward, Inc.

An insurance shortage?

Yes.

And it's getting worse.

Q. What do you mean?

A. Today, a growing number of people are having difficulty obtaining needed insurance for their homes, autos, businesses and professions.

Q. How does the unavailability of insurance affect the public?

A. Banks and other financial institutions won't lend money to buy cars or houses without insurance to protect the property. Businesses can't operate without liability coverage. Doctors can't afford to practice without malpractice coverage. Without insurance, people have no financial protection against catastrophic losses.

Q. What has brought about this problem in insurance?

A. Insurance prices haven't been able to keep pace with the skyrocketing costs of the things insurance pays for. For example, the Consumer Price Index shows that from 1967 through November 1975, the cost of auto repairs and maintenance rose 81.2%; medical care items rose 73.3%; physician fees were up 76.1%; semi-private hospital rooms, up 147.1%. Auto insurance rates went up only 61.1%. Because of escalating claims costs and increasing numbers of claims, the property-liability insurance business suffered nearly \$7 billion in underwriting losses in 1974 and 1975.

Q. Why can't insurance companies provide more coverage at present rates to ease the availability problem?

A. To cover the underwriting loss in 1975, companies had to use their investment income and part of their surpluses. Reduced surplus restricts a company's capacity to sell more insurance. Inadequate rates, combined with inflated claims costs and declining surpluses, threaten the financial health of companies.

Q. How serious is the problem?

A. Thirty insurance companies were declared insolvent or placed in conservatorship in the first 11 months of 1975. Without adequate rates, more companies may face the same fate. Then insurance availability would become a problem for more and more people.

Q. Don't state "guaranty funds" solve the problem of bankrupt companies?

A. The 47 state guaranty funds honor only previously incurred claims the insurer can't cover. They do not continue the policies of insolvent insurers. In these unusual times, the funds actually pose another financial threat to companies. When a company fails, assessments are levied by the guaranty funds on the remaining insurers in that state. This can topple other financially weakened companies into insolvency through a domino-effect.

Q. The crisis didn't come about overnight. When did it start?

A. The industry's financial condition began to buckle in 1973 under the combined pressures of federal price controls, state regulation of rates and double-digit inflation. Underwriting profits of the industry plunged from \$1.1 billion in 1972 to \$5.76 million in 1973, a drop of 99%. The decline continued in 1974 with underwriting losses \$2.6 billion. 1975 is expected to show more than \$4 billion in underwriting losses.

Q. Is there a solution to the problem of shrinking insurance availability?

A. Yes. Adequate prices for insurance protection.

Q. Why are today's prices inadequate?

A. One reason is inflation. Insurers collect a premium today that will cover future losses, losses that may occur a year or more after the premium payment. By then, there are not enough dollars to pay the inflated claims. Second, in 30 states, insurance companies must have rate changes approved by a regulatory agency before they become effective. The system produces delays. And regulators may be subject to criticism when they approve even a justifiable rate hike.

Q. Is there any alternative to higher insurance prices?

A. No. Without adequate prices, surpluses will continue to decline and company insolvencies will increase. Insurers will have to reduce their liabilities—sell less insurance protection. The public's need for financial protection will be left unmet. To ease the impact of higher prices, policyholders can adopt higher deductibles—the portion of a loss the policyholder pays—and still have protection against catastrophic losses at lower costs.



For more background on this problem, contact:

INSURANCE INFORMATION INSTITUTE

110 William Street, New York, N. Y. 10038
(212) 233-7650

3070 Presidential Drive
Atlanta, Georgia 30340
(404) 451-8451

400 San Jacinto Building
9th & San Jacinto
Austin, Texas 78701
(512) 476-7025

27 School Street
Suite 305
Boston, Massachusetts 02108
(617) 227-8877

175 West Jackson Boulevard
Chicago, Illinois 60604
(312) 922-5584

1777 Fidelity Union Tower
1507 Pacific
Dallas, Texas 75201
(214) 741-5195

400 Montgomery Street
San Francisco, California 94104
(415) 392-3185

1218 Third Avenue
Seattle, Washington 98101
(206) 624-3330

626 National Press Building
Fourteenth and F. Streets, N.W.
Washington, D.C. 20045
(202) 347-3929



Fulton Lewis Jr. came to network radio in 1937 and made a success of needing Washington bigwigs on his five-time weekly program on Mutual. Though known for some punches he threw at the New Deal, he did make this presentation to Eleanor Roosevelt in honor of her work in behalf of American youth.

arguments for broadcast access to court proceedings. BROADCASTING presents actual script in which principals in trial of convicted bomber-murderer John Gilbert Graham acknowledge broadcasting's unobtrusive and excellent reporting.

May 27—Dominican Republic protests CBS Radio's *Chronicle of Terror*; news special dealing with disappearance of Dr. Jesus de Galindez in that country under rule of dictator Generalissimo Rafael Trujillo.

June 10—CBS-TV's *Face The Nation* interview with Nikita Khrushchev generates comments from White House to remotest barbership.

Aug. 19—With local presses stopped by union strike, Boston's broadcasters take over with expanded service.

Nov. 4—American Bar Association committee recommends retention of controversial Canon



A man for all media was the late **David Lawrence**, founder and editor of *U.S. News and World Report*, whose journalistic achievements had a pronounced effect on the development of broadcast news. Starting in 1929, Mr. Lawrence had a Sunday evening commentary on NBC for four years before his many other duties forced him to forego on-air broadcasting. His Consolidated Press was the top news syndicate of the 1920's and his radio column under the pseudonym of "Robert Mack" covered the growth and regulation of the medium. In the press-radio war of early days, he was the first to offer a radio-news feature service to broadcasters. He is shown here at the 1928 Republican National Convention in Kansas City with humorist-radio commentator Will Rogers (l) and editor William Allen White (r).

35, but bar groups in Texas and Illinois indicate more willingness to allow broadcast coverage in courtrooms.

1958

Jan. 6—BROADCASTING reports on Voice of America's \$17-million pitch for truth, recounting its growth and coverage since 1942.

April 7—North Dakota Supreme Court upholds lower tribunal ruling that broadcasters should not be liable for remarks by candidates when former have no control over statements. Case involves WDAY-TV Fargo, N.D.

June 9—Philadelphia stations step up news output as local *Bulletin* and *Inquirer* are hit by strikes.

July 7—CBS News's Daniel Schorr, on home leave from Moscow assignment, is refused re-entry applications by Russians who ask that someone else be sent. Dr. Frank Stanton and Secretary of State John Foster Dulles protest.

July 21—Electronic journalism again was at its best in coverage of Middle East crisis in which U.S. marines landed in Lebanon.

July 28—World's first Telecopter, a helicopter with miniature TV station, is introduced as news arm of KTLA-TV Los Angeles.

Aug. 4—White House expected to issue updated version of World War II code of voluntary censorship that would be invoked by President in time of national emergency.

Aug. 25—Radio Press, "voiced" news service, established with George Hamilton Combs as head.

Sept. 1—NBC Board Chairman Robert Sarnoff asks three TV networks to consider rotational coverage of political conventions, Presidential speeches and United Nations sessions as means of eliminating duplication of news efforts.

Sept. 8—Oklahoma court rules radio and TV have equal rights with press to cover court proceedings and calls Canon 35 outdated relic of past.

Oct. 13—CBS Moscow bureau ordered shut down by Russians in wake of that network's show, *The Plot to Kill Stalin*. Correspondent Paul Niven told to leave.

Oct. 20—Further suppression of news by Moscow is reported by NBC.

Nov. 24—James A. Byron, WBAP-AM-TV Fort Worth, is nominated for presidency of Sigma Delta Chi, first broadcaster to gain that honor.

Dec. 22—Radio and television stations serve newspaperless New York during strike.

Dec. 29—NBC's Irving Levine is latest to be denied microphone in Moscow "until further notice" for alleged censorship violation.

1959

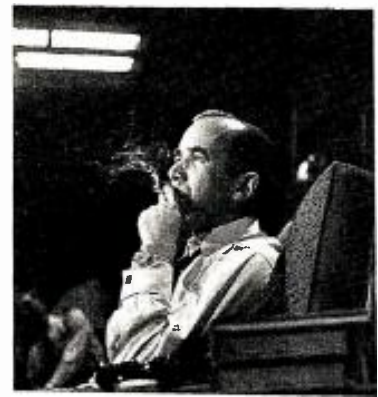
May 11—Justice Department, reacting to FCC ruling that Chicago splinter candidate Lar Daly be given equal time, rebukes FCC and urges it to reverse its edict.

June 22—BBC covers two news events involving Queen Elizabeth in London on film, puts film on low-speed flying spot scanner that translates it to electrical impulses. Impulses are relayed across Atlantic by phone cable and retranslated to exposed film for showing on Canadian Broadcasting Corp. and NBC.

June 29—Radio Press Inc. and International Transmissions Inc. merge.

July 6—U.S. Supreme Court rules Section 315 no-censorship provision means stations are not liable for defamation. Case involved WDAY-TV Fargo, N.D.

Aug. 3—Unscheduled debate between Vice President Nixon and Premier Nikita



For more than a quarter century, **Edward R. Murrow** made his indelible mark on broadcast journalism while at CBS. Hired as director of talks and education in 1935, he was named European director for the network in 1937. Notified by CBS's William L. Shirer in March 1938 that the Germans had marched into Austria, Mr. Murrow flew to Vienna and began broadcasting news reports for the next 10 days. Returning to London, he next undertook to build the CBS roster of news correspondents including such names as Eric Sevareid, Charles Collingwood, Larry Lesueur, Howard K. Smith, Richard Hottelet, Winston Burdett and Cecil Brown. Mr. Murrow's offices were bombed out three times but he was on the air nightly with his "This ... is London" reports. It was in 1954 that his *See It Now* focused so sharply on Senator Joseph McCarthy (R-Wis.) in a controversial program that led to equal time being given the senator for a reply to allegations about the senator's anti-Communist tactics. Many said later that it started the end of "McCarthyism." He resigned from CBS in January 1961 to become head of the U.S. Information Agency. He left the USIA post three years later after failing to recuperate, as he thought he should, from a lung-cancer operation. He died April 27, 1965.

Khrushchev is video-taped at RCA-Ampex exhibit in Moscow. Subsequent use on U.S. networks sets off repercussions in which ABC is accused of distorting report.

Sept. 21—President Eisenhower signs into law legislation that provides some exemptions to equal-time provision for those appearing on bona fide news program or in connection with important news events.

Sept. 21—Pooled telecast of Khrushchev arrival in Washington touches off two weeks of intensive broadcast coverage of historic visit. Electronic journalists invest more than \$1 million to report story.

Nov. 9—First test of new Section 315 arises when mayoralty candidate tells FCC that he was refused equal opportunity on air during WCAU-TV Philadelphia news-interview.

1960

Feb. 29—One candidate's regular job as weatherman on KWTX-TV Waco, Tex., prompts political opponents to file equal-time request with FCC.

May 23—Three TV networks offer to donate

Sir: Congratulations to WMAR-TV, Channel 2, for their unselfish support of the Salvation Army, particularly at this time of the year. Every night a portion of their newscast is devoted to "Carols Around the Kettle" with the co-operation of excellent local and school singing groups.

...ation to which it is entitled. A great deal of good is done with little publicity and no fanfare. They do not have the support and backing of the wealthy as do so many of the larger and better known charitable groups. They do the best they can with what little they have.

The Salvation Army has never received the credit and recog-

E. Luise Shawn
Annapolis

Reprinted from
Letters to the Editor,
Baltimore Sunday Sun

THE SALVATION ARMY AND "NEWSWATCH 2" MADE MUSIC TOGETHER

Like all thinking broadcasters, WMAR-TV works for its community. But dedication CAN go deeper. WMAR-TV didn't merely carry the message, it *BECAME* a message. Choruses from 18 junior and senior high schools totalling a thousand youngsters gave 24 concerts at area shopping malls. NEWSWATCH 2 personalities emceed each concert and the Salvation Army accepted donations from holiday shoppers. Live mini-cam inserts were aired on NEWSWATCH 2, — "THE 7 PM REPORT", "THE 11 PM REPORT" and the "WOMAN'S ANGLE". "Carols Around the Christmas Kettle", backed by daily on-air announcements, was another joint community-wide effort from ...

George Rogers, News Director
receiving a special award from
Major Wallace C. Conrath



WMAR-TV 
TELEVISION PARK, BALTIMORE, MD. 21212 A CBS AFFILIATE



prime time to presidential campaign broadcasts at Senate hearing on bill to commandeer eight hours of time.

May 30—UPI moves into voiced news service field for its radio clients.

July 4—Ohio Supreme Court board holds that recording of courtroom proceedings is not barred by Canon 35 if broadcast later from outside the court.

July 18, Aug. 1—Broadcasters spend between \$15 and \$20 million to cover national conventions in Los Angeles and Chicago.

Aug. 29—Congress and President approve suspension of Section 315 equal-time provision for presidential and vice presidential candidates, clearing way for Kennedy-Nixon TV debates.

Sept. 26—More than 600 radio-TV newsmen cover UN sessions that involve such appearances as Eisenhower, Khrushchev, Castro and Tito.

Oct. 3—First joint TV debate between John F. Kennedy and Richard M. Nixon draws all-time record audience, stirs public and newspaper comment and promises to revolutionize political campaign techniques.

Oct. 15—Second Nixon-Kennedy debate Oct. 7 draws radio-TV audience 4% larger than first confrontation.

Nov. 14—Television is given major credit for Kennedy victory over Nixon. Record election coverage is provided by radio and TV.

Dec. 5—President-elect Kennedy plans live radio-TV coverage of his news conference and will bring back "fireside chats" formula.

Dec. 12—Gulf Oil Corp. says it will put more than \$1 million into *Special News Reports* on NBC.



Radio listeners seeking to avoid the grim setbacks of the early days of World War II were cheered by the firmly spoken opener of **Gabriel Heatter**: "There's good news tonight ..." Like other early-day radio newsmen, he leaped to fame in connection with the Lindbergh kidnapping. In 1936 while covering the execution of kidnapper Bruno Richard Hauptmann, Mr. Heatter ad-libbed for 52 tense minutes. From the thirties to 1960, he was a fixture on MBS before turning to local television in Florida.

1961

Jan. 16—Edward R. Murrow proposes formation of National Information Institute to study journalistic field—including electronic journalism—in public interest.

Jan. 30—President Kennedy makes historic first when his first news conference on Jan. 25 is

fed around the world by radio and TV.

Feb. 6—Edward R. Murrow leaves CBS after quarter century to become head of U.S. Information Agency.

May 8—Broadcasting reported to all corners of world first space flight (suborbital) of Commander Alan Shepard with 14 million watching man-in-space spot on TV.

1962

Jan. 22—Representative George Meador (R-Mich.) fails in his campaign for repeal of Rayburn ban on radio-TV coverage of House committee hearings.

Jan. 29—American Bar Association agrees to take fresh look at Canon 35.

Feb. 27—Total of 135 million people watched TV and millions others listened on radio to coverage of Lieutenant Colonel John Glenn's orbital flight in space.

Oct. 1—Judge allows radio-TV coverage of trial of financier Billie Sol Estes in Tyler, Tex.

Oct. 8—Radio and TV newsmen converge on Oxford, Miss., as racial violence breaks out there after James H. Meredith enrolls at the University of Mississippi. Newsmen suffer injuries, equipment is destroyed.

Oct. 15—NBC's filming of escape tunnel under Berlin wall for showing on network draws sharp reactions from State Department and governments of East Germany, West Germany and West Berlin.

1963

Feb. 11—American Bar Association vote defeats five-year broadcasting effort to repeal Canon 35.

a rare combination for radio listening ...

"Day by Day" with Roger Albright

Listeners are enthusiastic about its soft-spoken significance. "Day by Day" is a refreshing, new, five-minute format that's been tested for audience response and advertising results on WOWO, and also accepted by other leading stations like WTIC, WBAL and WPTF.

Roger's blend of simplicity and professional ability bridges the gap between young and



old, male and female, city and country, and encourages listeners to realize their own resourcefulness. He's a cheerful realist, dealing with the important issues in a warm and positive way. That's rare!

See if you don't agree. "Day by Day" is now available in selected markets. Get the whole story by writing or phoning for our audition, pricing and test data. Thank you.



...listeners know he cares

Garden Way Broadcasting

Charlotte, Vermont 05445 802-425-2147



Sharing our tragedies. Moving tributes to fallen leaders who died at the hands of assassins became reporting duties of radio and TV in the violent sixties. Left: The family of John F. Kennedy outside the church during the November 1963 funeral of the slain President. Center: An

April day in 1968 as Mrs. Martin Luther King and the Rev. Ralph Abernathy say farewell at the grave of the slain civil-rights leader. Right: Two months later TV captured the hushed crowds that stood in railroad stations along the way of the funeral train of Robert F. Kennedy.

May 20—First live telecast of astronaut in orbit is made as Major Gordon Cooper transmits 11 times in 34-hour flight. Broadcasters spend over \$2 million to report event.

July 1—"Slanted news" by New York-based networks is charged by Senator Strom Thurmond (D-S.C.) in exchange with CBS's Frank Stanton during Hill hearing in which senator says there is distrust of broadcasters who follow "NAACP line" in news.

Dec. 2—World listened and watched story of John F. Kennedy assassination as radio-TV preempt regular programing for news and specials at cost of about \$32 million. NBC-TV national audience sees live murder when accused slayer Lee Harvey Oswald is shot down by Jack Ruby.

1964

Jan. 27—Elmer Roper & Associates reports how four-day coverage of Kennedy assassination improved stature in public's eyes. It's part of biennial survey that shows TV is nation's primary news medium.

Feb. 3—Nielsen says 97 million people at one time watched Kennedy rites on television, that 96.1% of TV homes watched over 30 hours during fateful weekend.

March 2—Cameras are booted out of Bobby Baker hearing on Capital Hill.

June 1—GOP streamlines agenda for July national convention by scheduling speeches for prime time, limiting floor demonstrations to 20 minutes.

Aug. 17—Bills introduced in Congress seek to curb election predictions before all polls are closed.

Aug. 24—Radio-TV coverage is biggest in history as Republicans meet in San Francisco and Democrats get together in Atlantic City.

Oct. 5—FCC decides President Lyndon B. Johnson's news conferences during election campaign are open to equal-time demands.

Nov. 2, 9—Network Election Service, new co-op vote counting effort of networks, wire services, makes election night most successful ever for broadcasting.

1965

Jan. 25—TV and radio spend an estimated \$2 million to cover Johnson inauguration in Washington. American Research Bureau says an estimated 85 million watched some or all of ceremonies.

March 22—WINS(AM) announces its will go to all-news format in April, following format pioneered by WNUS(AM) Chicago (1964) and XTRA(AM) Tijuana-San Diego (1961).

April 19—American Society of Newspaper Edi-

tors criticizes coverage of Network Election Service, suggesting it should be handled by better-trained news personnel.

June 14—Supreme Court rules 5-4 that TV coverage of Billie Sol Estes trial denied Texas financier fair trial.

Aug. 23—Race riots in Watts district of Los Angeles presents challenge to area and network broadcasters as radio-TV goes on around-the-clock schedule.

Oct. 4, 11—From takeoff to takeoff, TV cameras follow Pope Paul VI on his trip to United States. Cost for radio-TV comes to \$5.8 million.

Oct. 18—Fair Campaign Practices Committee conference praises TV for coverage of conventions and election campaigns.

1966

Jan. 10—NAB-sponsored study documents that radio was main source of information for millions in Northeast power blackout of Nov. 9, 1965.

Jan. 31—Radio Advertising Bureau study says radio is preferred medium for news from dawn to dusk, with TV as favorite at night.

May 2—AP board rakes FCC over coals on regulatory policies that have hampered news media.

May 23—ABC-TV announces plans for exhaustive news documentary on Africa at cost of more than \$3 million and to be offered in three-and-one-half hours in prime time.

July 25—Joint Committee on Organization of Congress puts opening of House hearings to radio-TV near top of its recommendations.

Sept. 5—Arthur Sylvester defends Pentagon against charges of news management in Vietnam, says only restriction is for safety of troops.



First and last? The Great Debates of 1960 are credited with helping a pre-campaign underdog become the victor. Between the participants: Howard K. Smith.

Oct. 3, 10—American Bar Association study group proposes new curbs on criminal reporting aimed at reducing flow of information from law-enforcement officials and attorneys.

1967

May 1—Broadcast news teams spend hectic week with coverage of Konrad Adenauer funeral in West Germany (with five-and-one-half hours of satellite transmissions), President Johnson's trip to Bonn, arrival of Josef Stalin's daughter in America and live pickups of funeral of Soviet cosmonaut Vladimir Komarov.

June 12—NBC News producer-correspondent Ted Yates dies June 6 of gunshot wounds received in Mid-East War.

July 10—FCC adopts tougher rules on fairness in political editorials, personal attacks.

July 24—Broadcast media cover riot outbreaks in Detroit; Cleveland; Washington; New York's Harlem; Mount Vernon and Rochester, New York; Toledo, Ohio; Cambridge, Md., and Sacramento, Calif.

1968

Jan. 1—ABC introduces four-radio-network operations with American Information Network as component.

Jan. 15—One-time ABC President Robert Pauley seeks funds for fourth network, Independent Broadcasting Co., that would concentrate on news and public-affairs programing.

Jan. 22—ABC News plans to replace full-convention coverage this summer with 90-minute nightly summaries, announces other news cut-backs for budget reasons.

Feb. 26—American Bar Association House of Delegates adopts controversial Reardon report that places stringent curbs on news media covering court trials in criminal cases.

Feb. 26—Washington appellate court rejects Senator Eugene McCarthy's (D-Minn.) bid for equal time to rebut President Johnson's *Conversations*.

March 4—President's Commission on Civil Disorders gives good marks to radio-TV for coverage of riots in American cities in 1967.

March 25—FCC extends news exemptions from its personal-attack rules. Exempted will be commentary in newscasts and in on-the-spot news coverage.

April 8—Stations, network news staffs go on around-clock operation in wake of assassination of Martin Luther King.

April 15, 22—Broadcasters win acclaim for coverage of city violence that followed slaying of Martin Luther King as well as coverage of slain civil-rights leader's funeral.

June 10, 17—Radio-TV afford four days of continuous coverage of assassination of Senator Robert F. Kennedy (D-N.Y.) and subsequent news events. Price tag of \$20 million is placed on protracted coverage.

Aug. 12—More than 4,000 radio-TV news people bring the story of GOP national convention in Miami to nation; Republican nominee Richard M. Nixon reaffirms his support for Sec. 315 suspension.

Sept. 2—Broadcast coverage of Democratic convention in Chicago marred by attempts to manipulate radio-TV, incidents of violence in convention hall.

Nov. 11—Election Day coverage proves costliest one to date as ABC spends estimated \$2.2 million, CBS \$3 million, NBC \$3 million.

Dec. 30—Live TV pictures of lunar surface are highmark of Apollo 8 space shot around the moon, capping a year in which broadcast journalism's tab to networks alone was \$150 million.

1969

Jan. 13—FCC examiner finds WBBM-TV Chicago arranged controversial pot-party news film for benefit of CBS.

Jan. 27—Inauguration ceremonies in Washington require 2,500 broadcast personnel, cost \$3 million. Satellite provides TV of event to 20 countries.

April 7—TV networks make mass pre-emptions to cover events connected with death of former President Dwight D. Eisenhower that spanned six-day period.

1970

March 2—Nixon administration attacks on news media accelerate as Chief Justice Warren Burger denounces behavior of CBS News film crew, Vice President Agnew denounces coverage of Chicago 7 trial.

June 8—Vietnam conflict claims life of first broadcast newsmen, CBS News correspondent George Syvertsen. To date, seven others are missing, presumed captured by Vietcong.

1971

March 15—White House and other government spokesmen assail CBS-TV's *Selling of the Pentagon*, new documentary that is critical of Pentagon public-relations and promotional activity.

April 12—Investigations Subcommittee of House Commerce Committee subpoenas CBS, NBC documentaries. CBS's Frank Stanton refused to yield outtakes, other unaired material.



Living-room war. The war in Southeast Asia was brought to American homes by radio-TV as typified by the CBS-TV Morley Safer special report which including shots showing the burning of a village.

June 16—Supreme Court in Red Lion case upholds FCC's fairness doctrine and personal attack rules.

July 19—House rejects Representative Harley Staggers's proposed contempt-of-Congress citation of CBS's Frank Stanton. Incident is culmination of attempts of several months to subpoena Dr. Stanton to testify on news documentary, hand over outtakes.

July 21—Television goes to the moon as cameras follow Astronauts Neil Armstrong and Edwin W. Aldrin Jr. as they step down on lunar surface. Biggest show in broadcast history involves 1,000 personnel and minimum of \$11 million in expenditures and revenue loss.

Sept. 20—Broadcast newsmen play risky part in Attica, N.Y., prison uprising that takes 42 lives. They cover siege and take part in negotiations.

Nov. 17—Vice President Spiro T. Agnew fires first big salvo against broadcast journalism in nationally televised speech, charging network news operations with undue influence, lack of objectivity and fairness. In same week, new FCC Chairman Dean Burch says TV's finest hour is its news and public-affairs programming.

1972

Feb. 14, 28—More than 100 broadcast newsmen and technicians cover President Nixon's visit to mainland China and talks with Premier



One small step. 1969 had the dramatic high point of the American space program as astronauts Armstrong and Aldrin stepped down on the moon.

Chou En-lai and Chairman Mao Tse-tung.

July 3—Supreme Court rules against newsmen's privilege in grand-jury investigations.

July 3, 10—Radio plays dominant role in covering devastation of tropical storm Agnes in East.

Sept. 11—Network TV crews in Munich for Olympics get emergency news assignment as terrorist attack and murder of Israeli athletes horrify world. But it was radio that flashed first word at 3 a.m., New York time.

Nov. 20—Presidential aide Charles W. Colson blasts CBS and *Washington Post* for using "McCarthyism" tactics in covering Watergate break-in.

1973

Jan. 1—Broadcast journalism comes under increasing White House fire with Clay T. Whitehead among latest to assail newsmen.

Jan. 29—Inauguration of President Nixon, death of former President Johnson and talk of Vietnam cease-fire from Paris offer broadcast newsmen week of challenges.

May 7—President Nixon draws 77.5 million viewers for national network speech in which he accepts responsibility for Watergate scandal.

May 21—America becomes witness to history as broadcasters start coverage of Watergate



Inquisitors. Senator Sam Ervin (D-N.C.) earned even more stature in the public's eye from radio-TV coverage of the Watergate hearings. He is flanked by Senator Howard Baker (R-Tenn.) and Sam Dash, (r) general counsel at the hearing.

hearing, biggest such radio-TV event since Kefauver crime hearings of 1951 and Army-McCarthy hearings of 1954.

Nov. 7—President Nixon in one of his strongest attacks on news media puts particular heat on networks in White House news conference.

Dec. 10—One hour after Gerald Ford is approved by House of Representatives, networks cover his swearing-in as Vice President.

1974

May 6—CBS and ABC file affidavits in Los Angeles court charging Nixon administration threatened retaliation against CBS because of its news policies.

July 22, Aug. 5—Broadcasting ventures into House hearing room for first time to report Judiciary Committee's historic debate on impeachment of President.

Aug. 12—Up to 110 million viewers watch Nixon resignation address Aug. 8 on TV; radio audience 40 million. Broadcasters provide around-the-clock coverage of two days in which Gerald Ford becomes President.

Sept. 30—Washington appeals court overturns FCC decision that NBC-TV violated fairness doctrine with investigative documentary, *Pensions: The Broken Promise*.

Dec. 23—TV cameras are permitted in Senate chamber for first time as networks do pooled telecast of swearing in of Nelson A. Rockefeller as Vice President.

1975

March 10, 17—Payment to former White House chief of staff, H.R. Haldeman, for interview sparks controversy and charges of check-book journalism.

June 9, 16—NBC starts its News and Information Service with 33 subscribing stations.

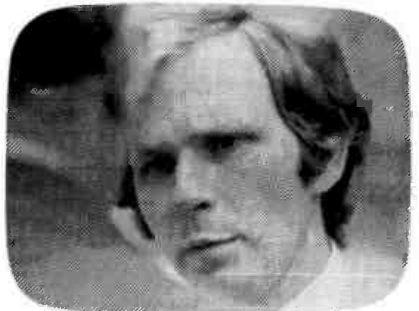
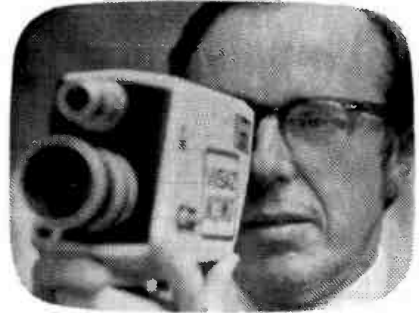
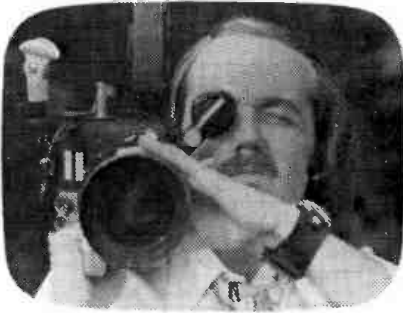
July 14, 21—Network TV covers historic Apollo-Soyuz hookup in space with exchanges between U.S. and Russia. Handshake in space is watched by 30-million viewers.

Sept. 15—President Ford initiates practice of setting up conferences with local stations as he barnstorms country.

Sept. 29—Twice in two weeks radio and television provided on-spot coverage alleged attempts on life of President, involving Lynette Fromme and Sara Jane Moore.

Oct. 27—Congressional staff recommends one-year test of live House coverage.

Charleston-Huntington's Great Television News Station.



WSAZ television 3 has pioneered local broadcast journalism in the Charleston-Huntington market since 1949.

We were the first station in the U.S. to originate live, two-city newscasts. First in West Virginia with color and first

with electronic newsgathering capabilities.

We are the only station

WSAZ
television 3

A LEE ENTERPRISES STATION
REPRESENTED BY KATZ TELEVISION

with fulltime bureaus in Charleston, Huntington and Parkersburg and a fulltime Regional Reporter.

It all adds up. WSAZ television 3 is the Charleston-Huntington market's *great television news station.*

The First Amendment and the Fifth Estate

The network evening news: showcase of electronic journalism

People, money and machines work to bring national news into over 25 million homes each weekday; Cronkite, Chancellor and Reasoner have become the primary links between Americans and the world

At about 4 p.m. each weekday, tension starts to build in the newsrooms ABC, CBS and NBC use for the production of their nightly news shows. Producers and anchormen, backed by senior and associate producers, writers and dozens of other editorial and technical staff members in New York and in bureaus around the country, are in the final stages of putting together their nightly reports. All day, editors and producers had been surveying the day's budget of news as it developed—in dispatches from correspondents and stories in the *New York Times*, *Washington Post*, *The Wall Street Journal* and other newspapers, in telephone calls with domestic and foreign bureaus, and in wire service reports—and making and remaking the lineup of 20 to 30 stories they would present. Now, the stories were being written and late filmed reports processed. Within two hours, ABC would begin sending the first of three half-hour feeds it offers affiliates; within two and a half hours, CBS and NBC, the first of their two. And within three and a half hours, the network reports would have been seen in perhaps 25 million households, most of whose members say they rely primarily on television for news. It is a sobering statistic.

It means that *The ABC News with Harry Reasoner*, seen in some 7 million homes each night; *The CBS Evening News with Walter Cronkite* and *The NBC Nightly News*, each seen in some 10 million, serve in effect as national newspapers, a fact that seems to accord them a special significance in American life. They are sometimes seen as setting the agenda of American thought and concern, of shaping America's image of itself. The evening news's pictures of the march on Selma in March 1965 are credited with advancing the cause of civil rights, and their coverage of the Vietnam war is seen as having played a major role in

persuading Americans to form a consensus around withdrawal.

Certainly, Presidents and other politicians concerned about what they perceived to be the news shows' power to influence have watched with suspicion and hostility: In the days of the Nixon Presidency, White House aides who monitored all three network evening news shows would not wait until a program was over before telephoning the producer or anchorman with a complaint and a demand for correction.

But there are dissents as to the effectiveness, let alone power, of television news. Because of the restrictions under which the evening news programs operate, television, as far as its daily offering of news is concerned, is seen by some as a medium that has not found its message.

Media critics like Edwin Diamond contend that fears of the evening news's power to persuade are overblown, that the shows' competition—the distractions of the dinner hour—are too great to be easily overcome, particularly in view of the ephemeral nature of the information: once it is given, it is gone. And some at the networks agree with at least some of that. Walter Cronkite has visions of the news being received in the home "at the most confusing hour of the day—the husband coming home, the wife preparing dinner, the kids coming in from play."

Mr. Cronkite and others express frustration, too, about their being limited by the tyranny of the half-hour format to providing "an illustrated headline service." The resources of the networks and the wire services are tapped to produce each night shows totaling some 22 minutes of news, with most of the individual pieces running no more than two minutes. As Av Westin, executive in charge of the *ABC News with Harry Reasoner*, says, "We deal with elimination, not inclusion."

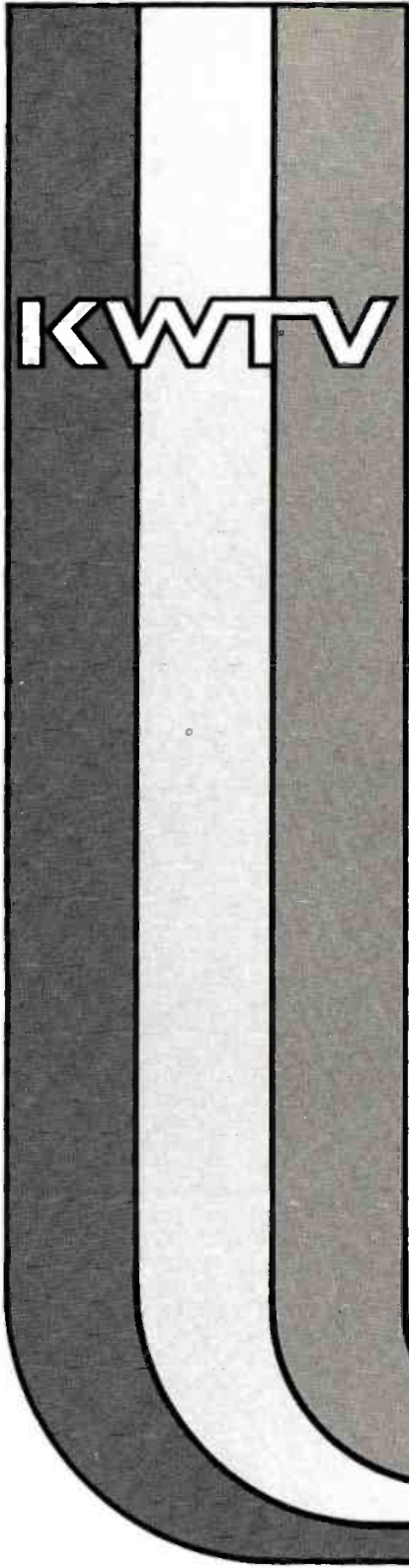
There are those in and out of the network news operations who feel the networks do a good job of providing "a headline service" and that they have learned to do in-depth stories on some subjects, such as politics, extremely well. But for all the scenes of battle, the causes and implica-

tions of the fighting in Beirut, for instance, remain unclear to most viewers. And there are some inherently complicated stories, like those dealing with the dismal science of economics, that seem to defy efforts to make them meaningful, at least in short pieces.

Fred Friendly, the former CBS News president who quit in 1966 when network officials, after pre-empting two full days of programming to present live coverage of Senate Foreign Relations Committee hearings on the Vietnam war, refused his request for several more days of live coverage, says the half-hour format condemns the networks to offering less than first-class service. So long as television evening news is confined to its present format, it will be "flawed," he says. "Trying to pack a full day's news into 22 minutes is impossible." Indeed, he says the networks cannot even expect help in defending their First Amendment rights so long as they try to do their job "on the cheap." He knows he is not giving the First Amendment a strict legal reading, but, he says, "I think First Amendment rights go where they are earned."

Of course, the evening news programs are not network television's total journalistic output. CBS does a full hour of news every weekday morning, and is presenting its magazine of the air, *60 Minutes*, in prime time on Sundays, while NBC and ABC devote considerable portions of their morning programs, *Today* and *Good Morning, America*, to news. In addition, the networks provide weekly interview shows, news programs designed for children, and documentaries—although the output of the last is at a reduced level over-all, particularly in prime time. But the evening news shows are the networks' principal effort to inform the American people, and provide the product on which their news service is judged.

Time is not the only constraint under which the evening news shows operate. Another is quantity and quality of network news personnel. Simply to use the term "network news" evokes an image of power: network correspondents filmed on a distant battlefield or on the lawn of the



KWTV

VARIETY
TV NEWSCASTING SURVEY

**KWTV NEWS PROGRAMMING
SELECTED #1 IN OKLAHOMA CITY**

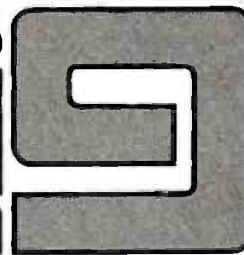
In VARIETY'S November 26, 1975, issue, the results of their 46-market TV news poll were published. The survey represents the opinions of TV editors, critics, columnists and reporters in each market.

KWTV's Newsroom 9, and its anchor team consisting of Jerry Adams, Gary England and John Snyder, are extremely proud to have been selected as BEST IN OKLAHOMA CITY.

**THE
PACSETER**
in Oklahoma.

NEWS

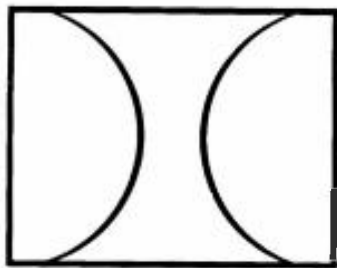
ROOM



KWTV Channel 9 Oklahoma City  A CBS Affiliate

Michael DeLier, General Sales Manager
David Whaley, National Sales Manager

Represented nationally by John Blair Company



Insurcom

**Save
insurance dollars
with total
insurance services.**

Insurcom provides complete insurance coverage for personnel and companies within the broadcast industry. Eliminate dealing with multiple agents and companies. Find out how Insurcom can save you money and time by providing your total insurance needs. Check off your present insurance requirements on the Insurcom coupon and full information will be sent to you without obligation.

I would like to know how to save insurance dollars and time. Please send information on the insurance services checked.

Insurcom, Inc.
103 West Alameda Ave.
Burbank, CA. 91502
(213) 845-2679

Name _____
Address _____
City _____ State _____
Phone _____ Zip _____
Age _____ Sex _____

- | | | |
|--|---|---------------------------------|
| ☐ Family Coverage | ☐ Homeowner | ☐ Renter |
| ☐ Life | ☐ Auto | |
| ☐ Health | ☐ Equipment/Inventory | |
| ☐ Dental | ☐ Bonds | |
| ☐ Income Protection | ☐ Business Liability | |
| ☐ Company Group | ☐ Pension/Estate/Trust | |

White House, correspondents and commentators discoursing on the meaning of a presidential speech immediately after its delivery, the relentless pursuit of political stories, the awesome coverage of political conventions and elections, the capability, through electronic news gathering, to present a taped account of a presidential assassination attempt within minutes of its occurrence. But the image is not necessarily a true reflection of the reality.

Each of the networks tries to cover the world with a staff of correspondents that would fit comfortably in a corner of the newsroom of the *New York Times*. CBS employs about 90 correspondents, NBC 80 and ABC, 52. (The *Times*'s metropolitan staff alone includes 100 reporters.) Their journalistic and administrative support, however, is considerable. Counting all producers, writers, editors, directors, camerapersons and soundpersons, technicians, secretaries, vice presidents, accountants, public relations types and all the rest, NBC employs some 1,400 in its news division, CBS about 1,000 and ABC, 600.

It is the paucity of good correspondents—good, solid correspondents—as well as the costs involved and the restrictions on time that some at the networks cite in explanation of the lack of investigative, in-depth reporting on the evening news. For no one makes sweeping claims of undiluted excellence of staff; the producers and anchormen say they have some who are first rate, who are competitive with the best in print journalism, and others who are of lesser quality. So “it’s an economic problem in terms of people as well as money,” ABC’s Harry Reasoner says. “With a reporter like Sam Donaldson, we need him on the air three times a week. We can’t afford to have him go away and send us reports every six months.” And a network correspondent does not work alone; he is accompanied by a cameraperson, soundperson and, maybe, field producer.

But there seems to be a sensitivity at the networks to many of the criticisms that have been leveled at their news. Increasingly, there is a willingness to break out of the format to do longer pieces, to do stories in addition to the automatic ones—the Washington piece, the fighting in Beirut, the Squeaky Fromme and Sara Jane Moore trials.

CBS, for instance, has done a series on environmental problems, and is presenting a series of Walter Cronkite interviews with presidential candidates, each one running four or five minutes.

NBC *Nightly News* has formed a special unit of producers and writers in New York to work with correspondents at NBC bureaus on special in-depth pieces—perhaps, says Lester Crystal, executive producer of the *Nightly News*, to produce as many as one piece each night, on energy problems, problems of the poor, cancer research and the like.

ABC’s Av Westin peppers bureaus with memos containing suggestions for stories they might develop (and, thus, he says,

avoid “just running after fires” every day).

In fact, at all the networks, there seems to be a groping for a kind of consumerist’s equivalent of war—stories of concern to consumers that would soak up some of the energy and talent that had gone into the coverage of the Vietnam war.

“The news has changed,” John Chancellor says. “It used to come from Vietnam, the moon and the Nixon White House. Now that’s done. We’re looking at economic stories, consumer stories in national terms . . . Actions of the Federal Trade Commission and the Food and Drug Administration . . . We are involved in medical stories. We have more time. Europe is quiet. The Far East is fairly quiet. The Middle East is fairly quiet for the moment. So we’re putting on more things that directly affect the people in the audience.”

Walter Cronkite and the executive producer of the *CBS Evening News*, Burton (Bud) Benjamin, talk of searching for stories on “problem solvers.” “There are frequently stories about people who do have good ideas, needed ideas,” Mr. Benjamin said recently. “We try to indicate there is a lot of brainpower in this country, and that some people do have good ideas.” And there have been stories on problem-solving ranging from the use of police in Michigan as paramedics as a means of dealing with a doctor shortage, to efforts at the Massachusetts Institute of Technology to harness the power created in the process of nuclear fusion.

(If looking for “problem solvers” seems to smack of a response to Nixon-era criticism of the networks for concentrating on the negative aspects of life in America and neglecting the positive, Mr. Cronkite offers a quick denial: “That criticism was demagogic. It was part of a conspiracy against the press. I would have dug my heels in [against responding to that kind of criticism]. One job of news reporting is finding new ways of attacking our problems.”)

At ABC, Harry Reasoner talks of the need to do something more than the reactive stories that TV news can do well. “The great fault of American journalism is that we’re too reactive. We’re good at wars, but slow at finding out now what the major events are going to be 10 years from now.” He contends, as do others in journalism, that the press generally failed in its duty in, say, 1950 to discern the signs that must have been present of rising black expectations, of the ruination of the cities and of the destruction of the environment—of the developments that became the major stories of the 1960’s and 1970’s.

But he feels that ABC is moving toward the kind of perceptive reporting that might uncover such 1980’s problems today. “We do not feel we have to tell people every day, ‘Huge things have happened and here is what they are.’ We can say, ‘Not much happened today but stick with us anyhow; we’ll talk about other interesting things.’”

Mr. Westin is less casual in his approach to the news. He, too, talks of placing “more reliance on economic news, on

IVC BROADCAST UPDATE

Here is the first in a series of reports highlighting IVC's worldwide broadcast and teleproduction activities. Over the months, we'll be bringing you new applications and installations along with current product information—we're making a lot happen and we'd like you to know.

9000's ON THE MOVE—Recognition of the IVC-9000 as THE production VTR seems to be the order of the day—seven 9000's did the production and mastering at the Pan American Games in Mexico City—exceptional technical performance and operating costs being the deciding factor in their selection. 9000's for teleproduction are now in place at TAV, Videotape Associates, Rombex, EMCOM, Rank Video, Dolphin, WDCA-TV, Advanced Systems, Image West and others... with more to come.



WDCA-TV

NORTH CAROLINA COTTONS TO 7000 CAMERAS—Joe Morgan, one of our sales engineers in the Southern Region, is in love with our 7000 cameras. And two of our customers in North Carolina know it. Winning in a "shoot-out" against top-line cameras, six IVC-7000 studio cameras have been ordered and installed at WUNC-TV in Chapel Hill. And WGHP-TV in

High Point has taken delivery of two.



IVC-7000

TWO NEW VANS—IVC's TV Systems Department, which has designed, built and installed large and small studio systems over the years including complete television studio facilities on over a hundred U.S. Navy ships, has delivered another full production van—this one to KVIE-TV in Sacramento complete with IVC-7000 cameras... IVC-Canada has built and delivered a production van to CKND-TV in Winnipeg including 7000 cameras and IVC one-inch gear.



KVIE-TV MOBILE VAN

IVC-7000P PORTABLE VERSION of the IVC-7000 studio camera looks like a winner with a growing backlog and deliveries to begin in early '76... the latest order coming from Britain's prestigious Thames Television.



IVC-7000P

KJEO-TV



THE PROGRAMMED BROADCAST RECORDER (PBR) that we showed at last NAB—a six-deck, automated 1-inch system—is catching on with installations already in at CKOS-TV, Yorkton, Saskatchewan; KJEO-TV, Fresno; WCLY-TV, St. Petersburg; CKSH-TV, Sherbrooke, Quebec; with KDBC-TV in El Paso awaiting delivery.

ONE-INCH IN BROADCAST—Continuing to make their mark in broadcast are IVC one-inch recorders coupled with our TBC-2000 signal processors. Latest example is KVVU-TV, Las Vegas, which uses IVC-800 Series VTR's with a TBC, *dubbing commercials from quad* for simplicity, economy, yet quality of playback. Also KUTV, Salt Lake City and KGGM-TV in Albuquerque are among those using IVC one-inch VTR's for network delay. Why IVC for broadcast professionals? It's the quality that comes from full broadcast bandwidth *direct color*, not possible on lesser formats.

... Just a few of the reasons we're changing the picture in broadcast television. For more call the IVC office in Atlanta (404) 633-1462; Chicago (312) 729-5160; Houston (713) 784-2770; Los Angeles (213) 344-6001; New York (914) 694-1234; Toronto (416) 749-7539; Sunnyvale (408) 738-3900.

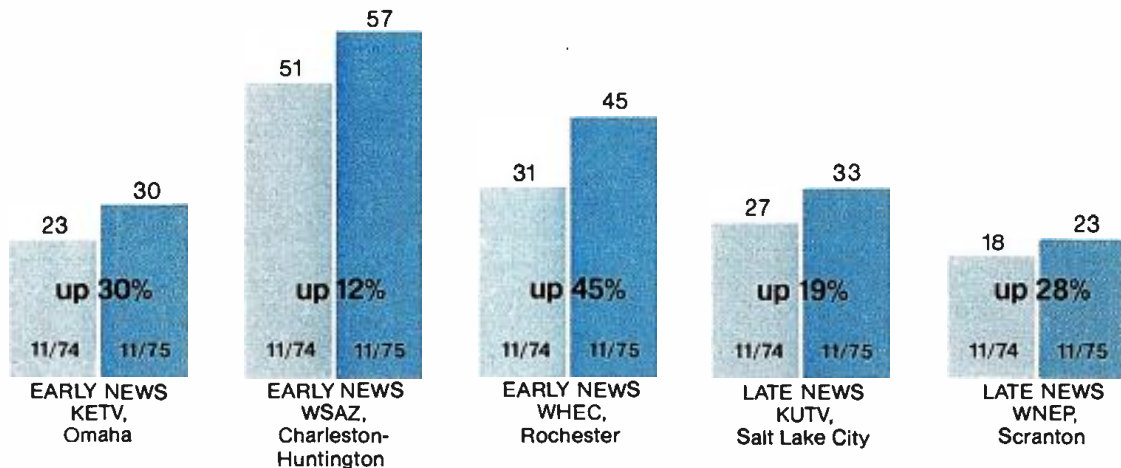
IVC
International Video Corporation

Latest results prove Katz News Service works...dramatically.

Every Katz News Service client shows audience increases...some as high as 45 per cent! Our professional newsmen can help you increase ratings, too.

The Katz News Service is new. In less than eighteen months, it has had outstanding success because it is staffed with experienced news directors with proven track records in television news. They are unique because they not only make recommendations, but stay on the job, working with station management and news personnel to put their recommendations into action.

THE RESULTS ARE IMPRESSIVE.



At WXII, Winston-Salem, both Early and Late News have generated increased audiences, with the Late News up a whopping 43%. The trend is upward at KLAS, Las Vegas, in both Early and Late News. And yes, it plays well in Peoria, too. WEEK increased its Early News share by 35% in only a nine-month period. And its #1 Late News is even stronger now!

One other thing is unique about the Katz News Service. Katz is the first and only rep firm that offers a news consultant service. It's only one of the many extras available to our clients when they join Katz. We believe in becoming totally involved with the stations we represent, including improving their product. We help generate higher ratings, increased rates and greater sales volume. And our philosophy pays off,

making Katz Television the most effective selling force on the street. Because we are willing to invest time and talent, the nine stations currently subscribing to the Katz News Service have all dramatically improved their news presentation. And three additional stations have just signed up for all these reasons, and more.

If you'd like to hear exactly how the Katz News Service works, call any or all of our subscribers. Then call Bob Hoyt, George Skinner or Pete Goulazian.

Source: Nielsen Station Index



news of more practical value" to the consumer, but he has long had definite ideas of the criteria ABC should follow in selecting the "interesting things" to present. "I believe the audience at dinner time ... wants to know the answers to three very important questions," Mr. Westin wrote several years ago: "Is the world safe? Is my hometown and my home safe? If my wife and children are safe, then what has happened in the past 24 hours to make them better off or to amuse them?"

Those responsible for the evening news shows do not claim to have transformed them. And they have not. On one night picked at random, Nov. 14, NBC's *Nightly News* was the only news program to have presented the kind of story the show's producer says he wants to do more of—a Roy Neal piece on the use of life-support machines to keep a patient alive at the Los Angeles Medical Center; it ran three minutes. ABC did a brief hard-news item on the Federal Trade Commission. CBS News apparently had not uncovered any problem solvers for that evening.

Over-all, the programs had the basic similarity in approach to the news that viewers have come to expect. All three led with the same story—the word out of the House Intelligence Committee that it might cite Secretary of State Kissinger for contempt of Congress. And all continued with many of the same stories—President Ford campaigning in North Carolina and Atlanta, the New York fiscal crisis, troubles in Portugal and the latest on General Franco's condition. Other than the Neal story on NBC and the different anchor-men, the only thing really distinguishing the shows was a Charles Kuralt "On The Road to 76" piece that ran two minutes and 45 seconds and closed the *CBS Evening News*.

Which, men responsible for developing the news shows' lineups would say, is not surprising. They are all experienced journalists, and few journalists would contend that the stories they carried did not warrant attention. The networks will often differ among themselves as to what item should lead the program, and at least as often, the executives responsible for each newscast will disagree among themselves (Mr. Reasoner says there is "a lot of creative antagonism between writers and producers"). But generally they agree on what constitutes a news story. And what is that? Well, it is an event that is of interest to, or affects, large numbers of viewers, as Mr. Benjamin says. And, Mr. Crystal adds, it is interesting in its own terms. That still leaves a great deal of room for judgment.

But the men responsible for the evening news programs feel they have reached a high level of professionalism and seriousness. An indication of how far the networks have come over the years is indicated by a story Harry Reasoner tells of his early days in network television, in 1959, when he was with CBS. He had come up with a "scoop"—his word—and passed it along to his producer, whose response was: "Leak it to the *New York Times*, then we can run it tomorrow night



Westin



Skinner

The commander. Some 20 years ago, Av Westin was one of the golden boys of network journalism. Still in his mid-20's, he was a rising star at CBS News. He had started as a news writer on the *CBS Morning News* in 1950, and had moved up to director of the show. Then he moved on to bigger things, as editor, director and producer of CBS News shows—regularly scheduled specials and documentaries—and a tour as CBS's first producer/writer for Europe. He was even the first recipient in 1957 of the CBS Foundation Fellowship to Columbia University Graduate School, where he took a master's degree in Russian and East European studies. Now, at 46, Mr. Westin is still golden but no longer a boy. As executive in charge of the *ABC News with Harry Reasoner* and as executive producer of television documentaries for ABC, he appears to be fulfilling the promise of those early years. If there was one dark period in his career, he would say it occurred when he left CBS in 1967 to join the Public Broadcasting Laboratory, where he attempted to establish a fourth news network and then "a university without walls." Neither project succeeded. But there was, he feels, a positive aspect of his service with PBL; it pried him loose from CBS, and he was available, in 1969, when ABC was looking for someone to take over its evening news show. During the next four years, the show's performance in the ratings improved. And in 1973, he was named to head the network's documentary unit. But then, last February, he was asked to take control of the news program again, as the executive in charge. Perhaps there is something to what he was quoted as saying in a *BROADCASTING "Profile"* last year—that he is "a perfect Leo," with a "knack for command."

Age no barrier. Steve Skinner, senior producer of *The ABC News with Harry Reasoner*, is one of the new breed of broadcast journalists who have learned their craft entirely in broadcasting. And the progress of his career indicates he is learning fast. Mr. Skinner, who is 35, landed his first broadcast news job in 1966, at KTLA-TV Los Angeles. Later he moved to WFIL-TV Philadelphia. But it was at ABC's WABC-TV New York that he made his mark. As producer of the local news from 1969 to 1972, he developed the "eyewitness news" concept, which became the station's trademark, and saw the news program win 25 awards, including 12 Emmys. He was named assistant news director of the station in 1972, and a year later, he moved to another ABC station, KGO-TV San Francisco, as news director. There he developed the station's two-hour *Newscene* format. He did well enough at KGO-TV to be plucked by the network last June to fill the senior producer's job on the evening news. Av Westin has over-all responsibility for the broadcast, as executive in charge. But it is Mr. Skinner who has the responsibility for dealing with the show's day-to-day, minute-by-minute problems.

as reported by the *Times*."

"The problem in those days," Mr. Reasoner says, "was that television lacked self-confidence. We felt a story would have more weight if you were reporting something the *Times* had said. We wouldn't leak it to the *Times* any more." (The willingness of CBS News's top executives to part with \$10,000 of the company's money on the word of an ex-convict that he could lead CBS News to James R. Hoffa's body [BROADCASTING, Dec. 15] indicates that the problem these days might be self-confidence bordering on rashness.)

The production of the evening news shows certainly seems to possess a highly professional cast. Normally, the complex team effort involved is overseen by the executive producers, who function largely

as editors, but editors confronting the special problems and given the special opportunities of the medium in which they work.

They immerse themselves early in the day in the flow of news, reading the cables, wires and newspapers, checking with bureaus in conference calls and, later in the day, individually. They review assignments and make new ones as required, view filmed stories done in advance for possible use, meet with editors and producers to draft the lineup of stories, which invariably changes as the day progresses, and begin ordering lines from AT&T or, possibly, time on an international communications satellite. By mid-afternoon, final writing assignments are issued, and correspondents in the field are instructed to proceed with the assigned stories or, if a

story has been scrubbed, to forget it.

The first feeds start flowing in to New York from both domestic and foreign bureaus by late afternoon, and the producers can either edit them on tape or request the correspondent for a fresh narration (though usually the producers would have had a chance to ask for changes when the filmed pieces' scripts were received, often around noon.)

The job of preparing the lineup never really ends until the last feed of the news program has concluded. It is, as CBS's Benjamin notes, "a very intense operation": Patty Hearst was picked up at 5:25 p.m., Sara Jane Moore shot at President Ford at 5:40 p.m., and Justice William O. Douglas announced his retirement at 5:50 p.m. What's more, stories break while a show is in progress—the Palestinian terrorist attack on Tel Aviv from the sea, for instance—and those, too, are reported, with the senior producer in the control room making the script cuts necessary to accommodate the new material.

The anchormen, for their part, do more in applying whatever professional and editorial gloss their shows possess than simply reading the news and introducing filmed stories. They are heavily involved in the editorial work.

Mr. Reasoner, for instance, normally

writes the opening of every evening broadcast, the closing piece and some other materials. He also consults (which sometimes means argues) on the lead with Steve Skinner, senior producer, who under Mr. Westin's over-all charge is responsible for the day-by-day efforts of the show. And he pays close attention to the writing that goes into the program. Although he tries to stay out of the way of the producers and editors putting the show together, he is, he says, "very vocal that evening and the next morning on how we got it wrong. You develop a kind of feeling on the kind of show you want." And Mr. Reasoner, whose fondness for self-deprecatory humor should not be taken too seriously, has no doubt about his ability to help maintain a kind of quality control over the pieces that make up the news program: "After 30 years in the business, you begin to get a sense of what is right, accurate and what is productive. Your batting average is pretty good on it. I can smell a phony story whether it comes from one of our guys or the wire services, or whatever."

Walter Cronkite, who after 25 years with CBS, 13 as anchorman of the evening news program, has become virtually a broadcast journalism institution, is called the *Evening News's* managing editor, and the title is treated seriously, by him and

everyone else. He has, he says, a hand in all aspects of the show's preparation—"from the selection of stories to be done by crews and correspondents in the field to the way those stories are covered, to how they're cut, to what goes into each night's broadcast." He selects the "tell" stories (those he reads on the air), reads every word that goes into each show, edits the copy—heavily, sometimes—writes those stories he wants to do and rewrites material he feels needs it. ("Walter," a former colleague remarked the other day, "doesn't want to take any chances.") What's more, he is responsible for initiating some of the running stories CBS has done—on Watergate (when neither of the other networks was paying much attention to the story) and the ongoing series dealing with environment, among them.

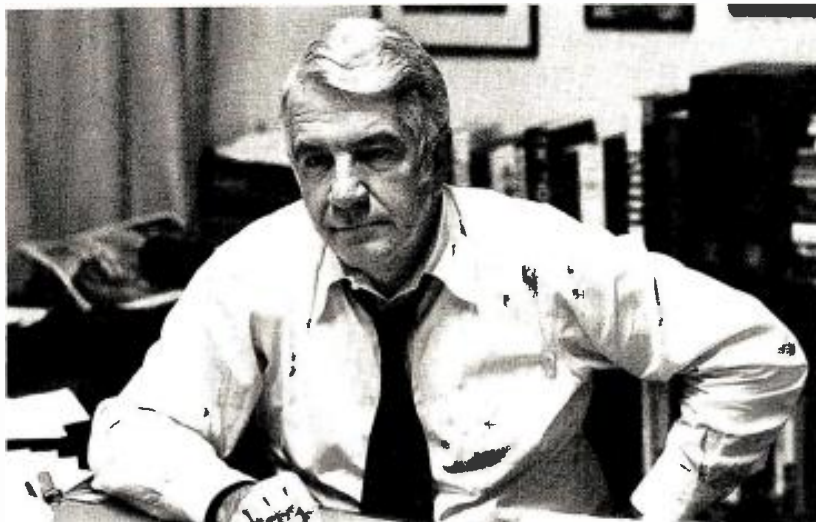
John Chancellor carries the title of chief reporter and writer on NBC's *Nightly News*, and that is as accurate as any, other than anchorman. During the final two and a half hours before the first *Nightly News* feed, he moves out of his office and works in his shirtsleeves at a typewriter at a *Nightly News*-room desk that is stacked high with newspapers. He writes at least half of the material he reads on the air and edits the remainder. He also discusses the lineup with the producers and makes suggestions on which stories to do.

The three anchormen, together with the executive producers of the evening news programs, represent an amalgam of print and electronic experience. The three anchormen have had long careers in broadcast but come out of print backgrounds; the same is true for Mr. Benjamin. Mr. Westin and Mr. Crystal have spent their entire careers in broadcasting. But all seem to regard themselves basically as journalists.

Mr. Chancellor, who joined NBC 25 years ago after a couple of years with the *Chicago Sun Times*, says, "I've said many times that I consider myself a journalist who happens to be in television, not a television man who happens to work in journalism."

Indeed, Harry Reasoner, an old *Minneapolis Times* reporter, objects to being cast as a member of the "fifth" rather than the "fourth" estate, on legal, professional and even commercial grounds. "Anything that separates the kinds of journalism is not only erroneous but it's bad for us," he says. "It leads to restrictive legislation and pressures from federal bodies and everything else. And it brings up one of our problems. Most newspapers and magazines are in business to make money out of news. Television and broadcasting originally were not in the business to make money out of news. But over the years, it's become apparent that news, if it didn't make money directly, has an effect on how successful a commercial enterprise this is. Since I believe in commercial journalism, I don't like anything which casts us as an eleemosynary effort on the part of people who are engaged in other activities."

And for all the talk one hears in Wash-



Out of Cronkite's shadow. Anyone charting the career of ABC's Harry Reasoner might be struck by the fact that it has followed the kind of meandering course one would expect of someone whose approach to most things seems as casual as does Mr. Reasoner's. For about 15 years after getting his first job in journalism, as a reporter for the *Minneapolis Times*, in 1939, he held a number of different posts, none of them seeming to be pointing him in the direction of a network anchorman's chair. After time out for service in the Army in World War II, he returned to the *Minneapolis Times* as a drama critic, then took a job writing publicity for Northwest Airlines, got into broadcasting in 1948 as a news writer at WCCO(AM) Minneapolis, then moved out to Manila as an editor for the U.S. Information Agency, and returned to Minneapolis as news director for KVD-TV. But two years later, he joined CBS News in New York, and began a 15-year association, during which he moved up through a number of assignments to a point where he was generally considered CBS News's second banana—top banana being Walter Cronkite. And through it all, Mr. Reasoner, now 52, seemed to be the self-put-down artist. When asked how much of his material he wrote, he would say, "As little as possible." And when a visitor dropped in on him in his office at 3:30 p.m. and apologized for catching him in an apparently busy time—he was smoothing his hair and straightening his tie—he said, "That's all right, I just had a nap." But there is also the man of ambition. When asked why, after 15 years, he left CBS to co-anchor the news for ABC, his answer, on a slice of wry, was, "I wanted the job. Walter Cronkite was showing no inclination toward stepping in front of a speeding truck" (*BROADCASTING*, May 21, 1973).



CINEVID-16.

Sherwin Greenberg will never shoot another TV commercial without it.

His clients won't let him.

Because with CINEVID-16 they get all the advantages, the quality and versatility of 16mm film *plus* the immediacy of video tape.



Sherwin Greenberg is a veteran TV commercial cinematographer and documentary filmmaker. He is also president of Greenberg-May Studios (Buffalo, NY) — and a shrewd businessman to boot. His two CP-16R reflex cameras are equipped with CINEVID-16 video-assist systems. They are both kept constantly busy. And earning rave notices from ad agency clients along the way.

"I just can't imagine going back to shooting a commercial on film without the video viewing. From the agency/client point of view, the system gives you unrestricted view of every take, just the way the camera sees it, without getting in the way of the film crew or constantly peering through the camera lens to see what's happening. . . . It also helps the talent to make instant corrections in the acting and delivery. This factor alone should save shooting time — and film costs — every time people use the system."

N. T. Smith, VP & Creative Director (Lloyd Mansfield Co. Inc.)

"... watching exactly what was being filmed and playing each scene back on the closed-circuit monitor answered many questions before they were asked, and revealed any possible problems before they became problems."

M. R. Slepian, Radio/TV Production Director (Weil, Levy & King Inc.)

Our CINEVID-16 system makes video-assisted filming a simple option rather than the complex and cumbersome operation it used to be.

The CINEVID-16 video-assist camera is extremely compact and lightweight. Quick and easy to attach to or disconnect from the CP-16R camera. It picks up the image directly from the CP-16R fiber optics viewing screen and transmits it to any number of remote monitors and/or video tape recorders (for "instant dailies"). With virtually no loss of visible light in the CP-16R reflex viewing system. Optional CINEVID-16 system accessories include a video control console (with three monitors, plus dissolve and wipe controls), a crystal controlled sync generator, etc.

Whatever you're shooting — documentaries, television commercials and specials, or other 16mm film assignments — you'll find CINEVID-16 an ideal video monitoring aid in the studio as well as on location.

For further information, please write to:

cinema E products
CORPORATION

Technology in the Service Of Creativity

2037 Granville Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco



Chancellor



Crystal

Brought on by Bill Ray. John Chancellor, 48, who anchors NBC's *Nightly News*, joined NBC at its own Chicago station, WMAQ-TV, in 1950, after he and some 70 other employees of the *Chicago Sun-Times*, where he had worked for two years, had been laid off. And the man who hired him was William B. Ray, then head of the network's Middle West news division and now the FCC's chief of complaints and compliance. "I wasn't a very good writer at that time, at least he didn't think so," Mr. Chancellor says of his hiring by Mr. Ray. "But I brought some reportorial experience he wanted." In the years since 1950, he has done a considerable amount of writing and reporting for NBC, covering presidential and off-year elections, co-anchoring and anchoring a number of special reports and participating in NBC coverage of some of President Ford's trips abroad. His background also includes tours of duty at a number of NBC's foreign bureaus, and one as host of the *Today Show*, in 1961. And he is probably the only network correspondent who returned to the reporting business after serving in the government. In August 1965, he accepted President Johnson's invitation to head the Voice of America, and he stayed in that post until June 1967.

Insider. Lester Crystal is, at 41, the executive producer of *NBC Nightly News* and one of those broadcast journalists whose careers began in and have been bound up exclusively with broadcasting. His first job after graduating from Northwestern University in 1957 was on the news staff of CBS's WBBM-TV Chicago. From there he moved to the newsrooms of WFBG-TV (now WTJH-TV) Altoona, Pa., and WFIL-TV Philadelphia. He joined NBC at WMAQ-TV Chicago, in February 1963, and was the first producer of the station's *NBC News: Chicago Report*, when the program became Chicago's first 30-minute early evening newscast the following September. From there, it was a series of steps up—regional manager for the *Huntley Brinkley Report*, the predecessor to the *Nightly News*, in Chicago, then New York and news editor of the program, producer in 1968, and, in 1970, London and an assignment as European field producer for the *Nightly News*. He was named executive producer in March 1973. Mr. Crystal says he does not think he missed anything in not having had print experience. But, he says, "there's something to be gained in terms of covering a story and writing it." And he says he spent a great deal of time functioning as a reporter and writer.

ington about the problems of government regulation of programing, there seems little more concern in the network newsrooms than there would be in the newsroom of the *New York Times* about such things as the fairness doctrine; it is not even a sound of distant thunder. The producers and anchormen take it for granted the First Amendment applies to them as well as to print media, but they seem to assume that normal journalistic practices make the fairness doctrine simply a matter for academic discussion. (Even so, at ABC, Mr. Westin has issued a policy directive requiring the balancing within seven broadcast days of any one-sided piece that gets on the air.)

Even John Chancellor professes to see "no intimidation or chilling effect" flowing from the fairness doctrine. And NBC has been tied up since 1972 in a fairness doctrine case involving a documentary, *Pensions: The Broken Promise*. Mr. Chancellor regards that case as merely an inconvenience for "dozens" of NBC lawyers. "None of that was felt down here," he says. "We operate in a coal mine. You

just don't get that on our level."

The evening news personnel generally seem relaxed, too, about possible corporate pressure. To hear them tell it, there is none. "It's myth that corporations tell you to lay off subjects because of sponsor problems," says Mr. Westin. Mr. Chancellor says that he doesn't believe NBC News was restrained by fear of administration retribution during the Nixon Presidency, nor would it feel restrained now. "We're so far removed from the people who are concerned about licenses..."

At CBS News, the imposing figure of Walter Cronkite is seen by his associates as a bulwark against any possible interference from management. Mr. Cronkite talks of the "warm and friendly relations" he has with the executives at Black Rock, and attributes part of CBS News's success to the fact that "we don't get interference from nonnews people." But a colleague and admirer of Mr. Cronkite had this to say about the *Evening News's* independence: "CBS knows Walter will send up a rocket if they fool around with the *Evening News*."

The seriousness with which the network news show producers and anchormen view their work is reflected in part in the suspicion if not distaste with which some of them, at least, regard news consultants and their works. When Mr. Cronkite was asked if he sets a goal of any particular number of stories for a broadcast, he snapped: "That's [Frank] Magid survey stuff. People who have surveyed the hell out of news and believe that to have the most effective news broadcast—and who mean by that show business value rather than news value—you need at least 22 items, no film piece over 1:15 seconds, and so on, which I feel is abhorrent."

Couldn't the Magids be on to something? "I think our job is to inform," Mr. Cronkite says. "And by doing a good job of informing, of collecting all the news we can and putting in as much as we can in intelligible style, that is our function, not seeking the larger audience. But if you do all that, you'll get the larger audience."

Mr. Westin has no hesitancy in not only describing television as show business but in also saying that television news "is part of show business," or even that "show business techniques" may be used to "convey information." But the qualification he adds is that the techniques not distort the news being reported. "I have no quarrel with Magid as long as he simply tells stations whether the information being conveyed is being conveyed clearly," he says. "But when the next guy talks about dressing up the anchorman and doesn't care whether he knows what he is doing, that is another matter. We have a star system," he adds, "and a star system is show business. But what criteria are used to make Walter Cronkite or Harry Reasoner a star? They have high credibility; people believe and understand what they say."

But if the men running the networks' evening news shows are serious, dedicated journalists, what of the future? There are some who feel that the networks may have trouble maintaining high standards, and the reason they cite is the money and glamour—the show business qualities of television.

"We have raised the first generation of people who have come all the way up through broadcasting," says Dan Rather, CBS's former White House correspondent who now serves as Saturday night anchorman and as one of *60 Minutes*' three chief correspondents. "And the temptation is great for them to think the most important thing is how well you look, and how well you deliver the piece."

Nor is that the only temptation. With news having become such a marketable item at local stations, the relationship between stations and networks in terms of which is a training ground for which is being reversed, with promising young network reporters being lured away to the bright lights of Iowa City and Pittsburgh. A television reporter like any other should be prepared "to work a beat and stand out in the rain for 10 years," Mr. Rather says. But, he adds, good, young people "are

S&H Means Green Stamps

But The Sperry and Hutchinson Company Means:
Carpeting, Furniture, Insurance, Banking,
Incentive Programs, Department Stores-
and S&H Green Stamps

In 1896, Thomas A. Sperry and Shelly B. Hutchinson started the S&H Green Stamp service. People liked the "extras" stamps brought. They still do. More than half of America's families save them.

But The Sperry and Hutchinson Company today is other things, too. Quality companies such as Bigelow-Sanford, of "title-on-the-door" carpet fame. And Gunlocke, "the chair people." Your publisher probably sits in one—or should. And furniture manufacturers like Daystrom, "the dining room people," Lea, "the bedroom people," and American Drew. You've probably seen American Drew suites. The best homes have them.

Then, too, The Sperry and Hutchinson

Company also means business and consumer services. Bayly, Martin & Fay is one of the biggest commercial insurance brokers. They insure things like the Long Beach, Cal. "Queen Mary," major motion pictures, and some of the nation's best properties. And there's The State National Bank of Connecticut. They hold the country's second oldest bank charter.

And there's Hens & Kelly, a Buffalo, N.Y. department store chain. Do they give S&H Green Stamps? Of course they do.

In 1974, it all came to sales of nearly \$600 million. Still, \$260 million came from the trading stamp side of the business.

S&H. The Green Stamp people. And a lot more.

THE SPERRY AND HUTCHINSON COMPANY

S&H GREEN STAMP DIVISION

S&H Green Stamps
Incentive Operations
Marketing Promotions

FURNISHINGS DIVISION

American Drew
Bigelow-Sanford
Bigelow-Canada
Buck Creek Industries
Daystrom Furniture

The Gunlocke Company
Homecrest Industries
Interlock Furniture
Lea Industries
Pontiac Furniture

SERVICES DIVISION

Bayly, Martin & Fay
The State National Bank
of Connecticut
Hens & Kelly
Magna Laboratories

THE SPERRY AND HUTCHINSON BUILDING, 330 MADISON AVENUE, NEW YORK, N.Y. 10017

being offered \$60,000-plus to read the news at 6 and 10, and are leaving the network to take it."

Of course, there are still eager young reporters beating on CBS News's door who appear to be serious journalists, Mr. Rather says. "But they see people making it who haven't paid their dues—people reading the news who started out wanting to be actors."

That suggests one possible script on the future of television news. Mr. Rather himself may be part of another, more hopeful script—he and his colleagues on *60 Minutes*. Granted that CBS's entertainment-schedule problems and the idiosyncracies of the FCC's prime time access rule combined to persuade CBS to place the news-magazine-type program in prime time on Sunday; nevertheless, its placement there is encouraging to broadcast journalists. Its success, Mr. Reasoner says,

"would indicate that news programs can compete with entertainment programs for mass audiences without sacrificing journalistic standards."

Whether *60 Minutes* on Sunday at 7 p.m. signals a new trend in network news—whether Walter Cronkite, who began anchoring the *CBS Evening News* in 1962, when it was a 15-minute show, is given the opportunity to fill an hour-long show—remains to be seen. There are those who feel that the economic imperatives, and inertia, dictating the present format cannot be overcome, at least for the foreseeable future. But in the meantime, there is work for the broadcast journalists to do, in strengthening skills, in experimenting and in searching for stories beyond the automatic, and in making sure that journalists entering their field learn the virtue, and necessity, of working a beat and standing out in the rain.

PTV: plugging the gaps, filling the holes

Public television broadcasters see their news and public affairs functions as a supplement to the commercial networks.

Hard news is one area left pretty much to the commercial stations, with public television focusing on interpretive and analytical reporting. Except for some major-market PTV outlets, most do not provide local nightly news shows. (About half of the over 250 stations in the Public Broadcasting Service do provide their own news-public affairs programming on a weekly basis, however.) They rely instead on national feeds over PBS from the National Public Affairs Center for Television and WETA(TV) in Washington and WNET(TV) New York along with other contributors.

Where local news efforts do exist in the public sector, the trend is to avoid the competition of network offerings by scheduling them either later or earlier. "We're not playing Freddy Silverman [the commercial network programming whiz] around here," says Joseph Russin, news director at KQED(TV) San Francisco, "but ratings matter to public stations just as they do in commercial broadcasting—it brings in bucks."

News directors at public stations that do provide local news seem to agree on their mission. Robert E. Ferrante, executive producer at WGBH-TV Boston, looks at his station's nightly news show as a "companion journal" to news efforts provided by the rest of the stations in the market. More selectivity in subject matter or "enterprise reporting," he feels, is the difference. It allows public stations to concentrate on areas that commercial news efforts bypass, such as public housing, cable TV developments and state regulatory agencies, Mr. Ferrante says.

Robert MacNeil, editor of the *Robert MacNeil Report* on WNET(TV)—scheduled to go national Jan. 5—summed up public television's news role vis-a-vis the commercial networks. For public stations to try to duplicate and provide the same news offerings as commercial stations, he believes, would be both "difficult and futile" given the disparity of financial resources.

Some point to the *MacNeil Report* as a possible trend in public TV news shows. Jim Lehrer, NPACT correspondent for the program, feels that professionals in public broadcasting are realizing that programming must have "dependability and be there every night," since viewing habits are based on that assurance. Today, the "*MacNeil Report*," Martin Agronsky's "*Evening Edition*" (from NPACT-WETA) and captioned ABC news for the hearing impaired are the only nightly scheduled news shows provided over PBS.

But more such programs are in the



Cronkite

Benjamin

The dean. After 25 years with CBS News, 13 as anchorman of the *Evening News*, Walter Cronkite has achieved a special kind of prominence. *Time* magazine has described him as "the single most convincing and authoritative figure in television news," and an Oliver Quayle & Co. poll in 1972 indicated that he was the most trusted figure in public life. Mr. Cronkite, who is 59, has been developing his style and expertise as a journalist for 40 years. He began as a campus correspondent for the *Houston Post* while a student at the University of Texas, moved on to the *Houston Press*, did some radio work in Kansas City, then joined UP in 1937. As a UP correspondent, he covered events and battles of World War II. After the war, he switched to radio, and broadcast from Washington for a group of Midwestern radio stations for two years until he was hired for CBS News by Edward R. Murrow, in 1950. Over the years, he has kept his hand in as a correspondent, conducting interviews with a number of national and world leaders (he helped inaugurate the evening news as a half-hour program in 1963 with an exclusive interview with President Kennedy), anchoring CBS's coverage of political conventions and space shots, and participating as the reporter on a number of documentaries.

Backgrounded. Burton (Bud) Benjamin, who at 57 is rounding out his first year as executive producer of the *CBS Evening News with Walter Cronkite*, prepared for the assignment in a number of different areas—print journalism, newsreels, documentaries, even entertainment television. Mr. Benjamin broke into journalism while still in high school in Cleveland, when he got a job as a stringer for the *Cleveland News*. In the years since, he was a sports writer for UPI and a general assignment reporter for Newspaper Enterprise Association, learned about film as a writer-producer-director for RKO-Pathé, and freelanced as a writer of both magazine articles and entertainment television. He joined CBS in 1957 as executive producer of *The Twentieth Century*. His original contract was for 13 weeks, but the documentary series ran nine years. And then he stayed on as senior executive producer to produce a long list of CBS specials and documentaries—*Solzhenitsyn* (June 1974), *The Rockefellers* (December 1973), and *Mr. Justice Douglas* (September 1972), and a number of *CBS Reports*, among them.



Alternatives. Among public broadcasting's star line-up in news and public affairs area are (l-r): Bill Moyers, whose *Journal* series is produced by WNET(TV) New York, and Robert MacNeil, executive editor of *The Robert MacNeil Report*, another WNET production slated for national distribution. From the National Public Affairs Center for Television and

WETA(TV) Washington comes *Washington Week in Review*; (seated around table are (l-r)): Paul Duke, moderator, Neil MacNeil, Peter Lisagor, and Charles Cordry. Martin Agronsky provides nightly news for public TV viewers with *Evening Edition*, another of the news programs produced by NPACT-WETA.

works. Gerry Slater, executive vice president at NPACT-WETA, and Jerome Toobin, news director at WNET(TV) both agree that a greater effort will be made to coordinate Washington and New York news and public affairs shows in the future. In the talking stages is a 37-part series of half-hour political programs to cover the issues and candidates in the upcoming national election. And individual public stations are seizing on nationally distributed public affairs programming to create a news block in their nightly programming schedules.

WTTW(TV) Chicago will move its *Public News Center* program to a new time (and name: *Callaway-Ruddle Report*) on Jan. 12 that will preface the *MacNeil Report* during the 9-10 p.m. time slot. Others are expected to make the commitment to news on a nightly basis with similar scheduling designed to compete against commercial entertainment programming broadcast at the same time.

Nevertheless, public broadcasters as a group are not there yet. William J. McCarter, executive vice president and general manager of WTTW, contends "public broadcasting is just beginning to emerge in the use of news and public affairs." What will evolve will not be "competitive news," he believes, but more along the lines of a public affairs news magazine approach. . . . "a combination of CBS's *60 Minutes* and NPACT-WETA's *Washington Week in Review*."

Public television is at the "threshold of maturity," believes Mr. Lehrer. It can now define for itself what it wants to do and go ahead and do it, he added. That self-definition was made possible, according to Mr. Lehrer, because of several factors. Secure funding, as provided in the Corporation for Public Broadcasting's long range funding bill (BROADCASTING, Dec. 22) is one factor. Others are the public's readiness for in-depth news and growing viewer support from those who have come to expect greater live news coverage from PTV, such as that provided during the Watergate hearings.

Public television people caution that a comparison of public news efforts with the operations of commercial networks is not always valid, since there is no such network setup in the public sector. What exists today is a heavy reliance on NPACT-WETA for Washington type stories, coordinated with WNET(TV) New York for

coverage of other issues. Other public stations, to a lesser extent, also contribute to national news-programming efforts. Included in this group are: WMPB(TV) Baltimore, which produces *Wall Street Week*; WRLK(TV) Columbia, S.C., which produces William Buckley's *Firing Line*; KQED(TV) San Francisco, which produces *World Press*, and WUHY-TV Philadelphia for *Black Perspectives on the News*.

Prior to 1973, NPACT was a separate production organization responsible for most public affairs programs destined for national distribution. When it was formed in 1971, NPACT had a \$3 million-plus budget, generated essentially from the Ford Foundation and CPB. Today, NPACT is merged with WETA(TV) and operating at around \$2.5 million, with Ford and CPB contributing only a small share. The lion's share of programming costs is borne by each public television station which selects to take the PBS feed. These stations bid on program proposals or pilots and if there is enough support, the shows are scheduled for national distribution. This so-called "station program cooperative" (SPC) has been faulted by some for its effect on public affairs programming.

"Stations buy what has been proven on the air, is cheap and has known personalities," contends Mr. Russin. Without one central entity calling the shots (as was possible when total funding was secured by the Ford Foundation), experimental and creative programming is difficult to nurture, says Mr. Russin.

Indeed, Ward Chamberlin, president of NPACT-WETA, tends to confirm that view. "It is hard to get money from stations for new and ambitious programs," he says, "as the tendency is towards tried and true, bread and butter programs."

This "catch-as-catch-can" approach, believes John Montgomery, vice president for programming at PBS, needs "regularizing." But such action is "still down the road," acknowledged Mr. Montgomery.

Nevertheless, Mr. Chamberlin is confident that as PBS becomes more secure from a better standing in the community and with respect to funding support, "controversial programs will become more a routine venture than in the past." He sees the large corporations as a future source for money that will open up opportunities in public affairs programming.

PBS estimates for fiscal year 1976 (which ends in July) indicate that some 41% of the nationally distributed PBS program schedule falls into a news or public affairs category. That figure includes only original hours—not repeated shows—and not those still to be added to the national feed later this fiscal year. The 41% figure accounts for about \$5 million in production costs for both WNET and NPACT-WETA, including \$4.5 million raised through the SPC program and the remainder from grants and CPB contributions.

Compared to what the commercial networks spend on their news and public affairs, notes one public broadcaster, that's just "a drop in the bucket."

QUALITY TALKS FOR KGMC

Englewood, Colorado



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

Continental 
Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

The First Amendment and the Fifth Estate

Local television's best foot forward

News: the men, the women, the money, the competition, the cameras, the consultants, the formats and the foment

To get an idea of where local TV news stands today, begin by trying to find out where the action is. Where is the money being spent? Where is the competition greatest? Is it New York, Los Angeles, or Chicago? Certainly. Is it Dallas, Minneapolis, Indianapolis? Yes, it is all of those. But it is also Mobile, Ala., and Charlotte, N.C., and Fort Myers, Fla. In fact, wherever there are two TV stations or more in a market, the competition for the news audience is likely to be fierce.

Where once news was a loss leader at a local station—something the station had to do to fulfill its obligations as a licensee on the public airwaves—news has become one of most stations' profit centers. "It is firmly established," says Thomas Frawley, vice president of Cox Broadcasting, "that if you don't have the audience for the early news, you won't have the audience for the network and evening programming." Mr. Frawley, the immediate past president of the Radio Television News Directors Association and current president of the Associated Press Broadcasters Association, says local news creates the tone for the station in its market. If it has the best news show in town "it probably follows that it is the best in other areas," he says, and adds, local news "translates into dollars."

No longer does it suffice for a station to have five minutes of news ripped off the city or regional wire along with five minutes of sports and another five of weather. Stations large and small are expanding their early evening newscasts from half-hours to full hours and in a few cases to two or even two and a half hours. Local TV news is big business; estimates of what local stations are spending on it range from 10- to 20-fold what they were 10 years ago. News staffs have quadrupled. The average news staff in a medium market is now about 20 people, according to one estimate; in a major market it can be 40, 50 or more. According to Leigh Stowell, senior vice president at Frank

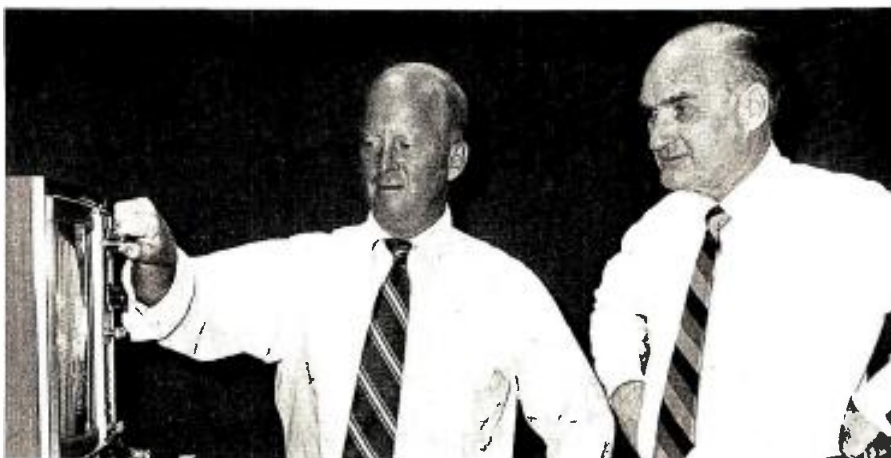
Magid Associates, the Marion, Iowa, news consulting firm, it has become a general rule of thumb that the local news should bring in anywhere from 40% to 60% of a local station's commercial revenues.

An outgrowth of that has been the elevation of local TV news directors. No longer are they just journalists. As protectors of what has become the largest budget expense at most stations, they are managers as well.

As the profits grow, so does the competition. "The competition is intense. It's every day, it's every hour," says Phil McHugh of the news consulting firm, McHugh & Hoffman Inc., McLean, Va. "The old idea that if you got to be first in your market, you were first for life, just doesn't exist anymore." In the 13 years McHugh & Hoffman has been in business, it has been involved in 75 local markets. "And in those 75 markets, there are only five stations that have remained throughout that 13-year period as number one in news," he says. "So if you want to talk about how competitive the business is, there's a pretty good indication."

News rivalry will accelerate, Frank Magid says. "All of TV is the product of a circular effect," he says. "As the news advances and becomes more sophisticated the audience demand changes and increases the need for new formats, presentations, methods and content." Last August, Mr. Magid told an audience of broadcasters in Atlanta that the time when it is most critical for a station to innovate the news show is when it achieves the number one position in the ratings. The message he preaches everywhere is that the station that sits still in this business is lost.

The discovery that news can turn a profit for the local television station is probably the single biggest thing that has happened to local TV news. It may well be that the second biggest was the emergence of the news consultant. Consultants are controversial; they have tread on the preserve traditionally guarded jealously by the station news director. But their success is not to be denied. Mr. Magid has said that better than 50% of his clients—he now has 102—have been elevated to the number



Consultants Hoffman (l) and McHugh.

McHugh:

"The competition is intense. It's every day, every hour . . . The old idea that if you got to be first in your market, you were first for life—it just doesn't hold any more."

one positions in their markets. Mr. McHugh has said the same of the 75 he has dealt with (see special report on news consultants, *BROADCASTING*, Sept. 9, 1974). That, however, is not the point. The point is that the consultants have prodded the local stations into taking a closer look at their news audiences. They have taught their clients to treat the viewer not as a receptacle into which the day's intelligence is to be poured, but as a discerning consumer as likely to reject as accept the product. More care is being taken, particularly with the packaging and labeling of the product. And in fact new kinds of formats, personalities and features are being tested on select members of the audience before being introduced in the marketplace—much as a new kind of deodorant or a new brand of toothpaste would be.

In this case, the audience is not buying anything directly. Instead, its preferences are reflected in the ratings, another subject of controversy in the industry. "TV gets kicked around a lot for ratings," says Mr. McHugh. "Everybody would wish that ratings weren't that important. The fact is that they're the only measurement there is. It's the circulation measurement . . . And the measurement of circulation has been an acceptable standard in all media for determining the value."

It was competition for the ratings that created a market for news consultants and it's ratings they are there to boost. At last count, more than 170 local TV stations had signed with consultants and the number is growing. Mr. Magid, whose firm is by far the largest, expects to add 25 new accounts by February and ultimately to have a client in every market in the country.

Consultants study and make recommendations that can affect virtually every facet of a station's news operation, from design of sets and use of graphics, to use of news equipment, to hiring and firing of on-air personnel, to improving writing skills. Frank Magid Associates maintains a video-tape library with recordings of 85-90% of on-air personalities—news, weather and sports—in the top 100 markets. If a client is looking for a news anchorman or reporter, the firm assembles a group of tapes of personalities whose contracts are due to run out shortly and who appear, on the basis of research of the client's market, to be best suited for the station. The client, Mr. Magid says, makes the choice. The Magid firm also thinks up and tests ideas for new kinds of continuing news features. To date it has come up with more than 40 such ideas, including packages like "Greengrocer," a shopping guide for produce, and "(the reporter) is . . ." wherein the reporter tries his hand at some unusual trade or recreation, such as skydiving. The idea is to create a news segment that is aired regularly, say three days a week, that will attract and hold the viewer to that station's newscast.

Consultants are not alike, but an example of the breadth of input some offer was given by Ray McGuire, vice president and general manager of WALA-TV Mobile, Ala., in a speech to the National Association of



Consultant Frank Magid:

"All of TV is the product of a circular effect.

As the news advances and becomes more sophisticated, the audience demand changes and increases the need for new formats, new presentations, methods and content."

Broadcasters 1974 convention. Its news running a poor third in the Mobile market, WALA-TV turned to McHugh & Hoffman in 1970, Mr. McGuire said, and within three years achieved the number one ratings position.

"I cannot begin to tell you everything we have done," Mr. McGuire said. "However, we changed our news set for greater production flexibility; we increased sound-on-film coverage; we began using more generic chroma-key slides; improved news film editing; increased the uses of identification supers; made staff changes and additions; bought more equipment, including sound-on-film cameras, silent cameras, audio tape recorders and editing facilities; added news cars equipped with all-channel shortwave scanning receivers and two-way (broadcast quality) radio systems capable of car-to-newsroom and car-to-car communication within a 75-mile radius of Mobile. We changed from two different anchormen to a single anchorman for both early and late news. Our

weather and sports anchormen are on both the early and late segments. We increased our promotion budget and heaved-up on identifying our news, weather and sports personalities. We used different media in our ADI (area of dominant influence) coverage area. We developed a spirit of teamwork among our personnel, as well as throughout our entire station operation, because the way our news goes is the way our station goes."

"Do we accept every recommendation made?" "No," says Mr. McGuire, "Do they tell us all news stories should be no longer than a certain length? No. Do they tell us the anchormen should be funny? No. Primarily, they suggest ways we may be able to improve on the production and presentation of our over-all news programs. This includes better camera shots and editing, improved audio quality, better writing, friendly lead-ins."

Mr. McGuire's assessment of research and consultants: "They are expensive, but to us they are worth it."

The evidence indicates consultants are at peace with most of the industry. "We have a wonderful working relationship with most of the news directors we work with," says Mr. Magid. "Most feel they can learn something from consultants." RTNDA has a committee that monitors consultants and that a year ago invited stations to make complaints about them. It hasn't received any.

But there continues to thrive a hard core of journalists who think consultants have intruded where they have no business being. CBS's "On the Road" correspondent Charles Kuralt is one. "I hate what those guys are doing," he says. "I think they are cheapening news." Mr. Kuralt sees news consultants as quick-fix artists who advise stations on how to pick up a few fast ratings points, usually with injections of glamor and entertainment into the newscast. A few fast ratings points is all in fact that some stations want. Every time a ratings book comes out, Frank Magid says, he receives a handful of phone calls from stations that want him to tell them how to make some points before the next book comes out. Mr. Magid says he turns them down.

Responsibility for all kinds of local TV

KGUS fm
52,000 SPARKLING WATTS
OF CLEAR POWER
Stereo
97.5

"BRIGHT AND BEAUTIFUL"



BIG VOICE

There's a big radio voice in the Valley of the Vapors and it belongs to KGUS in Hot Springs National Park, Arkansas.

NO OTHER QUITE LIKE IT

No other station in its area provides advertisers with its unique benefits. KGUS has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great Central Arkansas market.

UN-EQUALED

No other station in Hot Springs can equal the magnificent stereo and quadraphonic sound. KGUS programs beautiful music 18-1/2 hours every day to an adult audience. Don't overlook KGUS for immediate results on your next sales promotion. You'll be overwhelmed from the results of your advertising. Represented nationally by Frederick W. Smith, New York, Chicago, San Francisco, Los Angeles, Raleigh, and Detroit.

C.J. "Gus" Dickson
General Manager

ills has been laid on the news consultants by their detractors. They have been accused, for example, of "featurizing" the news, of "peddling the same shows" in every market, and of encouraging the spread of the on-air chatter that has come to be known as "happy talk." But those skirmishes are just the fringe of a deeper conflict between news consultants and their adversaries, a conflict that runs straight to the definition of news and who shall do the defining.

Recall the statement Mr. Magid made about the news being constantly redefined by changes in the audience's tastes.

Frank Phillippi, a producer with the National Public Affairs Center for Television in Washington, who produced NPACT's Emmy award-winning coverage of the Senate Watergate Committee, says, "the question is whether you lead the audience or follow it. A lot of people in this business believe that you have to figure out what the audience wants and give it to them. To me that seems a little back assward, because as professionals we're trained and put in the position to spot things that are important to us because we think other people should know them."

Mr. Magid says he questions "those who say, 'leave it to us because we're journalists.' Where do they come off with that sort of thing? Are they so knowledgeable in the history of ideas, in psychology and sociology? ... Those who use that argu-



Ray Miller:

"I'm a realist . . . I know that unless you have a product that is acceptable and appreciated by the audience, it doesn't matter what the content is."

ment use it as a smokescreen."

Mr. Magid figures that what most troubles his detractors is that "we represent change." He recites his favorite quote, from a sign he saw on the wall of Arch Madsen, president of Bonneville Interna-

tional Corp., Salt Lake City: "New ideas are always in danger of being beaten to death by either those of insufficient knowledge or those whose applectarts they would upset." Mr. Magid says his critics either do not understand consultants or fear for their applectarts (jobs). "When we walk in that newsroom door," Mr. Magid says, "it means they will have to cure their sloppy habits. Before we came they were secure, in beautiful isolated positions. All of a sudden somebody comes in with a flashlight . . ."

Phil McHugh argues that local TV news must seek the greatest audience, which is the vast lower middle class and upper lower class that together make up between 65% and 70% of society. "The difficulty is that the interpretation of what these people [the majority] should like is being decided by those in the top 15% of the social structure. They miss completely the fact that these are the people for whom TV is designed to function."

Most of the critics of local TV news are the people in the upper middle class, which represents roughly 12% of the population, Mr. McHugh says. They are the managers, executives and professionals who for the most part get their information from the print media. He says the people in this group "don't know anything about [the middle 65%-70%], in fact would be uncomfortable if they were with them."

"I find that argument—that because I'm upper middle class and read the *New York Times*, I don't know what people want—is bull," Mr. Phillippi says. "I have a higher regard for those people out there in the demographics. I really believe that if you do it right, they'll respond. It's been my experience that people of all walks of life appreciate a good story."

John Masterman, a former NBC News correspondent now director of public affairs at KCPT-TV Kansas City, told an audience of broadcast journalists in Lawrence, Kan., last October that he thinks Magid-inspired features such as "Green-grocer," "Dollars and Sense," and "Back-yard Vacation" are "junk." "That's the kind of junk newspapers save up for Thursdays when the big grocery ads create extra white space to fill."

Speaking at the third annual broadcast journalism seminar of the William Allen White School of Journalism, University of Kansas, Mr. Masterman launched his own definition of news: "Real news is chewy. Not like bubble gum. It's chewy like the end of a new black copy pencil is chewy. It gives off an odor. Pungent. Like whisky barrels and bad breath and cooking turnips. It has a mean, lean look to it when you get a glimpse of it skimming through the treetops. News catches the bus to go downtown on rainy Sundays to play dominoes with Max America's cast-off girl friend. You know Max, the wrestler? Sometimes news squats in mud puddles, grinning, and says 'Come get me. Meet me across town.' It sings when it feels like it. Soprano. It'll come up behind you while you're standing on a street corner and

we can help you get all the facts— when you're doing a story on aerosols

Contact:

The Aerosol Education Bureau
300 East 44th Street
New York, New York 10017
Phone: 212-661-3721

We have the information you need on:

- Issues surrounding the fluorocarbon/ozone theory
- Aerosol industry action on product safety
- Research on aerosols

. . . and whatever else you need to know about aerosol products to make your story complete

pinch the nape of your neck and you shout at it and grab it and throw it down and smear it around on a piece of paper and watch the colors run and that's a damn fine feeling, and you wouldn't trade places with Sparky Anderson, the canny manager of the series-winning Cincinnati Reds. That's real news. Wrap much more of a definition around it and you'll frighten it away."

It is a definition designed to befuddle Frank Magid's computer and to underscore Mr. Masterman's contempt for pre-tested, carefully packaged feature ideas. Mr. Masterman pulls no punches in his criticism of news consultants. They are "money-sucking leeches" to him.

Ray Miller, vice president and news director of KPRC-TV Houston, however, has a gentler opinion. To him, consultants are "just another tool" to help the news director do his job. "Essentially what they can do is tell you what it would take a good deal of traveling to learn," he says. What he values most is the information consultants provide about what other stations are doing in other markets. KPRC-TV has subscribed to Frank Magid's research services for six years.

Dave Partridge, news director-anchorman of WFBC-TV Greenville, S.C., says he sees nothing wrong with designing the news presentation to fit the audience's needs and wants. "But I fail to understand why we couldn't have done that ourselves... Having lived here and worked here, I ought to know the community better than the consultant who comes in blind. I've often wondered," he says, "if one of the reasons for bringing in consultants was to make less inflexible an inflexible news director... I think we ought to be fairly flexible in accepting new ideas in presenting news, in how we design newscasts, sets and music."

Pat Polillo, vice president and executive producer of the Westinghouse TV station group, says he thinks the time when news consultants are seen as evil, is all but passed, and in fact that the news consultants' era has passed. Their impact was made, felt and is now over with. "News consultants are not the new messiah," he says. "They are the old messiah." Mr. Polillo agrees with most that audience research is a "hell of a lot of help... Stations with research at first could cream their opposition," he says. "But what happens when everybody in town has the same research? The answer is that the station with the sharpest, most incisive and brightest news presentation is going to win."

In Mr. Polillo's opinion "the next trend in local TV news will be news," and the new messiah, electronic news gathering (ENG). The advantages of ENG are well known to the stations that have bought it. Because there is no film to process, they are able to collect news closer to air time than they could with film cameras. And the cameras' live viewing capacity has given real meaning to the "eyewitness" news theme so many promote. It has in fact given TV the fleetness of foot that radio has always had. "And that's all we



Dave Partridge:

"I've often wondered if one of the reasons for bringing in consultants was to make less inflexible an inflexible news director."

ever dreamed about," Mr. Polillo says. "To be as fast as radio."

Mr. Polillo is convinced that ENG is going to improve the local TV news product journalistically. "The live capability is really what it's all about." It will require capable journalists who can make careful

yet instant news decisions—about when to interrupt entertainment programs with breaking news, for example, or when to "go short" or "go long with a live story." It is going to require bright, quick-witted reporters who can think on their feet and can make sense of the facts as they accumulate in an unfolding live story.

There is one danger Mr. Polillo sees in ENG; that it will make stations vulnerable to manipulation by newsmakers. He points out that officials and groups holding news conferences consciously schedule their sessions to give TV stations time to prepare the film for the evening newscast. Mr. Polillo foresees the time when groups will schedule news conferences just before or during newscasts, leaving no editing time.

Another role that will feel the effects of ENG is that of the anchorman, Mr. Polillo says—a point to which he and others often return.

■ The local television news product has undergone some radical surgery in the last five to 10 years, most of it with the intent of making the newscast more attractive to the viewer. In some cases the raw material, the news itself, has changed—in the sense that stations are finding it in places where they were not looking 10 years ago. Investigative reporting, although not new in journalism, has become fashionable at stations that can afford it and appears to be on the increase. Another fashion in news that has wide audience appeal is the

THE CARTRIDGE FAMILY...instantly.



whether you're putting in a new automation system, be it theirs or ours, or expanding your old one, demand INSTACART... for unparalleled instant access flexibility and fantastic reliability, INSTACART is the choice, with a proven track record that's the envy of the industry.

Available in mono or stereo, with 12, 24 or 48 cartridge positions, INSTACART brings incredible instant random access flexibility to your live or automated operation. INSTACART—ask anyone—it's... the best there is!

Call or write today for full details.

IGM

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

feature story, especially of the how-to-cope-with-life variety. How-to-cope stories offer the viewer immediate reward; in them he finds information he can use in dealing with everyday problems. They offer hints on how to get the most for one's money, how to keep in good health, how to protect oneself from crime, how to use local government resources. "I think it's good," Mr. Partridge says, but again it is not new to journalism. "It's the old need of making news as relevant to the audience as possible."

Some journalists think most how-to-cope news is as much entertainment as news. Most of it does not fly "mean and lean over the treetops," as Mr. Masterman would have it. And they argue it should be treated as filler on slow news days rather than being given a regular berth on a newscast that, allowing for sports and weather, has only 14 to 16 minutes for news. "I guess that's one reason some stations are going to an hour," says Mr. Partridge.

But the increase of how-to-cope stories is part of a larger trend in recent years to make the news seem more personal to the viewer. Stations have found other ways to give the newscast more warmth.

One of the more noticeable of those has been the elevation of the reporter to news personality. It is not just the anchormen and anchorwomen who are being showcased now; reporters are being brought up front as well. They appear on camera in their own stories, and many stations are bringing them into the studio where the viewer can watch them talking live about stories in which they just appeared on film.

Leigh Stowell of Frank Magid Associates says the reporter personality, rather than the story content, is predominant in the audience's mind. Mr. McHugh argues that the copy is predominant, but adds that when all other things are equal in a market—if the stations are covering the news equally well—"personalities can tip the scale" in the station ratings.

It is safe to say that stations are treating the two—personalities and news content—as if they were inseparable. In some cases the reporter is made a participant in the story. An example of that is a minidocumentary last year at KMOX-TV St. Louis in



Pat Polillo:

"News consultants are not the new messiah. They are the old messiah."

which reporter Stephen Schiff shared a cell with a convicted murderer for a day and a night at the Missouri State Penitentiary. In other cases, as in the Magid feature where the reporter samples other people's vocations and avocations, the reporter *is* the story.

News for and about minorities and women has become more visible at local TV stations in the last five years, although more in public affairs programs than on the evening news. Stations in all size markets are certainly hiring more people from the ranks of blacks, Chicanos, Asians and women. Whether enough have been hired and given positions of authority is a question that generates vigorous dispute. But, "things are coming along," says Carolyn Wean, who as assistant news director at WBZ-TV Boston is one of the highest placed women in local TV news. From her vantage point she sees that it has been easier for women and minorities to get jobs in front of the camera as reporters and anchorpersons. Only recently, however, have they begun to find jobs behind the camera as producers and managers.

What effect minorities have had on the local news itself is difficult to discern. "I think it's changing the look of news, not

anything else," says Mr. Polillo. He says he does not see that stations are doing more coverage of minority-directed news, but thinks that where such stories are carried, they are being handled with greater sensitivity and expertise.

But the key personalities remain the anchormen, the highest paid members of the local TV news craft. According to Sherlee Barish, president of the Madison Avenue-based Broadcast Personnel Agency, there are three or four anchormen in the big markets who are paid an average of \$250,000 a year. The top news directors, by contrast, make about \$50,000, she says. In the markets from the 10th down to the 50th in size, anchormen are making anywhere from \$25,000 to \$75,000, she estimates, and figures that salaries of news directors in those markets also begin at about \$25,000.

What makes anchorpeople worth that much? Miss Barish says it varies with the individual, but that they all have "charisma." Mr. McHugh says it could be labeled credibility or tolerance but that in general it is the ability to communicate with a mass audience.

"There's a tremendous recognition that it takes a certain kind of communicator of the worst kind of news to make the news bearable." Pretend, he says, that there is a death in a family that the older children are first to learn about. One of the first questions that occurs to them is: "Who's going to tell mother?" "They realize," Mr. McHugh says, "that the nature of what has to be told requires a communicator who at least is able to give it to mother in the best way possible . . . Every anchorman and all reporters are in that same position every night."

It is difficult to find agreement among observers about who are the best local anchormen. Names like that of Ralph Renick at WTVJ-TV Miami; or Van Amberg, KGO-TV San Francisco; Roger Grimsby, WABC-TV New York; Jim Jensen, WCBS-TV New York; Chuck Scarborough, WNBC-TV New York; Jack Williams, WBZ-TV Boston, and Dave Moore, WCCO-TV Minneapolis, appear on one list or more. So do Tom Ellis, WABC-TV New York; Larry Kane, WPVI-TV Philadelphia; Mort Crim and Vince Leonard of KYW-TV Philadelphia; Jerry Dunfy and John Hambrick, KABC-TV Los Angeles; Irv Weinstein, WKBW-TV Buffalo, N.Y.; Bill Burns, KDKA-TV Pittsburgh, and Jerry Turner, WJZ-TV Baltimore.

Many of these were named because they have topped their markets at one time or another. As far as Mr. McHugh is concerned, however, for any name to be placed in a top 10, it would have to be demonstrated that that anchorman has the magical quality of transferability—that is, the ability to make it big with any audience in any market. Mr. McHugh has serious doubts about most of the names on the above list.

Frank Magid would suggest no names at all, so convinced is he that all will be made obsolete sooner or later as their audiences' tastes change.

But one name keeps coming up again

We produce the Quad-Cities' most popular radio newscast. 7 a.m. daily.

WHBF news is respected, quoted, monitored, copied, authoritative. More people hear our 7 a.m. newscast than any other Quad-Cities radio news program: ARB April-May 1975 pp. 54-55 Represented by Avery-Knodel

**COUNTRY
SUNSHINE**
AM 1270

WHBF
ROCK ISLAND, ILL. CBS FOR THE QUAD-CITIES

ROCK 99
STEREO FM

and again as a local anchorman who surely makes the top 10. That is Tom Snyder of WNBC-TV. As host of NBC-TV's *Tomorrow* program, Mr. Snyder must also be considered a network star, but as co-anchorman on WNBC-TV's early evening news show, he represents "the new wave" in local TV newscasters, in the opinion of Charles Kuralt. Says Mr. Kuralt, Tom Snyder "has the right instincts. He asks the right questions." Furthermore, he is "in love with the world, has a lively curiosity and is intelligent," Mr. Kuralt says.

John Gilbert of Telcom Associates says Mr. Snyder "is the epitome of warmth" yet with a streak of irreverence that works to his advantage. "He's made a hell of a difference at WNBC-TV." That difference has been worth a lot to Mr. Snyder; estimates of his annual earnings start at \$400,000 and go up.

That personal warmth had a place in the newscast was a momentous discovery at local stations. The days when "some fella would read words off a page with no expression in his voice" are past—and good riddance, says Dave Partridge. "That's not the way we talk to each other."

The discovery was made, too, that if the anchorman not only gave expression to his words but also inserted a quip now and then, the audience liked it even better. Word flashed across the country and soon stations were setting aside time for their on-air personalities to exchange a few words, sometimes lifted from a list of jokes provided by a news consultant. The difficulty, however, was that not every on-air personality was clever enough to fill in the allotted space, and what developed at many stations were brief spurts of newsless banalities that came to be known as "happy talk."

That is not what it was supposed to be, says Mr. McHugh. The original idea was for anchorpeople to be more relaxed on camera. "It is an unfortunate reality," he says, "that most news is bad news. The world is always on the brink of war, murder, mayhem. Our heads of state are being shot at, corporate people are being kidnaped or buildings being blown up. Outside our own family lives there's a lot of tension in the news world. It is not at all unreasonable that there be some relief from that, to make it bearable. I am not by any means saying you need jokes on a newscast," he says, "but if something funny happens they [the anchorpeople] can laugh at it; if something tragic happens, they show the effects of it."

Ray Miller is one who thinks local TV news is going through a period during which perhaps too much emphasis has been placed on anchor personalities, but he welcomes the influence just the same. He says anchorpeople are increasingly becoming masters of ceremonies on newscasts, but "I don't have any objection to that," as long as the person is getting the news through to the audience. "I'm a realist, I live in the real world ... I know that unless you have a product that is acceptable and appreciated by the audience, it doesn't matter what the content is."

The anchorman or anchorwoman need not have won a beauty contest, but neither should they be ugly, says Dave Partridge. Nor should their speech be tinged with any regionalisms that might be unpleasant to the audience. "I think people are concerned about what the guy looks and sounds like," he says. "I fail to realize why we shouldn't be sensitive to the audience ... Why do a beautiful journalistic job and satisfy ourselves and have the audience leave us in droves?" Good looks, personality and journalistic talent, he says, are not mutually exclusive.

Happy talk lives, although the consensus among news observers seems to be that it is on the wane. Humor, on the other

hand, in the form of fun news, has been added as a beat at some stations. "The news to amuse," was the headline on a recent *Washington Post* criticism of reporters at three local stations there whose primary responsibilities are to produce light features. "Perhaps it is time TV news people took a deeper look at what they do and how they do it," wrote the *Post's* Tom Shales, "and wondered whether in the pursuit of ratings and the pursuit of visual news stories, entertainment values are coming to dominate and news values to matter less and less."

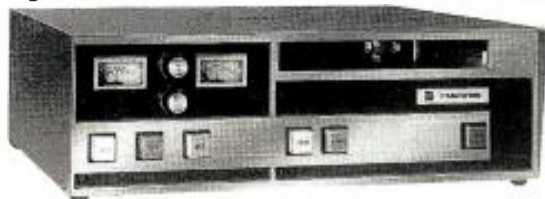
"The presence of Tenenbaum [WTOF-TV's Henry Tenenbaum] and the others may not be all that unhealthy except to

We've packaged our compact Criterion three different ways.

Criterion I ... only 8-1/2" wide.
Direct capstan drive comparable to the finest reel-to-reel machines. Speed accuracy of 0.2%. 1, 2 or 3 cue signals available for automatic equipment. Handles A & B cartridges. Mount two units side by side in a standard 19" rack.



Criterion II ... offers both record and playback in a single unit.
Handles A, B and C cartridges. Fits in 7 inches of standard rack space.



Criterion III ... combines three playback decks in a single compact unit. One, two, or three decks may be operated at the same time, each feeding a different program input. Handles A & B cartridges. Mount twin playback units side by side in 12-1/4" rack space.



For more information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris...originators of the tape cartridge machine.

the degree it is symptomatic of the whole approach: Give the folks more fun, less reality, more comfort, less discomfort."

Mr. Tenenbaum defends his position, however, saying, "The news tends to deal with a narrow segment of what goes on—with the obvious events. In fact, people don't only cry. They do a lot of laughing in the real world. They have a lot of fun."

One of the most widely circulated criticisms of local TV news was a speech given by Mr. Kuralt at the RTNDA annual convention last autumn.

"For eight years now I have been 'On the Road,' and since I really haven't had anything to do out there, I have spent a lot of time watching the news on television," he began. "My overwhelming impression of all those hours in all those years is of hair. Anchormen's hair . . . Hair carefully styled and sprayed, hair neatly parted, hair abundant and every hair in place.

"There's been a big improvement in hair styles. But I can't remember much that came out from beneath all that hair. I don't think much did. I remember the style, but not the substance. And I fear that the reason may be there wasn't much substance there.

"Now nothing I say here should be construed as relating in any way to Dan Rather. I recognize that anchormen can be brilliant as well as beautiful, and that some are.

"Still, I cannot watch the *Mary Tyler Moore Show* without a shudder of recognition. I know that sensible professional news director, terrified of what his idiot anchorman might say next. And I know that anchorman, in love with himself and his image, who wouldn't know a news story if it jumped up and mussed his coiffure.

"I don't care what the station managers say, I don't care what the outside professional news advisers say. I don't care what the ratings say, I say this is the continuing disgrace of this profession. The plain truth is that in a society which depends for its life on an informed citizenry, and in which most citizens receive most of their information from television, millions are getting that life-giving information from a man, or a woman, whose colleagues wouldn't trust to accurately report on his



Charles Kuralt:

"I think we all ought to be ashamed, that 25 years into the television age, so many of our anchormen haven't any basis on which to make a news judgment, can't edit, can't write and can't cover a story."

or her afternoon round of golf.

"I am ashamed," he said. "I think we all ought to be ashamed, that 25 years into the television age, so many of our anchormen haven't any basis on which to make a news judgment, can't edit, can't write, and can't cover a story."

Mr. Kuralt's complaint runs deeper. The bubbleheaded anchorman is the chief symptom, he feels, of a trend he sees in local news that stresses style and entertainment over substance. The ratings are to blame, he said in a subsequent interview, because they force "the stations to have to worry about entertaining people." "Ratings only reflect what people are doing today, and don't tell what they

should be doing." What they should be doing, he says, is forgetting about the ratings and concentrating on quality reporting. "I think the way to build a good news operation is to get good reporters, pay them well and give them job security."

■ Back to Pat Polillo, suggesting that spread of electronic news gathering will cause the realization of Mr. Kuralt's ideal. Impressed with ENG's live capability, Mr. Polillo foresees that only reporters capable of handling the fast-breaking story will be able to keep up with it. The rest will be left behind, including anchorpeople who have nothing more than good looks and stage presence. Sitting behind the anchor desk during the newscast, the anchorman will become a backup reporter on a live story, Mr. Polillo says. If, for example, the reporter in the field is interviewing one side in a labor strike, and the station receives fresh news from the other side, he says, the anchorman will have to step in with the kinds of questions the new information poses in the audience's mind.

In his RTNDA speech, Mr. Kuralt said: "Someday, when we grow truly mature as a medium the man or woman who sits down at that desk and says, 'Good evening, here is the news,' is going to be a person who cares about that news, far more than about his hair style. He is going to be a person of experience in reporting and experience in the community. He is going to be a person with a lively and curious intelligence, and with a calm and disciplined mind. Whatever he looks like, he's going to be the best reporter in the office."

Maybe so, but is there enough talent out there to bring it off? "Everybody isn't going to be a Charles Kuralt or a Walter Cronkite," says Telcom's John Gilbert. "There just isn't that much brains to go around." Television is further inhibited by its own reputation for star-making, points out KPRC-TV's Ray Miller. "Some of the people we ought to have go to newspapers because they think it's more serious," he says. "A lot of people who gravitate to TV frankly don't have a lot of depth to them."

Mr. Polillo, however, sees a different picture. "We're now getting people at all levels in news departments that I call qualified journalists," he says. He believes too that reporters are beginning to settle down in one city and stay there, a trend he feels can only improve the quality of coverage in that city.

Dave Partridge sees another force at work that will improve local TV news. "Audiences are getting sophisticated," he says. "They want the facts. They're tired of shallowness." Compared to the print media, he says, "we are very young . . . but the profession is maturing."

Mr. Kuralt would agree with that. "The best thing that can be said about local TV news is that it is better than it was 10 years ago," he says. There is better money, some good reporters and more good young journalists arriving on the scene. "All the ingredients are there," he says. "And where the commitment is being made, it's really exciting. It makes your heart beat faster."

THE ATHLETIC ASSOCIATION OF THE UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN, ANNOUNCES

that quotations for exclusive broadcasting rights for football and/or basketball games for the next three years (1976, 1977, 1978) are now being accepted. Requests for additional information and bid specifications may be obtained by contacting R. William Sticklen (217) 333-1280 or Tab Bennett (217) 333-1390 or by writing to the Athletic Association of the University of Illinois, 113 Assembly Hall, Champaign, Illinois, 61820.

St. Louis, for example

There are common denominators to local television news. But this is one market's story—St. Louis's. It's not New York or Los Angeles or Washington, but it's the 12th market in the country—and in the middle of the country at that. It has a network O&O, two newspaper-owned stations and a three-station race for news ratings dominance. The story of St. Louis is the story of local television news. The fighting is fierce, and expensive, and the prize—ratings supremacy—is often fleeting.

At 10 p.m. in the nation's number 12 television market, nearly half the television sets in the city are tuned in to the local news. That puts St. Louis in a league with New York and Los Angeles, declared one local news director, and makes St. Louis "a very good TV news town."

If the pitch of the competition for news viewers is an indication, it was not until the early 1960's that the local stations discovered their audience's hunger for information. At that time, KMOX-TV, one of the CBS O&O's, began in earnest an assault on the news dominance of the NBC affiliate, KSD-TV. The two are close to even in the ratings now, although KSD-TV maintains a slim lead.

It is odd in a market that sustains 15 hours of local news on weekdays on KSD-TV that there are currently only two stations in the ratings race. KTVI(TV), the ABC affiliate, confesses it has had a "lackluster" news operation with ratings that up to the beginning of 1975 could always be counted on the fingers of one hand. KPLR-TV, an independent VHF station had until September a token news operation that produced only six five-minute news inserts a day, all interspersed between programs in the evening. Most of the material for the inserts came from Television News, the national independent news feed that closed down last November. KTVI and KPLR-TV have taken steps in recent months, however, that would indicate they intend to shave the lopsidedness off the local news ratings.

The audience in St. Louis is not unlike that in most major metropolitan areas. There is a large blue-collar population, a concentration of blacks in the inner city, and a largely white middle class that fans out into the suburbs to the north, west and south. There is not the passion there for politics that one might find in cities like Boston or Washington. The people are, however, "weather-crazy," in the words of one local news director, and they are frenetic rooters for their professional baseball, football and hockey clubs. All manner of tools—and tricks—are being used to lure them to the local news.

The biggest news about TV news that has come out of St. Louis in recent years is electronic news gathering. KMOX-TV etched its call letters in the textbooks in September 1974 when it became the first

station in the country to abandon film altogether.

It was not long before the other stations in town caught the ENG fever. "We were chortling at first," said Peter Vesey, KSD-TV's director of news and operations. "We thought it would be bulky, unwieldy and mistake-ridden." But "it works, it's better and it's the future of the business," Mr. Vesey said. "Now we've made the commitment." KSD has on order its third minicamera—an Ikegami, as is KMOX-TV's—and van. It did KMOX one better by installing a 30-foot snorkel for the antenna on one of its vans. Unlike KMOX-TV, however, KSD-TV plans to hang on to a couple of its film cameras. KTVI, meanwhile, is still a year or two away from the purchase of its first minicamera; KPLR-TV has one Akai.

The tremendous expense of ENG—KMOX-TV has spent roughly one-half million dollars on its original equipment and KSD spent about \$600,000 on its three units last year—could not have been borne at the stations had they not taken the critical first step of expanding the news programming. The increased commercial revenues that resulted have been ploughed back into the news operations. KSD now has the largest TV news operation with a staff of 34 reporters, editors and writers and ability to put five two-man camera teams in the field at once. KSD also offers the most news, with an hour-long midday report, two half-hour shows around the

network news that airs at 5:30 p.m. and a half-hour 10 p.m. report. Its 6 p.m. report is followed by another half-hour program called "Newsbeat," that showcases the station's news personalities doing primarily local feature reports. KSD is the only station in town with a local news program in the prime time access period. On Saturdays it does half-hour newscasts at 6 p.m. and 10 p.m. and on Sunday, 45 minutes at 10.

KMOX-TV has a like program of news except without the noon report or the 6:30 show and with only 15 minutes at 10 p.m. Sunday. The station has a staff of 31 and can put four camera crews in the field at once. KTVI is smaller still with a news staff of 20 and four camera crews. It airs half-hour news blocks at noon, 5 and 10 p.m. daily, and at 5:30 and 10 p.m. weekends.

KPLR's news operation is by far the smallest of the four, having begun its first full half-hour newscast just four months ago. The station relies for most of its copy and visuals on the feed from the Independent Television News Association, the news service that replaced TVN and of which KPLR is a founding member. About 30% of the 12-24 stories carried on the newscast, which airs at 9 p.m. weekdays, are locally originated, and almost all of that is script that news director-anchorman Bill Thomas reads. The station averages one local film report a day. The rest is national and international coverage that is localized when possible for St. Louis. That

CLE/FM SOUND BRITENER

Another Innovation from *Spotmaster*®

- Improves your coverage and recaptures some of the 30 million FM motorists as they move through your area — both city and suburbs.
- Unique signal processing adds new luster to mono or stereo with automatic level control and maximum transmitter modulation — and full protection against over modulation.
- Custom tailors audio to *your* programming — only two controls to set dynamic range and signal expansion rate.
- Ideal for mono or stereo — operates with DOLBY B to provide compression, peak limiting or straight amplification.
- No compromises in design or packaging — both stereo channels in one package.



CALL ABOUT
30 DAY FREE TRIAL



BROADCAST ELECTRONICS
8810 Brookville Road
Silver Spring, Maryland 20910
Phone: 301-588-4983



KSD-TV. Max Roy (left photo) is anchorman for the 5 and 6 p.m. *Eyewitness News Central* programs. He is followed at 6:30 by (center photo)

Stuart Hamilton (l) and Dick Ford, co-anchors on the *Newsbeat* show. Then at 10 p.m., Chris Conden and Rick Little share the anchor desk.



KMOX-TV. Pictured at left—Betsey Bruce and Stephen Schiff, co-anchors for the 5 p.m. *Newsroom* show. Mr. Schiff is also anchorman for



the 10 p.m. show. At right, Julius Hunter, anchorman for the 6 p.m. broadcast. In the background is sportscaster Gary Bender.



KTVI-TV. Cecil Tuck (left photo) directs KTVI-TV's *Channel 2 News*. On the set are (l-r) Larry Badders, weather; Don Marsh, reporter; Gene Tuck,



anchorman; Gene Randall and Stephen Ray, reporters. The two Tucks are brothers.

contrasts with the 6 o'clock weekday reports of KSD and KMOX, and the 5 o'clock reports of KTVI that average about 95% local news. KPLR has three fulltime and two part-time newsmen on its staff.

The increased competition for the local news audience in St. Louis led to increased experimentation with the news itself, particularly with the look of the news and news personalities.

At local stations across the country, local news has become the biggest single budget expense. Those stations have arrived at the realization that their news images are major contributors to over-all images in their markets. That is certainly true of the two news heavyweights in the St. Louis market, KSD and KMOX.

Both have been experimenting with

news content. They are constantly on the look-out, for example for consumer features and stories about health, employment and education. They still report local government, KSD more heavily perhaps than KMOX, crime and accidents, but the emphasis has swung toward stories of the how-to-cope-with-life variety that the viewer can relate directly with. KMOX boasts that it has singlehandedly engineered the demise of the news conference in the city. KTVI, incidentally, makes the same claim. They paint the news conference as a symbol of old-style hand-out journalism that yields little news and a lot of hype for the official or group giving it.

By far the greatest amount of experimentation by the two stations, however, has been in the style of the news presenta-

tion. Here KMOX is seen as the fashion leader. Three years ago the station virtually purged its anchor and reporting staffs and gave itself a whole new look—a young and beautiful look. The average age of the on-air personalities was about 27.

Even before the purge, however, the management had already gone to work on reporter personalities. What has become known as "happy talk" was the rage. In fairness, it cannot be said that KMOX had a monopoly on grinning and joking anchor-men in the market, but it took the gimmick further than any of the other stations—"to the point where it was absolutely absurd," said one of the station's current staffers.

KMOX at that time had an anchorman, Max Roby, who had been doing the 6

o'clock news nightly for 15 years. Mr. Roby, a dignified gentleman who prides himself on his reporting ability, was once pelted on the air with a rubber chicken. He was later featured in a station promotion that had him reciting his nightly news sign-off to his (actress) wife in bed. Accustomed to working alone on the newscast, Mr. Roby stiffly cooperated in the on-air socializing with other news personalities, but he became increasingly disillusioned with his role, which was spelled out for him one day by one of the station's managers: "I don't give a damn about newsmen," Mr. Roby recalls the manager said. "I want actors." There developed a dispute over a new contract—Mr. Roby said it had nothing to do with money—that resulted in his jumping over to KSD two and a half years ago. He is there still as producer and anchorman for the station's 5 p.m. report and anchorman of the 6 p.m. show.

Following Mr. Roby's departure, said to have been amicable, KMOX found the kind of anchorman it was really looking for, a young, affable handsome man named Patrick Emory. Mr. Emory had a good rapport with the other reporters on the air and gave the station the kind of teamwork image it had prescribed for itself. His impact on the ratings was felt almost immediately. Six months after Mr. Emory's July 1973 arrival, the station had already shaved two ratings points off KSD's news at 10 p.m. and had added two points to its own. Only the year before, KMOX had lagged 10 points behind KSD's 28 rating. By May 1975, KMOX had pulled even with KSD at 5 and 10 p.m. and was a point ahead at 6 p.m. It was decidedly ahead with women viewers 18-49 years old.

"Patrick Emory was the first genuine star this town has ever had," said Mr. Schaefer. Mr. Emory moved to KNXT(TV) Los Angeles in August, and by the time the ARB's came out in October, the station was again behind KSD in the ratings for all weekday time periods.

The KMOX staff has matured in three years—the average age among on-air personalities is now closer to 30, Mr. Schaefer said—but it continues to cultivate the image of youth. And although it has backed away from happy talk, it believes it still has the edge over KSD in the conviviality department. "The people on (KSD's) newscast don't like each other," said Julius Hunter, anchorman for the 6 o'clock news. Mr. Hunter worked at KSD for three years prior to joining KMOX in October 1974 and said he did not find the camaraderie in and out of the office there that he enjoys with the news people at KMOX.

KSD is sensitive to criticism it has received that its presentation is too stiff, and as it saw its ratings lead being eroded by KMOX, a year ago undertook a staff shakeup of its own. Unlike KMOX, however, KSD stuck for the most part with the people it had and shifted them into new time slots. At KMOX the on-air news reporter with the longest tenure at the station is 27-year-old Betsey Bruce, co-anchor for the 5 p.m. newscast. She has

been at the station three years. KSD, on the other hand, has a handful of reporters and anchormen who first joined the station in the 1960's. Chris Conden, co-anchorman for the 10 p.m. news, for example, has been there since 1961. Dick Ford, co-anchor for the "Newsbeat" program and host of the noon show, has been there since 1969.

But KSD has carefully salted its newscasts with youth, too. It has, for example, placed Rick Little, a handsome 24-year-old along side Mr. Condon at 10, and Stan Stovall, a 22-year-old black reporter, is anchorman for the Saturday newscasts and co-anchor on Sundays. KSD has taken other steps to dress up its news. The feature-oriented "Newsbeat" format was one, the increased visibility of its reporters' personalities another.

KSD is the only station in town that uses the audience research services of an outside consultant, in this case Frank Magid Associates. It does not have a heavy consulting commitment with Mr. Magid, however, according to News Director Peter Vesey, and relies on its own interpretations of what should be done to the news program. The other stations think consultants' research valuable, but they have no plans to use them.

KTVI has not been forgotten here. There are some who say the station's news now is as good a product as that produced by the other two. But it has for years had next to no news image in St. Louis and so has had next to no news audience. It has made feeble runs at the ratings many times before, so many that the other two stations have stopped counting. The approach generally followed before was to hire somebody else's anchorman, buy a new set and step up the promotion. It always failed. But those were sprints and this time the station is planning a long-distance run.

It began last April by hiring a new news director, Cecil Tuck, a former newspaper and Peabody award-winning broadcast reporter who for two years was head writer for the Smothers Brothers Comedy Hour and for another year was writer and producer for the Glen Campbell Goodtime Hour. Then it hired Mr. Tuck's brother, Gene, out of KPIX(TV) San Francisco to be the anchorman. It has invested in new equipment, including a new auto-

mated computerized switching system, a new control room, a character generator and a new transmitter.

"They (the management) really are serious," Cecil Tuck said. The management had two goals, a short-term and a long-term. The short-term, to add two ratings points the first year, was met in the first month. The second goal is to become competitive with KMOX and KSD within three years. It has a long way to go. The October ARB figures gave KSD a 25 rating at 10 p.m. weekdays and KMOX a 22. KTVI had a 6.

Mr. Tuck thinks himself a journalist foremost, but places a premium on the time he spent in entertainment television. "It helped me learn the best techniques in delivery, wardrobe, hairstyles, lighting and camera techniques ... I don't think a pleasing presentation is a substitute for good, accurate, aggressive reporting, but it is essential for building an audience." So his reporters are getting a taste of both journalism and show business. "At the same time a reporter is learning good writing and reporting techniques, he can learn good camera techniques and how to comb his hair," Mr. Tuck said.

Like the other two stations KTVI is airing more investigative reports, more consumer news and other features. A special continuing feature of the how-to-cope variety, for example, is a thrice-weekly appearance by a local psychologist who offers advice to viewers who write in with personal problems. Another periodic feature is the picture essay, a series of scenes filmed locally that strike a mood about a

There is a good deal of cross-pollination of news talent at the stations in St. Louis. KMOX's 6 o'clock anchorman used to anchor for KSD and vice versa. KSD's news director used to work for KTVI. What KTVI needs, said KMOX's Mr. Schaefer is some friends at KMOX and KSD. What he meant was that KTVI needs some of the latter two stations' talent. The fact is that KTVI has all the friends it needs. All but two of KSD's on-air personalities have applied for jobs there since April. KTVI has elected to stay with the people it has and instead look for friends in the audience. It fully expects that this time it will succeed in turning St. Louis into a three-station news town.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

—*—

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
580 Walnut Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 4008. 85717, phone (602) 795-1050

The First Amendment and the Fifth Estate

Radio: making the most of being there first

That's the story of radio news, a medium that's shaken off the inferiority complex television brought on; new services, new formats are the order of the day

"One man with a tape recorder and alligator clips can cover the whole world."

This time the words come from Tom O'Brien, vice president-news at ABC Radio, but the concept is endemic among radio newspeople everywhere. Whether in Washington, D.C., Louisville, Ky., or New City, N.Y., there's confidence in the air and on the airwaves. Radio newspeople will admit they have problems, and difficult ones at that. But underneath it all, they're secure that theirs offers something no other medium can: the competitive edge of immediacy. Even with the growth of electronic news gathering techniques, they don't think television can catch up.

Radio newspeople at mid-point of the 1970's have tuned in their own identity and tuned out any inferiority complex toward TV. They know what they have; the question is how to use it.

"Radio news is not television for the blind," says Frank Goerg, former executive editor at all-news WTOP(AM) Washington and now a consultant guiding new subscribers through the birth pains of NBC's News and Information Service (NIS). At Mutual Broadcasting System, the word is that "we've changed the whole concept of this network." As William Greenwood, Mutual's vice president-news, explains, the "staid, cobwebbed burial ground" has been converted into a "progressive, innovative, up-tempo, bright-sounding organization."

Mutual's changes—among them less emphasis on the voice, more actualities and a faster pace—are representative of the medium's struggle to gain listeners. And radio news is changing its ways to meet public demand for what Bill Greenwood calls the "most immediate medium." It's a myth, says Emerson Stone, vice president-news, CBS Radio, that "radio takes a second position to TV. We're much faster."

Jack Thayer, NBC Radio Division president, sees a new prominence for radio news concurrent with the development of

"our instant society." Radio has become the "now medium," he says, leaving news dissection to television and print. Mr. Thayer views the need for news not that different from the desire for fast food and instant coffee. Especially in the case of all-news radio, it's "self-gratification," he says—"an instantaneous demand that is met." Coping with a "tense society" has a lot to do with the public's growing thirst for news, he adds. Turning on the news "reinforces the fact that the world is OK" or at least that it is "still there."

But "substantive news costs money," as Sid Davis, Westinghouse Broadcasting Co. Washington bureau chief, is quick to point out. Economic considerations brought about a severe cutback at the 17-year-old bureau that will redirect its focus from national to selective coverage. If all-news is to be viable and produce a quality product, "we need more labor agreements that give us more flexibility," says Marvin L. Shapiro, head of Group W's broadcast division.

The problem of economic survival, however, isn't limited to the networks or groups. With the addition of two new services in the past two years (NIS and Associated Press Radio), stronger news blocks and growing news production costs in a time of tight money, many broadcasters foresee a de-emphasis of news by certain stations.

"I see us going into...a tremendous transition," Frank Goerg says, predicting better radio news but fewer stations providing it. "You won't have 60 stations in the same market doing their own news," he says, adding that "I see the whole damn thing as healthy." Morrie Alter, successor to Mr. Goerg at WTOP, raises the possibility that FCC regulations might be reformed to permit less news. The time may be coming when the FCC may require only bulletins, public service and the like, he says. (Currently, news programming falls into the nonentertainment category and the FCC's guidelines generally look to 8% from AMs, 6% from FMs and 10% from TVs.)

Willis Duff, president of Entertainment Response Analysis, a San Francisco-based research and consulting firm, expects pressure on the commission. "There's already a movement," he says, with beautiful

music stations and others with specialty formats attempting to "retreat." But the bulk of stations "had best not," he warns. The public's growing interest in news is part of our society's evolution, he says, and "we run into a lot of people who are news junkies."

Of the stations that cannot compete as strenuously in news, ABC's Mr. O'Brien says, "they need relief from the FCC... I think the FCC has to be realistic." Although he sees a slacking-off, he says it would be difficult to pinpoint. "You're not going to get any station... to admit it soft-pedals news because the FCC will clamp down," he explains.

Whatever the news commitment, stations are finding less and less use for the on-air reporter with the voice but without the journalistic skills. "When radio became immediate," says Ed DeFontaine, Associated Press Radio managing editor, "golden tones subsided." Steadily disappearing are those who can provide only the "big pipes," "golden throats," "sugar throats," "basso profundos" and "mighty monotones," news directors claim.

Says ABC's Mr. O'Brien, "up until eight years ago, you had writers or announcers." Today, he says, "you can get the happy medium." In Mutual's case, the changes came more recently—in 1974, when the network's move to Washington also meant a staff re-evaluation. Staff changes were made, Bill Greenwood admits, but he says that most of the "basso profundo" nonjournalists fell by way of attrition. Today, apparently, voice is still a factor but *not* the factor. "Voice is part of the equation," says Sid Davis of Group W.

C. Robert Zelnick, manager of the national news and information bureau of National Public Radio, sees the networks "moving in a healthy way" toward deemphasizing voice. But he admits that he's hard-pressed to think of current on-air reporters who aren't also standard voices. There are some, he says, such as CBS legal reporter Fred Graham, whose name comes up often in this context. At NPR, Mr. Zelnick says there's concern about "diction or heavy parochial accents" but that his organization is a pioneer in not caring about "Bronx or black" accents.

Ted Landphair of WMAL(AM) Washington claims that station "counterprograms

against smoothness" and encourages the "distinctiveness of each reporter." He admits to being impressed with the words of CBS reporter Charles Osgood before a meeting of the Radio-Television News Directors Association. What Mr. Landphair particularly remembers is Mr. Osgood's philosophy that smoothness is bad and takes all the humanity out of the news. At WTOP, Mr. Alter notes that "we're more personality-oriented than we were." And CBS's Em Stone explains that radio and TV newspeople, used interchangeably at his network, provide the public with well-known names and personalities.

But there are still those news directors, albeit a minority, who believe the news doesn't have to be read by reporters. At WCCO(AM) Minneapolis-St. Paul a staff of eight broadcast journalists prepares copy for the station's 21 air personalities. According to news director Curtis Beckman, "History has shown us that it has not affected our credibility." In fact, WCCO Radio was the only radio station last year to win an Alfred I. duPont award, for outstanding documentaries and news coverage.

Mr. Beckman views the strength of his air personalities as one of the keys to WCCO's dominance in the area. He claims the public sees them as "the good neighbor next door" who can both spin records and read news.

For J. Paul Huddleston of News Aid, a radio and TV news consultancy firm, "the world is looking for something to believe in." Instead of looking for a gimmick to attract listeners, he advises, radio newspeople should concentrate on honesty, genuineness and sincerity that will bring "lastibility." As for his own service, he provides an example with WMPS(AM) Memphis which he says greatly improved its ratings when it went from "senatorial bombastics" to "believability."

But few, if any, will argue that style takes on various roles. Mutual, in fact, offers three basic news services and ABC provides four: American Contemporary, Information, FM and Entertainment. According to Mr. O'Brien, ABC's style changes depending on what service is taken. On the contemporary network, he says it's "young-sounding, rapid pace" as compared to the FM which is "low key, conversational." The way a story is explained also varies. A piece on the devaluation of the British pound, Mr. O'Brien explains, might focus on U.S. stock market ramifications on the information network, be told by an ABC London correspondent discussing the affect on his life style on the FM, or through a woman in Soho buying products for her bar on the entertainment, and by citing the cost of Rolling Stones or Beatles albums on the contemporary.

If Sid Davis of Group W had only one piece of advice for radio newspeople, it would be that news "doesn't have to be dull." And to Mr. Davis, this means writing well enough so the public will listen "to what they don't want to hear"—namely, problems that journalists have the responsibility to report.

Mr. Duff of the ERA consulting firm has found that "people get tired of stories" and he warns that immediacy and personality won't work unless the newspaper makes "damn sure that stories are interesting." As for technique, Mr. Duff takes an anything-goes attitude and recommends that radio newspeople use "practically any device to increase attention, comprehension and interest."

Mr. Huddleston would agree to the overriding importance of presentation. "The name of the game is to bring people to active listening," he says. One of his goals is to steer radio newspeople away from what he calls the "Alice Cooper approach." Rather than reporting in terms of "mangled bodies cremated, baby's doll clutched in the hand of a child," he would recommend the statement "you have seen horrible things in your life." For this consultant, that would be a better way to use the listener's "theater of the mind" to create interest. "We try to teach them (newspeople) to communicate in the second person," he says.

NPR's Mr. Zelnick sees a more "fundamental weakness" in commercial radio—one which he fears is "the nature of the beast": time limitations. But he is quick to point out that commercial networks should not be criticized for short newscasts. "Commercial networks cannot be

expected to do things that disserve them commercially," he says, adding that they are doing a "superb job given the demands." That's where public radio comes into Mr. Zelnick's scheme of things. Since NPR is government-chartered and much less concerned with ratings, he says, it can provide the lengthier, in-depth, analytical perspective on the news. As an example he cites NPR's *All Things Considered*. The broadcast series—which runs daily from 5 to 6:30 p.m.—contains a five-minute news segment at the beginning and a seven-minute segment an hour later. "Even the careful listener," Mr. Zelnick explains, would have difficulty knowing if the broadcast were commercial or public. (NPR will take UPI Audio this year.)

It is the rest of the show that Mr. Zelnick especially prides himself on—where NPR tries "to use an event to illuminate an issue." Mr. Zelnick says NPR "lets the piece determine the length." This undetermined time frame would serve to remedy the problem which Mr. Zelnick says is the "single thing I would be on guard against"; he explains that time limitations in commercial radio can mean "instead of short, you'll get shallow." In his view—and he says his point is recognized by commercial reporters—newspeople "become so used to the one-minute spot 'that they can fall into the

KTARadio 620



Action news & sports

Reaching Phoenix*

	PERSONS 12+	MEN 18+
Oct/Nov 1973	252,200	135,300
April/May 1974	197,900	108,000
Oct/Nov 1974	252,000	134,700
April/May 1975	213,000	112,800

consistently...that says it all

Represented Nationally By **BLAIR RADIO**
(212) 752-0400

*ARB Cume Audience; Mon.—Sun., 6 am—Midnight TSA.
THE RESEARCH FIGURES QUOTED ARE AUDIENCE ESTIMATES ONLY
AND ARE SUBJECT TO THE LIMITATIONS AND ERRORS IN THE RATING
SERVICE METHODOLOGY.

trap of not learning an issue as thoroughly as they should. This involves not only event reporting but on-going and subtle issues.

Group W's Mr. Davis operates from another perspective. Citing statisticians, he explains that listeners generally have short attention spans and "we have to learn to work within [those] parameters." He would argue with those who say a story, even if well-written, couldn't be told in a minute. And although "the day of the long-hour radio documentary is through," he says, the medium can compensate through the use of series programming. The secret's in the writing, in Mr. Davis's view.

Longer documentaries may or may not be in radio's future. But more drive time news apparently is. From his travels across the country, Frank Goerg sees a "recognition of drive time" with stations increasing their news blocks. CBS's Em Stone agrees, noting that many stations are in effect all-news during those periods.

This is nothing new at WCCO. As long as Curt Beckman can remember—he's been at the station 10 years—WCCO has been essentially all news and information during drive time. From 6:55 to 8:10 a.m., for example there is no music. Mr. Beckman claims that WCCO's commitment to news is maximum. WMAL's Ted Landphair, however, would caution stations from putting all their eggs into drive time. He adds that WMAL programs special features during the weekend and "we pay a lot of attention to our off-hours."

A station's increased commitment to news is paralleled by the commitment and quality expected from its newspeople. "You're at the point when you look at someone on their merits" is the way Eileen Douglas of WKLO(AM) Louisville, Ky., evaluates the times. Mrs. Douglas, a veteran broadcaster at 29, also fits into one of radio's smallest minority groups, the female news director. In the past five to eight years, Mrs. Douglas says, women have "had a chance to work their way through radio broadcasting." She now sees many as ready to step into management positions. "You have to push," she admits, "but when you do push, the door is ready to open."

In the Louisville market, she says, it would be "happenstance" if every station didn't have a newswoman or female anchor. It's an "accomplished fact" that "women are on the air." Of her own case, she says she's always been at "the right age" as broadcasting has accepted women at various levels. Fresh out of college, she went with WNYS-TV Syracuse, N.Y., when stations began their drive to hire women. Entering the Louisville market, she recalls no full time newswomen in broadcasting but says they were ready to be hired. And "they hired me when I was pregnant," she adds.

Optimistic words also come from Larry Dean, news director of the Mutual Black Network, who believes that we're "in the golden age for blacks in radio and TV" and have reached the point of adequate representation. Mr. Dean makes no bones about his service's "definite slant." Al-

though he is quick to point out that the network doesn't editorialize, he says it functions to emphasize stories that don't receive enough play in the "basic" or white press. A cause currently on the mind of Mr. Dean and his network: the alleged FBI harassment of the late Martin Luther King Jr. Yet Mr. Dean sees the time approaching when the black network will put itself out of business and radio will give adequate attention to black-oriented issues. He also envisions a future with black radio stations not as dominated by soul music and providing more news.

Vince Sanders, news director of the National Black Network, doesn't think we'll ever be without the need for specialized minority news services. But he does recommend that young blacks coming out of school think about becoming publishers or broadcast owners. Already he has noticed a surplus of black graduates as compared to the number of broadcast news positions available.

If the future looks bright, to Mr. Dean, it looks bleak to Sam Tucker, chief correspondent for the Black Audio Network's New York bureau. "Minority radio news is probably at its lowest ebb ever," he says, adding that he can't see it "coming into its own in the near future." As Mr. Tucker sees it, "all the strictures on broadcasters" to hire minorities and women have actually hurt the content of what's being reported. Under pressure by the FCC, he explains, stations have hired black salesmen, air personalities and others and "think that it can stop there." Compound this with the decline of civil rights advocacy, and you have less meaningful coverage, he says. And he also aims some criticism at major market stations which he believes hire blacks who don't sound like blacks.

Mr. Tucker claims that the "biggest crime" committed by radio newsmen is their dependence on the newswires and planned news events. Minority news reports are often scheduled from anything on a wire service daybook with a "minority ring," he says. That, in Mr. Tucker's estimation, is not news. "The news takes place in the gathering process," he explains. And although he notes that his whole staff is composed of minorities, he adds that "you don't have to be Chinese" to cover Chinese news events.

■ "There's a new one [news service] coming up every time I turn around," says Peter Willett, UPI Audio Network's vice president-broadcast services. He recalls the days when radio stations had only four places to turn: ABC, NBC, CBS and Mutual. Yet, despite the increase in traffic, Mr. Willett claims that the basic script format hasn't changed very much from the days of the Esso Reporter of 1934. Then and now UPI (and predecessor United Press) provided a world summary of 10 items of five lines each. While other feeds may vary in structure, he says this basic one has remained the same.

Evidence of this standard can be seen in Mutual's reports and policy. Although today's Mutual news people write their own news casts, Mr. Greenwood explains, they

shy away from color and sidebars. If listeners are really interested, "they'll look elsewhere," he says. Mr. Greenwood describes Mutual's approach as one of "elongated headlines." But this does not preclude actualities. In fact, he's noticed an increased public demand for them and claims they "lend a higher degree of credibility."

Within CBS's four hourly minutes of news, Em Stone tries to get as many as three or four actualities. As for their quality, APR's Ed DeFontaine sees actualities maturing with the use of sound. "We've learned how to use sound," he explains, adding that he doesn't encounter very much of the "yes or no" answer piece any more. But he concedes that some people still use "sound for sound's sake" and cites an example of a story where the fire engine's siren drowns out the report on the fire.

NBC's Jack Thayer notes that even the popular music stations have gone heavily into actualities—a statement that would seem to tie into his view that the public wants "more viewpoints than ever before." That is indeed one of the needs that he thinks all-news radio can service. Particularly in 1975, he says, "the world suddenly became smaller" and international events took on more significance to the average listener. "What the Shah of Iran does is important," he says, in a day when the news affects your pocketbook, head and heart. The same apparently holds true domestically. "It isn't enough just to have a presidential statement," he says; you have to go beyond it.

WMAL's Ted Landphair agrees. Especially in Washington press circles, he fears that many "broadcasters have lost that inquisitive edge" and succumbed to a "press conference mentality." It's harder and harder to find newsmen who can dig out by phone, he says, and refuse to accept the "predigested pap that passes as news."

The danger exists outside Washington, too. A suburban New York daytimer recently took its own steps to prevent what it deemed "bombastic and self-serving rhetoric." During a teacher's strike in its service area, WRKL(AM) New City claimed it was being "used" by both sides. The station decided not to air any more statements until it reached an agreement by which the chief negotiators would be interviewed following each night's bargaining session. Since the sessions "usually ended about 4 a.m.," news director John Russell says, it was "a considerable strain on our staff."

NBC's Jack Thayer, another who knows that alligator clips can hold the world together, says that "the telephone today is really a microphone." Echoes CBS's Em Stone, "When we go to London, we can get through to a reporter within minutes. Live." News stories and bulletins today are usually no more than a telephone call away, especially in the wake of new exchanges that make direct dialing possible even overseas. And now the eyes of many are turning to satellites. As Mutual's Bill Greenwood says, "We [in radio news] are at a whole new starting point."

Genesis of radio news: the press-radio war

Nation's newspapers, not anxious to foster competition, held a tight rein over early wire service feeds; it took a world war and a media war to break the publishers' hold

"For further details, consult your local newspaper." Matthew Gordon well remembers those words. As a young news editor at the Press-Radio Bureau of the Publishers National Radio Committee, he typed them at the close of each radio news script he sent to the networks. From his office on the 17th floor of the Fred F. French building on Fifth Avenue in New York came most of radio news of the 1930's.

"The choice of what was distributed was ours," says Mr. Gordon, who retired last February as assistant vice president for public information at the Communications Satellite Corp.—and perhaps the last man left who can speak of the bureau from inside experience. But the amount and timing was dictated by the publishers: two five-minute newscasts daily, one not before 9:30 a.m., with nothing not in the morning papers, the other at night, similarly protecting the evening papers. Mr. Gordon recalls that CBS and NBC Red and Blue were far from pleased with the arrangement. But, he says, "they were afraid to buck" the publishers' threats to charge for radio program listings in newspapers across the country if radio originated its own news product.

Were it not for World War II and bureau chief James W. Barrett, the publishers might have held their grip on radio. But the "tremendous movement toward war" and "the pressure for news" brought greater demands upon radio, Mr. Gordon says.

Mr. Gordon remembers working alone in the office when he received a call from Edward Friendly, then business manager for the *New York Sun*. "Do you know what's going on down there?" he was asked. Soon, Mr. Gordon says, "several representatives of the publishers showed up and said they were taking it over from Barrett" (who was away). Several days later, Mr. Barrett returned to the office and the publishers asked him to leave. He refused, and the battles began. The publishers changed the lock on the bureau's door; Mr. Barrett changed the lock; the publishers changed the lock.

"The publishers said Barrett was working for them illegally," Mr. Gordon recalls. But at this point, Mr. Barrett had his lawyer by his side and together they showed their hand: Mr. Barrett had put the bureau in his name. The publishers left James Barrett and his staff there. Scripts continued to be fed from the bureau but, under orders from the publishers, the

teletypes at the networks were covered with a sign: "This machine no longer in service." Even James Barrett knew the bureau was finished.

(Three thousand miles away, KVOZ[AM] Bellingham, Wash., was also battling—but with the Associated Press. Although AP alleged that its news had been "pirated," a Seattle district judge in 1935 ruled that once news is printed in newspapers, it cannot be restricted from the airwaves. An appeals court reversed the decision a year later as unfair competition. Finally, in 1937, the U.S. Supreme Court threw the case out on a technicality—finding AP unable to prove \$3,000 in damages, the amount needed for federal jurisdiction.)

With Hitler on the move, Mr. Gordon recalls, the networks knew it was time to go into the news business themselves. Associated Press reversed its earlier stands and began supplying free news to NBC as long as it was used on a sustaining basis. CBS took United Press and International News Service. History accords the lead role in developing alternative news reporting to Paul White of CBS. Another prominent in that effort was Abe Schechter of NBC.

"Very few people knew how to write radio news," Mr. Gordon recalls, explaining that he received a call from CBS's Paul White offering him \$50 a week. NBC offered \$75 but Mr. Gordon "liked the feel of CBS.... At that stage, CBS had nothing," Mr. Gordon recalls. During the days of the bureau, Edward R. Murrow was a CBS representative in Europe but under agreements with publishers couldn't file news reports. Then CBS built its "Studio Nine" in late 1938 and Mr. Gordon watched radio news develop.

A news department was built in New York under former *New York Times* day managing editor Edward Klauber and featuring reporter Elmer Davis "with his



Matt Gordon (l) and Elmer Davis in the early days of CBS News.

Indiana Hoosier twang." Plan Z was inaugurated whereby the news department "could take over the whole network at any time." And Mr. Gordon says that by the time the Nazis had invaded Poland in 1939, a five-minute newscast (anchored by Mr. Davis) was running at 8:55 p.m.

Another who well remembers that period of radio news history is Robert F. Donahue, now director of public relations for Springfield (Mass.) Broadcasting Corp., then an associate of John Shepard III of WNAC Boston and the Yankee Network News Service. As he remembers it:

"Dick Grant was the first editor-in-chief. In spite of the open opposition of the press, and deliberate attempts to discredit and mislead our reporters, we were able to establish radio news as a responsible source of information in New England."

(Mr. Grant's outspoken editorials on WNAC led to the precedential Mayflower decision; see "From Fighting Bob to the fairness doctrine," page 46.)

"John Shepard kept the Yankee Network News Service independent," Mr. Donahue continues, "with a large city staff, a Dow Jones ticker, Reuters News, a shortwave listening post for the BBC and any other source of English-language broadcasts. Sounds pretty crude by today's standards, but it helped keep broadcast news alive and paved the way for its pre-eminent position in the field of information today."



two centuries of American History...
the people and events that shaped
our country...

the Cavalcade of America

52 half-hour radio programs
with top Hollywood stars

Nostalgia Broadcasting Corporation
327 DOWS BUILDING, CEDAR RAPIDS, IA. 52401
(319) 366-1418

The First Amendment and the Fifth Estate

Good news programing: essential to a profitable station operation

Even if journalistic efforts aren't a profit center for some outlets, there are few stations making money that don't have a highly rated news show

"The only broadcasters who run first-rate news operations and fail to make money on them, one way or another, are the networks."

The observation is over-stated but nevertheless appears to be generally applicable in large markets, though increasingly less so as market size declines. It comes from a major-market broadcaster who says his own news operation is "quite profitable, thank you." He won't say how profitable. Few broadcasters do. Some only grudgingly admit to profitability at all, and at least one says he's never tried to cost-account it to see. That last one adds, however, that "we do sell it very well—and at high rates."

An insight into the importance a news department can attain on the balance sheet was offered by another major-market broadcaster who asked not to be identified. He said that time sold within newscasts and documentaries accounts for 52% of his station's revenues—and for up to 75% if you count other commercials sold in packages with in-news spots.

At that level of dependence, keeping the news operation strong is not simply important to the financial health of the entire station: it's absolutely essential.

But news is valuable even if it doesn't pay its own way. As John Harkrader, vice president and general manager of WDBJ-TV Roanoke, Va., put it: "I don't think the news operation comes close to paying for itself in time sold within the newscast, but the tone it gives us is very good for business." That extra value was stressed repeatedly by station managers canvassed by BROADCASTING. Aside from money, there is a rub-off from a good news department onto the station as a whole, enhancing its image and credibility in the market. Ken Johnson, vice president and general manager of KTRK-TV Houston, described news as "the most important face you present to the viewer."

If it's a strong face it's an expensive

one, especially in TV, and is becoming more so. In major markets anchorpersons command \$200,000 or more a year, and in markets below the top 25 the average is said to run from \$25,000 to \$50,000, with news directors averaging \$25,000 to \$35,000 and reporters \$25,000 or more.

Nor does anyone expect costs to go any way but up. And the growth in electronic news gathering is adding a big new dimension to capital outlays, and there are some who say ENG will escalate people costs as well. "In the next few years," says Peter Hoffman of the consulting firm of McHugh & Hoffman, "the cost of reporters to work with ENG is going bananas." As Stanley S. Hubbard of the Hubbard stations sums it up, news is "expensive as hell, but profitable if you do it right."

Nowhere is it more expensive, or less profitable, than at the three TV networks. Together they spend an estimated \$160 million a year on television and radio news. What they get back from it is a closely held secret; estimates by informed sources range from a low of about 30% to a high of 60%-65%. Whatever it is, their willingness to take such losses shows the importance they attach to news and the collateral benefits it confers.

The audience appeal of news is continually underscored in the ratings. TV newscasts, for example, scored among the top 10 ratings in 14 of the 33 major markets that Arbitron Television measured in October. In one market, the New Haven metro area of Hartford-New Haven, Conn., WTNH-TV New Haven's *Action News* at 11 p.m. Sundays was the third-highest rated program, exceeded only by *All in the Family* and *Streets of San Francisco*. In addition, three other 11 o'clock *Action News* editions, five 6 p.m. editions and four *ABC Evening News* editions all achieved top-10 ratings. In several markets three or four local newscasts made it into the top 10 ahead of many generally high-rated network entertainment shows.

News and information have been the backbone of network radio programing for years, the one bedrock format to survive

when the glamour of television lured advertisers and audiences away from radio's big-name entertainment. As FCC figures show, the radio networks have had their ups and downs financially, which is to say that news has not always been profitable for them, but there's little doubt that 1975 was the biggest revenue year in radio network history—which means that network radio news also hit a new financial peak.

Locally, the appeal and profitability of radio news are currently being tested in some 65 markets where stations have signed with NBC Radio's new News and Information Service (NIS) and dropped other formats to go all-news. A sampling of those stations suggests that in many markets, at least, the test is going well.

Stephen B. Labunski, executive vice president of Merv Griffin Group Radio, whose WPOP(AM) Hartford, Conn., joined NIS and went all-news July 1, says the first three months "were very trying" but that things began to improve in October. Like many other NIS stations, WPOP was awaiting its first audience measurement report since the change, but Mr. Labunski and others find satisfaction in sales progress.

"Local business particularly and national business to a large extent are running ahead of last year, when we were a music station," Mr. Labunski reports. "Local business is exceeding a year ago by a large margin."

Edd Routt, general manager of the municipally owned WRR(AM) Dallas, which has been all-news since NIS started on June 18, says a Mediastat measurement shows the station tied for 10th place in the market, up from its accustomed rank somewhere between 20th and 30th. And in November, he said, WRR broke even for the first time.

Theresa Rose, general manager of WBUD(AM) Trenton, N.J., is another all-news enthusiast. "We've been in business 28 years and we think this is the greatest thing we've done," she says of the switch from rock to NIS and all-news. "I'd say operating costs have about doubled, but the potential return is much more than the investment."

Is WBUD turning a profit? "We're

operating very successfully financially," Ms. Rose replies.

Paul Neuhooff, vice president and general manager of WERE(AM) Cleveland, took the station from news and talk to all-news with NIS on July 1. "We did very well as a news-and-talk station," Mr. Neuhooff says. "When you change formats, you go through some growing pains, and we're doing that now."

At NBC, where NIS has been unofficially called "a \$10-million risk," the new service is certainly still in the red, but Jack Thayer, president of NBC Radio, shows even more enthusiasm now, if that's possible, than when he engineered NIS's launching. "We think we've achieved a minor miracle in getting 65 stations to change their minds and their formats thus far," he says. "That's a lot for a station to do."

Among established all-news radio stations—those pre-NIS—most if not all are believed to be profitable.

Six of CBS's owned AM stations—all but KMOX(AM) St. Louis—are now all-news, the latest to go that route being WCAU(AM) Philadelphia last May and WEEL(AM) Boston in April 1974. CBS officials won't discuss profits but it has been reported that WCBS(AM) New York, which was the first of the group to take the plunge, in 1967, needed two years to get into the black—but even then made it a year ahead of schedule. Whether WCAU has reached the profitable state seems doubtful, and possibly WEEL as well, but it's understood the other CBS all-news operations—WBBM(AM) Chicago, KNX(AM) Los Angeles and KCBS(AM) San Francisco—all moved into the black within a year after their format changes.

ABC has what is said to be the oldest all-talk format in the U.S. at KABC(AM) Los Angeles, which has been exclusively news and talk since 1961, and is also all-talk at KGO(AM) San Francisco. Both stations are believed to be important contributors to what is widely regarded as the most profitable AM group in the country, the ABC-owned AM's.

Westinghouse Broadcasting's experience with all-news, on the other hand, is currently no more than "marginally" profitable, according to Donald H. McGannon, chairman and president of the group. The three Westinghouse all-news radio stations, operating as independents, have no outside source of supply such as NIS or the other network news organizations. More than that, the competition has been getting keener and costlier.

Mr. McGannon identifies four factors that he says has made the going tougher: Virtually all the CBS-owned AM stations have gone to all-news, including those competing with Westinghouse's all-news WINS(AM) New York, KYW(AM) Philadelphia and KFWB(AM) Los Angeles, thus dividing the audiences; the development of unwired radio networks in station representation has added a new element of competition; the launching of NIS added still more, and cost increases all along the line "have been very substantial."

"When you put all four of these factors

together," Mr. McGannon says, "you put all-news radio in a very marginal position."

It was this sort of quandary that led Westinghouse to sharply curtail its Washington radio news bureau effective the first of the year. "Network operations have so much more to lay this kind of expense against," he says. "We have only our stations—and only the three all-news stations were able to use all of the bureau's output."

Whether it's radio or TV, most agree, news possesses sales advantages over other programming. In radio, for instance, Sam Cook Digges, president of CBS Radio, rates news "an easier kind of sell, because it's the ultimate in foreground radio." In television, it's generally considered that, as General Manager Sherman K. Headley of WCCO-TV Minneapolis puts it, "news pays for itself two ways"—not alone through commercials sold within the news but also by building up acceptance for the entire schedule, making it possible to package hard-to-sell spots in other day-parts in combination with commercials within the news.

News also attracts a different kind of advertiser—or perhaps more accurately, more corporate-type and other up-scale advertisers in addition to the regular advertisers. Banks and other financial institutions are prominent news buyers, and often their contracts are larger and longer.

Harold L. Neal Jr., president of ABC Radio, and Charles DeBare, president of the ABC-owned AM stations, stress the long-term identification of sponsors with news at both the network and local levels. Mr. Neal says Bankers Life & Casualty Co. is currently going into its 25th year with ABC Radio's *Paul Harvey News*—and is only one of many long-term advertiser associations with that program. Mr. DeBare says news is one of the segments in heaviest demand both on ABC's news-talk AM's and on its music-and-news stations and that, among other long-termers, Chevrolet has a 52-week schedule on WABC(AM) New York and Aamco has been in news on WLS(AM) Chicago for close to 10 years.

The Merv Griffin group's Steve Labunski finds another plus in WPOP's all-news experience. Not only do the commitments tend to be larger and longer, he says, but they are with "better quality accounts with fewer payment problems," and the renewal rate over-all is running at about 80%. In the six months WPOP has been all-news, Mr. Labunski says, it has had "some business from every single agency in the state of Connecticut" and numbers 15 banks among its accounts.

Most of the TV managers in BROADCASTING's canvass said their own news operations turn a profit and have done so for as long as they've been on the job. As Norm Bagwell of WKY-TV says, "I can't say when it became profitable. I've been here 20 years and it was showing a profit when I came."

One who was not able to say whether his news was profitable, "because we don't try to cost-account our news operations," was

John Behnke, vice president and assistant general manager of KOMO-TV Seattle. He says KOMO-TV also restricts commercials in newscasts to three breaks with three commercial units in each and that sales are good and rates strong.

Some stations charge and get premium rates for news. Mr. Hubbard of the Hubbard stations, for one, says that group's KSTP-TV Minneapolis-St. Paul gets a 15%-20% higher cost-per-thousand for news than for other programming. "People are willing to pay to get on news," he says. Most of the stations checked by BROADCASTING said they do not add a premium, however, and Consultant Pete Hoffman said many stations, in fact, are not charging enough. "A lot of stations have the news audience and are still underpricing," he said.

The old TV bromide that "the station that leads the news also leads the market" is not unfailingly true but is, as Westinghouse's Don McGannon called it, "a pretty good working hypothesis." If two or more stations in the same market have strong news operations, the over-all winner is apt to be decided by other factors, such as whose network is ahead that season, or which station comes out ahead in programming morning time or late afternoon or access time. But while a strong news operation may not guarantee first place, it does assure a good shot at first. And nobody, but nobody, could name a station in a competitive situation that ever got even a shot at number one *without* strong news.



**The best jazz sound
in New York is put
out by an AEL FM-12KD
Stereo Transmitter**

Just ask WRVR

AEL stereo transmitters always
send the very best.
FM: 2,500, 15,000, 25,000,
50,000 watts.
AM: 5,000, 10,000, 50,000 watts.



Call or Write:

AMERICAN ELECTRONIC LABORATORIES, INC.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2929 • TWX: 510/661-4976

The First Amendment and the Fifth Estate

Something old in the news: Broadcasting celebrates the Bicentennial

Networks, stations and syndicators cast an eye backward to create programs honoring 200th birthday

Electronic journalism, well blended with Bicentennial patriotic fervor, is going to have a large hand in helping the nation celebrate its 200th birthday year. Bicentennial programming—from syndicated 30-second “on-this-day” vignettes on radio to full-blown July 4 extravaganzas on the television networks—is big business for 1976. Broadcasting’s news and entertainment functions will both be served as radio and television bring up America’s past and serve it to the present.

Bicentennial programming, as the following sampling shows, is at all levels—network, syndication and local stations. Everyone feels obliged to make some contribution, said one program distributor. “There are a lot of dollars crossing three thresholds,” he added.

□ At the networks:

All three commercial television networks plan to chronicle Independence Day happenings across the country this year with special programming that will run for an unprecedented number of hours. July 4 specifics are forthcoming; only NBC has announced a name for its special project: “The Glorious Fourth.” It will be produced by NBC News.

Among other NBC-TV special Bicentennial programs: two more *Sandburg’s Lincoln* specials, starring Hal Holbrook (one was shown last year); *The Inventing of America*, a co-production with the BBC; *James Michener’s Dynasty*, a two-hour show; *The Stars and Stripes Show*, a production of the Oklahoma City Association of Broadcasters, on June 30; *First Ladies Diaries: Edith Bolling Wilson*, an afternoon special, on Jan. 20; several movies with historical themes including “Gone With the Wind” and “1776”; *200 Years of American Humor*; With Jonathan Winters; two more programs in the *Life, Liberty and Pursuit of Happiness* trilogy (“Life” was shown last year): “Liberty,” on March 30 and “The Pursuit of Happiness,” on May 27 with David Brinkley as

host, and a “junior edition” of the *Life, Liberty* programs to be shown the same weeks during children’s viewing hours. In addition, the *Today* show will continue its weekly specials, begun last year, on each of the fifty states.

NBC Radio programming includes *Edwin Newman’s Bicentennial* vignettes; *American Democracy: Reason for Hope*, a half-hour monthly series, and *The Struggle for Independence*, broadcast on weekends.

On CBS-TV: *The American Parade*, hour-long prime-time specials, which began in early 1974, continue through 1976. Still to come (air dates not yet set) are: *Song of Myself*, with Rip Torn playing Walt Whitman; *Stop, Thief!*, about boss Tweed and Tammany Hall; *The Second Revolution*, concerning the beginning of industry in the U.S., narrated by Tony Randall; *Francis Cabot Lowell*, about the unitized factory systems; *With All Deliberate Speed*, about a little known legal case that was a forerunner of the famous Brown vs. Board of Education school-desegregation case, starring Paul Winfield; *To America*, a two-hour show starring Alan Arkin as an Italian immigrant, is to air

sometime in the first quarter; still untitled is a two-hour special keyed to America’s musical heritage, with Goddard Lieberson, former president of Columbia Records, as executive producer, *Letters to the American Past*, from CBS News correspondents to the people of the revolution, which are assembled as weekend specials.

CBS Radio has scheduled six more weekend specials for this year: *Life-style 1976*; Feb. 14-15 with Mike Wallace; *Exploring America*, April 17-18 with Charles Kuralt; *America, This I Believe*, July 3-5 with Dan Rather; *The World Looks at America*, Sept. 18-19 with Charles Collingswood; *Portraits of These United States*, Nov. 25-28 with Charles Kuralt, and *America’s Third Century*, Dec. 11-12 with Morley Safer. Beginning today (Jan. 5), *Ben Franklin Speaks to America* will air on CBS Radio—a series of one-minute vignettes that will run five times daily. The series is sponsored by the Continental Insurance Companies and will run through July 4. It features Howard de Silva reading from Franklin’s “Poor Richard’s Almanac.”

ABC-TV kicks off the anniversary year with *Celebration: The American Spirit*, billing it as “ABC-TV’s bicentennial extravaganza,” with 22 stars, to air Jan. 25 for 90 minutes.

Other efforts by the network: *Directions—Conscience of America*, examining the nation’s progress toward achieving the ethical goals set by the founding fathers; *The Scientific Americans*, an ABC News project in association with *Scientific American*; a special, *Suddenly An Eagle*, with Lee J. Cobb and English actor-author Kenneth Griffith presenting the story of the revolution from both sides (scheduled for Jan. 7); 32 on-location segments in the children’s program, *Make A Wish*, dealing with our historical and cultural heritage plus a number of episodes of *ABC Afterschool Specials*, will treat bicentennial themes; two *ABC Novels for Television* (after the *QB VII* mold) developed by the Wolper Organization: Alex Haley’s epic novel, “Roots” and John Dos Passos’ trilogy, “U.S.A.”; *Eleanor and Franklin*



Once a day. Since July 4, 1974, CBS-TV has been running *Bicentennial Minutes*, 60-second “on-this-day” vignettes that appear each evening in prime time. They are sponsored by Shell Oil Corp. and run with the logo pictured above. They feature known and not-so-well-known personalities describing life in the colonies prior to the revolution. *Bicentennial Minutes* is a two-year project; it will end on Independence Day this year.

to air as a two-part, four-hour special Jan. 11 and 12.

The four ABC Radio networks will build on ABC's "American Spirit" theme through "historical and contemporary vignettes and public affairs shows."

On the Public Broadcasting Service: *The Adams Chronicles 1750-1900*, a series of 13 one-hour weekly dramatizations beginning Jan. 20, portrays four generations of Adamases (produced by WNET-TV New York); *Decades of Decision*, dramatizations of issues facing the country during the revolutionary period to begin in March (produced by the National Geographic Society with WQED-TV Pittsburgh); the weekly *Lowell Thomas Remembers*, in which the noted broadcast journalist narrates 1919 to 1963 news highlights as recorded by Fox Newsreel, which became Movietone News (produced by the Southern Educational Communications Association), and *Our Story*, which takes little-known events in the American past as subjects for dramatizations.

□ **In syndication:**

A major documentary series from Thames Television International, London, is being distributed here (currently in 33 markets) by Gottlieb/Taffner Programs Inc., New York. *Destination America*, nine one-hour episodes put together from some five thousand stills and documents from archives here and in England, portray the stories of different European immigrant groups. A mosaic of the white working classes in America emerges from the series, which includes interviews with 100 immigrants.

Grey Advertising Inc., New York, has successfully distributed two topical series, both currently running in over 70% of the U.S. markets. Both are produced by MG Films Inc., New York. *The Spirit of '76*, now in over 90 markets, comprises 104 four-and-a-half-minute cartoons. The series is designed "to convey a sense of the revolutionary period" and is intended primarily for children. *The Spirit of Independence*, in some 70 markets, follows the same animated format as *Spirit of '76*, but it focuses on the post-Revolutionary War years. The series has been sponsored by General Foods since October 1975.

Time-Life Television believes its Alistair Cooke-narrated *America*, co-produced with the BBC, is "the ideal Bicentennial program." The series is aired either as 13 one-hour programs or 26 half-hours, by over 80 stations to date. CBS-owned KNXT(TV) Los Angeles reports it got a 32 share and 16.2 rating for *America* on a recent Sunday in prime time—"unheard of" for a fourth run in the market. Several former advertising holdouts (notably banks and utility companies) have been attracted to full sponsorships of the series.

One of six monthly specials produced by Avco Broadcasting (Cincinnati) and Meredith Broadcasting (New York) and distributed by Metro-Goldwyn-Mayer Television, deals with the Bicentennial on a youthful level. *America: The Young Experience* is the series; "Valley Forge: The Young Spy" is the February episode,

American Revolution
Bicentennial Administration
2401 E Street, N.W.
Washington, D.C. 20278



November 19, 1975

Mr. Sol Taishoff
Chairman and Editor
Broadcasting
1735 DeSales Street, N.W.
Washington, D.C. 20036

Dear Mr. Taishoff:

It is a great pleasure to extend to the nation's radio and television broadcasters our appreciation for their magnificent contributions to the celebration of our nation's Bicentennial.

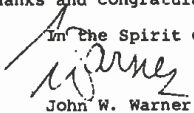
The inspired participation of the broadcast arts has contributed much to a broader public understanding of our nation and what we are, where we have been and what we hope to be; these ideas are at the heart of our 200th anniversary commemoration.

The wide variety of programming already broadcast and that planned for 1976 reflects the diversity of American culture. Contributing to these efforts are every sector of the broadcast community: networks, stations, independent program producers, sponsors and advertisers, and the talented personnel of this great nation's 9,000 broadcast outlets. Particularly, I want to thank both radio and television station managements for their splendid support of ARBA's public service efforts.

The American Revolution Bicentennial commemorates the documents on which our country is based: The Declaration of Independence and the Constitution with its Bill of Rights. Our free communications systems stem from the freedoms guaranteed by the First Amendment of the Constitution of the United States. Most certainly, the broadcast community is in the vanguard protecting these cherished freedoms.

To all of you, our sincere thanks and congratulations.

In the Spirit of '76,


John W. Warner
Administrator

which will be broadcast by 79 stations (including the five ABC O&O's, Avco, Meredith, Corinthian stations and others). National sponsors for the half-hour program are Campbell Soup Co. and Curtiss Candy Co.

Garden State Radio News, Newark, N.J., is selling its *American Almanac '76* to stations for the flat rate of \$732 for the year. The five-minute, seven-days-a-week program, "each examining different occurrences for a given date," includes one minute of commercial time available in each program.

Worldvision Enterprises, New York, has several series and special programs with historical themes which taken together run in more than 150 markets. The company feels its programs are proven "perennial and Bicentennial favorites." Worldvision's *American Days of Celebration* include "Columbus Day 1492," "Fourth of July 1776," "The Legend of Mark Twain," and "Custer to the Little Big Horn." *Come Along* features 13 half-hours about historical personalities (nine programs are oriented to American history). *FDR* chronicles 1939-1945, "the man and the era," in 27 half-hours using film footage, stills and recorded speeches.

Charlton Heston is the voice of President Roosevelt; Arthur Kennedy is narrator. *Lincoln's Last Day*, a half-hour special, was filmed on Virginia battlefields, at Washington's Ford's theater and in White House living quarters.

Among the more ambitious Bicentennial efforts is the Post-Newsweek Productions series, *The American Documents*, winner of 10 awards including the silver medal for documentaries at the International Film and Television Festival of New York. Presented by Post-Newsweek, RKO Stations and syndicated by Gould Entertainment Corp., the series is a social history told through people, newsreels, photographs, drawings and songs, woven together by executive producer Ray Hubbard, vice president-programming at Post-Newsweek's WTOP-TV Washington. The distinguishing feature of the series is realism. The film on women's suffrage, "Getting the Vote," includes interviews with two surviving suffragette leaders; "Black Shadows on a Silver Screen" uses segments of rare films to tell the story of the black film industry; Lowell Thomas narrates "Moving Picture Boys in the Great War," about the "massive propaganda machine" gearing up for WWI. Others in



Life and death. NBC commentator David Brinkley (left photo) is host of the TV network's *Life, Liberty and the Pursuit of Happiness* trilogy and is pictured here in the "Life" episode aired in 1974. Singer-entertainer Andy Williams is shown at Arlington National Cemetery in an ABC-TV 90-minute special, *Celebration: the American Spirit*. He appears with 21 other personalities who perform at various historical and national landmarks.

the series are: "The Empty Frame," about space pioneer Robert Goddard; "The Legendary West;" "We All Came to America," narrated by actor Theodore Bickel; "The Building of the Capitol"; "A Moment in Time," about the history of photography; "Inaugural Souvenir;" "Working for the Lord," about America's communal religious societies such as the Shakers; "Just Around the Corner," about the '30's; "The Age of Ballyhoo," about the '20's; and "Patent Pending," about technology that changed the country.

The Corporation for Entertainment and Learning, New York, has created two Bicentennial features, distributed by M.A. Kempner Inc., Fort Lauderdale, Fla.: "Happy Birthday, America," 30-second station ID package with a 10-second animated display of fireworks dissolving into station logo and 20 seconds for sponsorship. Forty sales to date include WBS-TV New York and the Combined Communications Group. *The People Who Made America Great* is a news feature,

60-90 seconds in length, using film footage from 1889 to 1974. Samples from the 730 programs now running on 104 stations: salutes to Lindbergh, Bob Hope, Babe Ruth and the Apollo 17 astronauts.

The market is somewhat crowded in TV syndication material for the Bicentennial. But according to one radio syndicator who specializes in programs of Bicentennial interest, "the only people doing really well with Bicentennial items are those selling flags; the syndicators can't seem to get started." There are, however, several radio syndicators within the Bicentennial act.

The U.S. Bicentennial Media Group, a private firm in Richmond, Va., offers *On This Day*, two-minute features designed for local sponsorship. So far the program has been syndicated to 70 stations (at \$10 to \$60 depending on market size) and it was also bought by the Mutual Broadcasting System for 300-plus stations. The Media Group's second two-minute program, *Red, White and Blue in Black*, concerns the role of black Americans in

the revolution and has been carried by the Mutual Black Network's 65 stations since September 1975.

One-and-a-half-minute Bicentennial programs with customized station ID's are being syndicated to 127 stations in 112 markets by The American Legacy, Salt Lake City. Additionally, a 13-week special to run from this spring through July 4 is in the works. Sliding-scale fees for *The American Legacy* package, depending on market size, range from \$2,600 to \$520 for 52 weeks.

Some 60 stations in the U.S. and 1,100 around the world are airing 2½-minute newscasts produced by The Bicentennial Radio Network, a subsidiary of Peninsula Broadcasting Corp., (WVEC-AM-FM-TV) Hampton, Va. Stations subscribing to the programs internationally are part of the American Forces Radio Service, formerly Armed Forces Radio. Fees for the broadcasts, which are expected to continue through 1981, range from \$25-\$110 per week depending on market size.

□ At the local stations:

A look at some of the efforts by local radio and television stations reveals a similar variety of programing, ranging from slick productions to thoughtfully researched pieces.

Each of the NBC-owned television stations has produced documentaries of Bicentennial interest to be cycled among themselves and they are also cooperating in producing 130 "Bicentennial-related" programs for the shared weekday morning half-hour series, *Knowledge*.

A series of 38 three-minute features on KSTP-TV Minneapolis-St. Paul, *Minnesota Memories*, is being broadcast twice weekly through July 4. The vignettes dramatize episodes in the state's history using actors, local theatrical groups and historical societies and a number of government leaders.

Reflections on Texas, presented 25 times weekly on KMOL-TV San Antonio, was created specifically to provide an alternative to the "numerous national companies [that] have produced 'historic moment' messages." Instead, this 18-month salute to South Texas culture is decidedly local in appeal. A contest for local students,



Birthday gift. Dick Orkin Creative Services, Chicago, is producing for radio "The Great American Birthday Party" package with Bicentennially themed contests, promos, ID's, etc. Chicago Radio Syndicate distributes.



Local history. At left, "The South Haven Raid" episode from KSTP-TV Minneapolis-St. Paul's *Minnesota Memories* Bicentennial series. This episode featured members of the local Stage Coach Players and an original song penned for the program. Another episode, "The Great Riverboat Race," employed the talents of St. Paul Mayor Larry Cohen (c), Minneapolis Mayor Al Hofstede (r) and producer J. B. Eckert.



soliciting entries for the program, is also underway.

Trials and Triumphs of Benjamin Banneker and *American Portrait: Richard Francis Ware* were broadcast in November by WRC-TV Washington, both Bicentennial specials and both dealing with the history of black Washingtonians.

Connecticut—The Spirit is an ongoing series of one-minute programs on WTNH-TV New Haven, focusing on the state's early advancements of women's rights, minority contributions and industry as well as "the more traditional war stories and legends" surrounding the revolution.

Sturbridge Village, Sturbridge, Mass., restored to its look of 1758, is the scene for a documentary titled *An Olde New England Winter*, produced by WSMW-TV Worcester, Mass. The program is based on the book by Samuel G. Goodrich, "Recollections of a Lifetime," and is available (in negotiations now in some markets) from Ray Conlon, production manager, WSMW-TV.

WLWI-TV Indianapolis is running a seven week mini-series on *The Flags of America*. WOWK-TV Huntington, W. Va., is showing *Tri-State Heritage* features in honor of the Bicentennial, and among its other special efforts will be a staging of a mock Democratic political convention.

WCAU(FM) Philadelphia is presenting a 130-part, two-minute series titled *Past Prolog*, detailing the history of Philadelphia.



The British are coming. Thames Television, London, helps America mark its 200th anniversary with its *Destination America* syndicated documentary series. The scene above is from the "Journey" episode of the nine-part series.

WCCO-AM-FM Minneapolis/St. Paul is mid-way through a year of Bicentennial programming which includes emphasis of Northwest regional history and the kinship of American music to the nation's history. Fifty-one special programs highlighting each state and the District of Columbia are planned on or near the date of statehood; *Freedom Chats*, with "patriots, presidents

and personalities" run once monthly; several five-minute programs chronicle America's musical legacy, explore the Bill of Rights and various colonial events. An hour-long re-enactment of the trial of William Penn; 24 hour-long *Liberty Tree Conversations* with regional university students and Northwest historians; and nine half-hour *American Dialogues* with "prestigious Northwesterners" are also scheduled.

WSB(AM) Atlanta reports "tremendously favorable response" to its *Dateline America* feature aired daily at 6:28 p.m. since January 1975. The one-and-a-half-minute programs feature "Bicentennial Reporter John Liberty" and "'actualities' with famous men of history." It is scheduled to continue daily through Christmas 1976.

WAVA-AM-FM Arlington, Va., is giving time to the Arlington Bicentennial Commission six days a week through July 4 (485 days) with multiple broadcasts daily. KYW(AM) Philadelphia, "the only radio station in the nation located on Independence Mall," has taken as its theme, "Catch the Spirit of '76," and is airing various features. KTAE(AM) Taylor, Tex., is programming *Taylor History*—the town's centennial coincides with the nation's Bicentennial, double cause for celebration. KRWC(AM) Buffalo, Minn., is also researching its town history for 90-second spots called *Wright County—The Early Years*.

Community Affairs

RSVP
CONTACT
PERSPECTIVE
LEGISLATIVE LINE
UHURU NA KAZI
WOMAN TO WOMAN
POSITIVELY BLACK



Special Events WKEF-TV

We don't cover fires and accidents in 60 second reports.

We do cover local issues, race relations, and other constant news items that need 60 minutes....not 60 seconds!

At WKEF-TV Dayton 22....
....We Take The Time.

The Broadcasting Playlist™ Jan 5

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (1/2) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6- 10a	10a- 3p	3- 7p	7- 12p
3	1	Saturday Night (2:56) Bay City Rollers—Arista	1	1	1	1
1	2	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	2	6	2	2
16	3	Love Roller Coaster (2:52) Ohio Players—Mercury	4	5	5	4
9	4	I Write the Songs (3:39) Barry Manilow—Arista	3	2	7	13
2	5	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	14	4	4	3
10	6	Sky High (2:53) Jigsaw—Chelsea	8	10	6	9
11	7	I Love Music (3:37) O'Jays—Philadelphia Int'l.	5	13	3	7
15	8	Fox on the Run (3:24) Sweet—Capitol	9	3	12	8
12	9	Theme from 'Mahogany' (3:19) Diana Ross—Motown	6	8	10	6
6	10	The Way I Want to Touch You (2:35) Captain & Tennille—A & M	10	7	9	5
7	11	Feelings (3:27) Morris Alpert—ABC	12	11	8	10
14	12	Convoy (3:48) C.W. McCall—MGM	11	9	13	11
8	13	Nights on Broadway (2:52) Bee Gees—RSO	13	12	14	12
4	14	Let's Do It Again (3:28) Staple Singers—Curtom	7	14	11	14
23	15	Walk Away from Love (3:18) David Ruffin—Motown	15	15	15	15
41	16	Love to Love You Baby (3:12) Donna Summer—Oasis	18	16	17	16
5	17	Island Girl (3:48) Elton John—MCA	16	18	16	22
24	18	You Sexy Thing (3:30) Hot Chocolate—Big Tree	17	17	28	20
28	19	Sing a Song (3:26) Earth, Wind & Fire—Columbia	19	22	19	21
13	20	My Little Town (3:52) Simon & Garfunkel—Columbia	20	19	21	19
34	21	Winners & Losers (3:13) Hamilton, Joe Frank & Reynolds—Playboy	21	20	20	17
27	22	Country Boy (3:05) Glen Campbell—Capitol	25	21	22	18
18	23	Bad Blood (3:12) Neil Sedaka—Rocket	31	23	32	23
26	24	Paloma Bianca (3:27) George Baker Selection—Warner Bros.	26	25	27	24
30	25	Fly Away (2:59) Olivia Newton-John & John Denver—RCA	22	28	23	27
31	26	Evil Woman (3:15) Electric Light Orchestra—United Artists	23	29	24	29
47	27	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	24	30	25	30
29	28	Rock & Roll All Night (3:20) Kiss—Casablanca	32	26	29	26
21	29	S.O.S. (3:22) Abba—Atlantic	30	31	30	33
25	30	Over My Head (3:17) Fleetwood Mac—Reprise	28	35	28	35
38	31	Breaking Up Is Hard to Do (2:53) Neil Sedaka—Rocket	27	36	26	34
40	32	Love Machine, Part 1 (2:55) Miracles—Tamla	35	32	34	31
20	33	Miracles (3:25) Jefferson Starship—Grunt	40	24	40	25
19	34	Who Loves You (4:04) Four Seasons—Curb/Warner	33	33	33	36
—	35	Love Hurts (3:03) Nazareth—A&M	34	34	35	32
17	36	Games People Play (3:29) Spinners—Atlantic	29	41	31	41
32	37	Lyin' Eyes (3:58) Eagles—Asylum	47	27	47	28

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6- 10a	10a- 3p	3- 7p	7- 12p
35	38	Times of Your Life (3:19) Paul Anka—United Artists	37	40	38	40
45	39	Schoolboy Crush (3:40) Average White Band—Atlantic	43	37	44	37
49	40	Squeeze Box (2:39) Who—MCA	41	44	37	42
39	41	Heat Wave (2:46) Linda Ronstadt—Asylum	36	*	36	*
—	42	Take It to the Limit (3:48) Eagles—Asylum	39	42	42	44
—	43	All By Myself (4:22) Eric Carmen—Arista	44	43	43	45
—	44	Theme from Swat (4:07) Rhythm Heritage—ABC	46	46	39	43
50	45	Lady Blue (3:28) Leon Russell—Shelter	42	45	46	46
—	46	Ballroom Blitz (3:17) Sweet—Capitol	38	*	41	*
33	47	#18 with a Bullet (3:30) Pete Wingfield—Island	45	47	48	48
46	48	Let's Live Together (3:22) Road Apples—Polydor	48	48	45	47
—	49	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	*	38	*	38
—	50	Rocky (3:34) Austin Roberts—Private Stock	*	39	*	39

Country

1	1	Convoy (3:48) C.W. McCall—MGM	7	3	2	2
12	2	When the Tingle Becomes a Chill (2:59) Loretta Lynn—MCA	1	4	10	6
15	3	Me & Did C.B. (2:47) Dave Dudley—RCA	10	2	22	9
3	4	Country Boy (3:05) Glen Campbell—Capitol	3	12	1	5
17	5	Looking for Tomorrow (2:53) Mel Tillis—MGM	16	1	20	7
6	6	Sometimes (2:52) Bill Anderson & Mary Lou Turner—MCA	6	10	8	3
11	7	Just in Case (2:57) Ronnie Milsap—RCA	4	11	11	4
—	8	This Time I've Hurt Her More Than She Loves Me (2:27) Conway Twitty—MCA	11	5	16	14
—	9	Happiness of Having You (2:16) Charlie Pride—RCA	12	13	5	1
—	10	Let It Shine (2:26) Olivia Newton-John—MCA	13	7	3	15
9	11	Love Put a Song in My Heart (2:45) Johnny Rodriguez—Mercury	9	6	14	25
5	12	Easy as Pie (2:58) Billy "Crash" Craddock—ABC/Dot	8	17	7	22
—	13	Amazing Grace (Used To Be Her Favorite Song) (3:17) Amazing Rhythm Aces—ABC	2	16	17	20
16	14	Overnight Sensation (2:45) Mickey Gilley—Playboy	17	14	4	10
2	15	Secret Love (3:35) Freddie Fender—ABC/Dot	5	25	13	24
7	16	Last Game of the Season (Blind Man in the Bleachers) (3:30) Kenny Starr—Big Tree	14	18	9	18
13	17	Warm Side of You (2:45) Freddie Hart—Capitol	15	15	15	8
—	18	Texas 1947 (3:10) Johnny Cash—Columbia	18	9	19	12
4	19	Where Love Begins (3:00) Gene Watson—Capitol	21	23	6	16
—	20	Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	19	8	23	34
18	21	Sometimes I Talk in My Sleep (2:57) Randy Condor—ABC/Dot	20	19	18	19
8	22	Jason's Farm (3:29) Cal Smith—MCA	24	22	21	23
14	23	Lyin' Eyes (3:58) Eagles—Asylum	23	20	*	21
—	24	Silver Wings, Golden Rings (3:25) Billie Joe Spears—United Artists	25	*	25	11
—	25	Mamas Don't Let Your Babies Grow Up To Be Cowboys (3:17) Ed Bruce—United Artists	*	*	*	*

Broadcasting's index of 135 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Dec. 29	Closing Wed. Dec. 17	Net change	% change	1975 High	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
A&C	ABC	N	19 1/2	19 1/4	+	1/4	27 3/8	13 1/8	7	17,187	335,146
CAPITAL CITIES	CCB	N	42 1/2	40 3/8	+	2 1/8	43 1/2	22	14	7,208	306,340
CBS	CBS	N	46 3/8	45	+	1 3/8	46 3/8	20 1/2	12	28,313	1,313,015
COX	COX	N	28 3/4	27 3/4	+	1	28 3/4	10 1/4	15	5,812	167,095
GROSS TELECASTING	GGG	A	9 3/8	9 1/2	-	1/8	11 1/4	6 7/8	6	800	7,500
LIN	LINB	D	10 1/8	7 7/8	+	2 1/4	10 1/8	2 5/8	11	2,382	24,117
MOONEY	MOON	D	2 3/4	2 3/8	+	3/8	2 3/4	1 1/4	7	385	1,058
RAHALL	RAHL	D	4 7/8	4 7/8			6 1/4	2 1/4	10	1,297	6,322
SCRIPPS-HOWARD	SCRIP	D	20 1/2	20	+	1/2	22 1/2	14 1/4	7	2,589	53,074
STARR	SBG	M	3	2 7/8	+	1/8	7	2 3/4	3	1,091	3,273
STORER	SOK	N	15 7/8	15 3/8	+	1/2	21 1/4	12 1/8	8	4,571	72,564
TAFT	TFB	N	23 3/8	23 1/4	+	1/8	28 1/2	11 5/8	8	4,042	94,481
TOTAL										75,677	2,383,985

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 3/4	1 5/8	+	1/8	+	7.69	2 1/2	3/4	10	1,248	2,184
AVCO	AV	N	4 5/8	4 1/4	+	3/8	+	8.82	7 5/8	2 3/8	1	11,481	53,099
BARTELL MEDIA	BMC	A	5/8	5/8				.00	1 5/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N	5	4 7/8	+	1/8	+	2.56	6 1/8	3 7/8	24	2,403	12,015
CHRIS-CRAFT	CCN	N	5 1/8	4 5/8	+	1/2	+	10.81	6 3/4	2 1/8	19	4,164	21,340
COMBINED COMM.	CCA	N	12 1/2	12 7/8	-	3/8	-	2.91	16 7/8	5	8	4,673	58,412
COWLES	CWL	N	5 7/8	5 3/4	+	1/8	+	2.17	9	4 1/8	5	3,969	23,317
DUN & BRADSTREET	DNB	N	29 5/8	28 3/8	+	1 1/4	+	4.40	30 7/8	18 3/4	20	26,520	785,655
FAIRCHILD IND.	FEN	N	6	3 3/4	+	2 1/4	+	60.00	9 1/2	3 3/4	5	4,550	27,300
FUQUA	FQA	N	4 5/8	4 1/4	+	3/8	+	8.82	7 1/4	3 1/4	8	8,689	40,186
GANNETT CO.	GCI	N	32 7/8	32 3/4	+	1/8	+	.38	38 5/8	23	20	21,108	693,925
GENERAL TIRE	GY	N	18	17 1/2	+	1/2	+	2.85	18	10 5/8	6	21,523	387,414
GLOBETROTTER	GLBTA	D	1 1/2	1 1/4	+	1/4	+	20.00	3 5/8	7/8	7	2,783	4,174
GRAY COMMUN.	GR	D	6 1/2	6 1/2				.00	7	6	5	475	3,087
HARTE-HANKS	MHN	N	17 3/4	17 3/4				.00	19 7/8	6 1/4	11	4,369	77,549
JEFFERSON-PILOT	JP	N	27 3/4	29	-	1 1/4	-	4.31	38 3/4	26 1/4	12	24,066	667,831
KAISER INDUSTRIES	KI	A	8	7 3/8	+	5/8	+	8.47	11 5/8	4 5/8	5	27,575	220,600
KANSAS STATE NET.	KSN	D	3 1/4	3 1/4				.00	4 1/8	2 7/8	6	1,815	5,898
KINGSTIP	KTP	A	5	5 1/8	-	1/8	-	2.43	7 3/8	1 7/8	9	1,154	5,770
KNIGHT-RIDDER	KRN	N	29	29 1/8	-	1/8	-	.42	33 1/4	14 1/4	19	8,305	240,845
LEE ENTERPRISES	LNT	A	19 5/8	18 7/8	+	3/4	+	3.97	20 1/4	12	11	3,352	65,783
LIBERTY	LC	N	9 5/8	9 3/8	+	1/4	+	2.66	13	7 1/8	4	6,762	65,084
MCGRAW-HILL	MHP	N	12 1/2	12 1/8	+	3/8	+	3.09	13 3/4	6	11	24,569	307,112
MEDIA GENERAL	MEG	A	13 5/8	14	-	3/8	-	2.67	16	13 1/4	5	3,604	49,104
MEREDITH	MOP	N	10 1/8	10 3/8	-	1/4	-	2.40	13 1/2	8 3/8	4	3,041	30,790
METROMEDIA	MET	N	15 1/8	14 1/8	+	1	+	7.07	16 7/8	5 1/4	12	6,553	99,114
MULTIMEDIA	MMED	O	14	13 1/2	+	1/2	+	3.70	14 1/4	8 3/4	9	4,389	61,446
NEW YORK TIMES CO. *	NYKA	A	11 1/2	11 1/2				.00	15 1/2	7 1/2	7	10,938	125,787
OUTLET CO.	OTU	N	13	13 1/8	-	1/8	-	.95	16 1/4	8	5	1,387	18,031
POST CORP.	POST	D	8	8 1/2	-	1/2	-	5.88	8 1/2	3 1/4	32	870	6,960
PSA	PSA	N	5 1/8	5 1/4	-	1/8	-	2.38	6 7/8	3 3/4	10	3,181	16,302
REEVES TELECOM	RBT	A	1 1/8	1 1/4	-	1/8	-	10.00	2 1/4	3/4	5	2,376	2,673
ROLLINS	ROL	N	21	20	+	1	+	5.00	24	11 1/4	15	13,404	281,484
RUST CRAFT	RUS	A	5 1/2	5 1/4	+	1/4	+	4.76	9 3/4	4 3/4	4	2,328	12,804
SAN JUAN RACING	SJR	N	6 3/4	7 1/8	-	3/8	-	5.26	14 1/4	5 3/4	5	2,509	16,935
SCHERING-PLOUGH	SGP	N	53	54 3/4	-	1 3/4	-	3.19	67 1/4	44 1/2	22	53,938	2,858,714
SONDERLING	SDB	A	6 3/8	6 1/2	-	1/8	-	1.92	8 1/8	4	5	727	4,634
TECHNICAL OPERATIONS	TO	A	2 3/4	2 5/8	+	1/8	+	4.76	6 1/4	2 3/8	3	1,344	3,696
TIMES MIRROR CO.	TMC	N	18 7/8	17 3/4	+	1 1/8	+	6.33	19 7/8	10 1/4	11	33,814	638,239
WASHINGTON POST CO.	WPO	A	21	22	-	1	-	4.54	30	16 7/8	7	4,751	99,771
WOMETCO	WOM	N	12 1/4	13	-	3/4	-	5.76	17 1/4	6 5/8	8	5,775	70,743
TOTAL												372,739	8,167,217

Cablecasting

AMECO**	ACO	D	3/8	1/2	-	1/8	-	25.00	1 7/8	1/8	1,200	450	
AMER. ELECT. LABS	AELBA	D	3/4	3/4				.00	2 3/8	1/2	6	1,672	1,254
AMERICAN TV & COMM.	AMTV	D	14 1/2	13 3/4	+	3/4	+	5.45	17 3/4	6	26	3,304	47,908
ATHENA COMM.** *		D	1/4	1/4				.00	2 1/4	1/4		2,125	531
BURNUP & SIMS	BSIM	D	5 1/8	4 1/4	+	7/8	+	20.58	7 3/4	3	10	8,361	42,850
CABLECOM-GENERAL	CCG	A	5 3/8	4 1/2	+	7/8	+	19.44	7 3/4	1 5/8	10	2,560	13,760
CABLE FUNDING	CFUN	D	7	7 1/4	-	1/4	-	3.44	7 3/4	4 1/4	175	1,121	7,847
CABLE INFO.		D	3/8	1/4	+	1/8	+	50.00	1 1/4	1/4	1	663	248
COMCAST		D	2 1/8	1 7/8	+	1/4	+	13.33	3	3/4	9	1,708	3,629
COMMUNICATIONS PROP.	COMU	D	1 7/8	1 1/2	+	3/8	+	25.00	3 1/2	1 1/4	12	4,761	8,926
COX CABLE	CXC	A	12 1/2	12 3/4	-	1/4	-	1.96	17 1/4	4 3/8	20	3,560	44,500
ENTRON	ENT	D	1 3/4	1 3/4				.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRL	N	8 1/4	7 3/4	+	1/2	+	6.45	31 1/2	7 1/2	6	7,201	59,408
GENERAL TV			3/4	3/4				.00	3/4	1/4	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A	11 3/8	11 1/8	+	1/4	+	2.24	14 1/2	11 1/8	10	1,017	11,568
TELE-COMMUNICATION	TCOM	D	3	2 1/4	+	3/4	+	33.33	4 3/8	1	2	5,181	15,543
TELEPROMPTER	TP	N	5 3/4	5	+	3/4	+	15.00	9 1/2	1 1/2	13	16,604	95,473
TIME INC.	TL	N	62 7/8	58 7/8	+	4	+	6.79	62 7/8	24 3/4	13	9,960	626,235
TOCOM	TOCM	D	1 5/8	2 1/4	-	5/8	-	27.77	2 3/8	1 5/8	4	617	1,002
UA-COLUMBIA CABLE	UACC	D	9	8 1/4	+	3/4	+	9.09	13	4 5/8	13	1,714	15,426
UNITED CABLE TV	UCTV	D	1 1/2	1 5/8	-	1/8	-	7.69	4 1/8	1 1/4	3	1,879	2,818

	Stock symbol	Exch.	Closing Wed. Dec. 29	Closing Wed. Dec. 17	Net change	% change	High	1975 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
VIACOM	VIA	N	8 3/8	6 7/8	+	1 1/2	+	21.81	10	2 3/4	11	3,665	30,694
VIKOA**	VIK	A	1 1/8	1	+	1/8	+	12.50	2 3/4	5/8	1	2,534	2,850
TOTAL											83,765	1,036,046	
Programming													
COLUMBIA PICTURES	CPS	N	5	4 3/4	+	1/4	+	5.26	9 5/8	2 3/8	19	6,748	33,740
DISNEY	DIS	N	49 3/8	48 3/8	+	1	+	2.06	55 3/4	21 1/4	27	29,755	1,469,153
FILMWAYS	FWY	A	5 1/2	5 1/8	+	3/8	+	7.31	6 1/4	2 3/4	7	1,792	9,856
FOUR STAR			1/2	1/2			.00	1 1/2	1/4	1	666	333	
GULF + WESTERN	GW	N	21 5/8	20 1/2	+	1 1/8	+	5.48	22 3/8	18 1/4	3	30,058	650,004
MCA	MCA	N	65 3/8	65 1/2	-	1/8	-	.19	89 1/8	27 3/4	9	8,478	554,249
MGM	MGM	N	13	13			.00	18 3/4	12 1/4	5	12,247	159,211	
TELEKRONICS INTL.		O	3 3/4	3 3/4			.00	5 3/4	1 3/8	8	943	3,536	
TRANSAMERICA	TA	N	8 1/8	8 3/8	-	1/4	-	2.98	10 1/4	6	12	64,945	527,678
20TH CENTURY-FOX	TF	N	10 1/4	10 3/4	-	1/2	-	4.65	15 1/2	5 1/8	10	7,547	77,356
WALTER READE**	WALT	O	3/8	3/8			.00	3/8	1/4			4,296	1,611
WARNER	WCI	N	17 3/4	17 5/8	+	1/8	+	.70	22 7/8	8 1/4	7	16,718	296,744
WRATHER	WCO	A	2 7/8	3	-	1/8	-	4.16	5 7/8	1 1/2	5	2,229	6,408
TOTAL											186,422	3,789,879	
Service													
8800 INC.	8800	D	16 1/2	16 1/4	+	1/4	+	1.53	17 1/2	11 1/8	7	2,513	41,464
COMSAT	CO	N	25 3/4	25	+	3/4	+	3.00	46 1/2	24 1/2	6	10,000	257,500
DOYLE DANE BERNBACH	DOYL	O	8 3/4	8 1/2	+	1/4	+	2.94	12 3/8	6 1/4	5	1,816	15,890
FODTE CDNE & BELDING	FCB	N	11 1/2	10 7/8	+	5/8	+	5.74	11 1/2	5 1/2	8	2,121	24,391
GREY ADVERTISING	GREY	D	6 7/8	6 3/8	+	1/2	+	7.84	7 3/4	5 1/2	4	1,213	8,339
INTERPUBLIC GROUP	IPG	N	16	15 1/2	+	1/2	+	3.22	19	8 5/8	5	2,290	36,640
MARVIN JOSEPHSON	MRVN	O	7 1/8	7 1/4	-	1/8	-	1.72	10 1/4	2	5	2,030	14,463
MCI COMMUNICATIONS	MCIC	O	1 1/2	1 3/4	-	1/4	-	14.28	3 7/8	1 3/8		13,339	20,008
MOVIELAB	MOV	A	7/8	7/8			.00	1 7/8	5/8	5		1,407	1,231
MPO VIDEOTRONICS	MPO	A	2 5/8	2 7/8	-	1/4	-	8.69	4 1/8	1	15	537	1,409
NEEDHAM, HARPER	NDHMA	O	5 1/2	5 1/2			.00	6 3/4	3 7/8	8		853	4,691
A. C. NIELSEN	NIELB	O	20 1/8	19 3/4	+	3/8	+	1.89	24 1/4	10 5/8	19	10,598	213,284
OGILVY & MATHER	OGIL	O	17	16 1/2	+	1/2	+	3.03	23 1/2	11 1/2	6	1,805	30,685
J. WALTER THOMPSON	JWT	N	7 3/4	7 3/4			.00	8 3/4	4 1/8	10		2,649	20,529
TOTAL											53,171	690,524	
Electronics/Manufacturing													
AMPEX	APX	N	4 5/8	4 1/2	+	1/8	+	2.77	7 3/8	2 5/8	5	10,885	50,343
CETEC	CEC	A	1 1/8	1 1/8			.00	2 1/8	1	5		2,319	2,608
COMU, INC.	COH	A	2 1/8	2	+	1/8	+	6.25	3 5/8	1 1/4	24	1,617	3,436
CONRAC	CAX	N	23 1/4	26 7/8	-	3 5/8	-	13.48	30 1/4	10 7/8	10	1,278	29,713
EASTMAN KODAK	EASKO	N	107 1/2	106 3/4	+	3/4	+	.70	110	63	28	161,347	17,344,802
FARINON ELECTRIC	FARN	O	7 1/2	6 1/4	+	1 1/4	+	20.00	14 3/4	6 1/4	14	3,925	29,437
GENERAL ELECTRIC	GE	N	45 3/4	45 3/4			.00	52 7/8	32 3/8	15		182,885	8,366,988
HARRIS CORP.	HRS	N	34 1/8	31 7/8	+	2 1/4	+	7.05	34 1/8	14 1/2	23	6,160	210,210
HARVEL INDUSTRIES *	HARV	O	6	6			.00	9	3	38		480	2,880
INTERNATIONAL VIDEO	IVCP	O	3/4	1 3/8	-	5/8	-	45.45	3 3/4	3/4	1	2,730	2,047
MICROWAVE ASSOC. INC	MAI	N	13 3/4	12 7/8	+	7/8	+	6.79	26 7/8	9 3/4	7	1,320	18,150
3M	MMM	N	55 1/2	58 3/4	-	3 1/4	-	5.53	66 7/8	46 1/8	28	114,240	6,340,320
MOTOROLA	MOT	N	40 3/8	39 1/4	+	1 1/8	+	2.86	57 7/8	33 3/4	19	28,198	1,138,494
N. AMERICAN PHILIPS	NPH	N	20 3/8	19 7/8	+	1/2	+	2.51	24 1/4	12 3/8	10	12,033	245,172
OAK INDUSTRIES	OEN	N	7	6 5/8	+	3/8	+	5.66	11 1/2	5 1/2	3	1,639	11,473
RCA	RCA	N	19	19 1/4	-	1/4	-	1.29	21 3/8	10 3/8	15	74,547	1,416,393
ROCKWELL INTL.	ROK	N	23 1/4	23 1/8	+	1/8	+	.54	25 1/2	18 7/8	7	30,913	718,727
RSC INDUSTRIES	RSC	A	1 1/4	1 3/8	-	1/8	-	9.09	2 1/4	1 1/4	4	3,440	4,300
SONY CORP.	SNE	N	9	9 3/8	-	3/8	-	4.00	13 1/4	5	24	172,500	1,552,500
TEKTRONIX	TEK	N	43 5/8	44 1/4	-	5/8	-	1.41	45 1/2	18 1/8	15	8,671	378,272
TELEMATION	TMT	O	1	3/4	+	1/4	+	33.33	1 1/2	3/4	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	12 1/8	11 7/8	+	1/4	+	2.10	18 1/2	6 1/2	11	6,838	82,910
WESTINGHOUSE	WX	N	13 1/2	13 1/2			.00	20	9 3/4	38		87,024	1,174,824
ZENITH	ZE	N	23 7/8	24 1/8	-	1/4	-	1.03	28 5/8	10	99	18,797	448,778
TOTAL											934,836	39,573,827	
GRAND TOTAL											1,706,610	55,641,478	

Standard & Poor's Industrial Average

100.9 99.8 +1.1

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

*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.

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.

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.

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Campdown Industries	1/8	10/27/4
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

Fates & Fortunes

Media

Jacques DeLier, executive VP, KWTW(TV) Oklahoma City, named president/general manager.

Clark Grant, director of advertising and promotion, KTVI(TV) St. Louis, elected chairman of promotion advisory board, ABC Television Network's Affiliates Association. **John Lisanti**, promotion manager, WCVB-TV Boston, elected vice chairman and **Marjorie Schmidt**, promotion manager, KBTW(TV) Denver, Secretary.

Sanford Paul, operations manager, KLEI(AM) Kailua, Hawaii, named general manager.

Lawrence J. Marotta, night program manager, ABC Radio Network, New York, named assistant to quality control director, ABC Inc. there.

Raymond Dewey, administrator, advertising standards, West Coast NBC-TV, Burbank, Calif., named manager, program and advertising standards there. **Jack Trace**, property tax specialist, Great Western Financial Corp., Los Angeles, named treasury operations administrator, West Coast, NBC.

Daniel R. Wells, director, engineering and technical operations, Public Broadcasting Service, Washington, promoted to VP, distribution.

Kay MacKay, assistant to manager, ABC Leisure public relations-West Coast, named to newly created position of business administrator, ABC public relations, West Coast (Hollywood).

Marjorie Phillips, business manager, WOW(AM) Omaha, named to same position, WGST(AM) Atlanta. Both are Meredith Corp. stations.

Bob Geddy, with Broyles, Allebaugh & Davis Advertising, Denver, named to newly created post of communications manager, KOA-AM-TV/KOAQ(FM) there.

Ruth C. Talley, VP/administration director, WTVF(TV) Nashville, named VP/secretary/treasurer.

Broadcast Advertising

James M. Wallace, account supervisor, BBDO, New York, named VP.

William S. Schindler, VP, Campbell-Ewald, Detroit, named senior VP. **Anthony J. Hopp**, account supervisor; **Robert A. Mancini**, media planner; **Dougal W. Stevenson**, interim director, named VP's. **Robert S. Shannon**, director, broadcast production, McCann-Erickson, New York, named C-E VP/executive producer. **W.D. Smith**, technical writer, C-E, named VP/account supervisor.

Penelope B. Westerbrook, creative supervisor, Grey Advertising Inc., New York; **Judy Frish**, creative group supervisor, and **Marie O'Hara**, director of legal clearances, named Grey VP's.

Glenn J. Tintera, client services director, D'Arcy-MacManus & Masius, St. Louis, elected senior VP.

Earl B. Abrams, senior correspondent in the Hollywood bureau of BROADCASTING magazine, retired Dec. 31. He had been with the magazine for 25 years, the last three on the West Coast. He and his wife, Lynn, will resume residence in Arlington, Va., this month. Editorial liaison from the Hollywood office will now be handled by **Sandra Klausner**, working with editors and writers in BROADCASTING's Washington and New York offices.

Victor Kenyon, group creative supervisor, **Arthur Kramer**, creative supervisor, J. Walter Thompson, New York, named senior VP's. **Frank Nicolo**, creative supervisor; **George Ker**, associate media director; **Janice Kidwell**, manager, print media, named JWT VP's.

Paul Hughes, general manager, WTEN(TV) Albany, N.Y., named executive VP, TeleRep Inc., New York, station representation firm.

O. Milton Gossett, president, Compton Advertising, New York, named chief executive officer, succeeding **C. Stuart Mitchell**, who continues as board chairman. **Robert Huntington**, senior VP/assistant treasurer, named treasurer, succeeding **Charles Gizerian**, who continues as senior VP, finance/secretary.

Programing

Owen S. Simon, director of creative services, Group W Productions, Philadelphia, named to new post of general manager, creative services, and will move to New York and direct advertising, promotion and publicity for current and future productions while also maintaining similar relationship with Philadelphia-based *Mike Douglas Show*. **Jack Wartlieb**, VP, post-production/operations, Reeves Teletape, New York, rejoins Group W Productions in new post of general manager, production-operations, based in Philadelphia.

Andrew L. Spitzer, VP/director, Program Syndication Services, New York, named marketing manager, Hanna-Barbera Sales, New York.

Ron Dennington, with WDFH(FM) Chicago, named operations/program director, WCOP-AM-FM Boston.

Fremont L. Lounsbury, syndication activities director, Worldvision Enterprises, Chicago, named Midwest regional sales manager, Time-Life Television, New York.

Broadcast Journalism

Morton Dean, CBS News correspondent, named anchor, CBS-TV's *CBS Sunday Night News* (11:00-11:15 p.m., ET).

Harry S. Chittick, producer of special projects, KPAX(TV) San Francisco, named associate producer, *CBS Morning News*, based at CBS News bureau, Los Angeles.

Sara L. Kessler, KENS-TV San Antonio, Tex., named news correspondent, WCBS-TV New York.

WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.



George Rodman is the communications expert you've always wanted but could never afford to hire.

He was advertising/promotion director at three major television stations, the ABC owned television stations when their "Eyewitness News" became famous, and the CBS owned television stations.

And now he's available as an advertising/promotion consultant. He'll work in total consultation or on a special project basis.

George T. Rodman, Inc. Now you can get big league thinking without paying a big league salary.

GEORGE T. RODMAN, INC.

685 Fifth Avenue, New York City 10022
(212) Plaza 5-2735

NOTHING SUCCEEDS LIKE NEWS SUCCESS

It's an axiom of television broadcasting that the station that's first in news is first in the market.

And to achieve news supremacy a station needs a good news product, which means, of course, good people.

Our business is finding those good news professionals for stations making their upward move.

We will put you in touch with the news directors, anchor-men, reporters and news producers with proven track records and a commitment to winning.

Call us. We may have the man or woman you're looking for.

Sherlee Barish
(212) 355-2672

Broadcast Personnel Agency, Inc.
527 Madison Avenue, N.Y.C. 10022

System 90... the first micro-computer program automation controller!



Now, Harris micro-computer technology offers you:

- 15 exclusive features
- Extremely versatile format control
- Easiest operation
- More "brain power" per dollar

There's much more, and we'd like to tell you all about it. Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Ill. 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Cable

E. Thayer Bigelow, VP, operations, Manhattan Cable Television, New York, appointed to new post of executive VP, succeeded by **Frank Chialino**, operations director. **Joseph J. Kelly**, director of development and marketing of special cable services, named VP, marketing.

Paul M. Elsele, director of marketing, Manhattan Cable Television, New York, named VP-marketing, Home Box Office Inc., New York.

Equipment & Engineering

Ronald H. Fried, executive VP/chief engineering officer, International Video Corp., Sunnysvale, Calif., named president/director/chief executive officer.

V. Orville Wright, senior VP, MCI Communications, Washington, elected president/chief operating officer, MCI and subsidiary, MCI Telecommunications Corp. **Harold M. Wit**, executive VP, Allen & Co., New York, appointed director, MCI Communications.

Lawrence M. Ryan, Information Group manager, Conrac Corp., New York, named VP.

R.H. Bowden, Sencore Inc., Sioux Falls, S.D., elected chairman, central region, Electronic Industries Association distributor products division, Chicago, for 1975-76.

Allied Fields

Jac Holzman, senior VP, Warner Communications Inc., New York, who was active in company's recorded music division and in such areas as cable television, video disk and quadraphonic sound, has resigned. Mr. Holzman plans to enter independent film production and will head new company, Valley Isle Productions Ltd., Maui, Hawaii.

James C. Richdale Jr., president, KHOU-TV Houston, appointed professor of communications management, University of Houston. He will continue association with KHOU-TV as board vice chairman of station licensee, Gulf Television Corp.

Gregg P. Skall, Cleveland attorney, appointed to general counsel's office, Office of Telecommunications Policy, Washington.

Deaths

David Guthridge, 54, VP, Keith Bates & Associates, died Dec. 22 of heart attack at his home in Chicago. He was formerly president of Com-Star, Chicago, agency, and with Campbell Ewald as VP-management supervisor; with Campbell-Mithun, Washington, Fitzgerald Advertising, New Orleans. He is survived by his wife, Ilse, and two daughters.

Mary King Patterson, 90, retired women's editor, New York's *Daily News*, died Dec. 7 at her home in Riverdale, New York. She was widow of Joseph Medill Patterson, co-founder of *The Daily News* and was former director and principal stockholder of Chicago Tribune Corp., owner of WGN Continental Broadcasting Co. She is survived by her son, James.

Stewart Schackne, 70, retired director of public relations, Exxon Corp., died Dec. 16 at his home in Lakeville, Conn. While he was with Standard Oil Co. (New Jersey), which later became Exxon, he persuaded management in late 1950's to support *The Play of the Week* dramas on TV, with only small portion of time allotted to advertising. He is survived by his wife, Alice.

Bernard Herrmann, 64, composer/conductor, died in his sleep Dec. 24 at Sheraton Universal hotel, Hollywood. In 1933 he joined CBS and scored music for Mercury Theater dramas and was chief conductor of CBS Symphony. He is survived by his wife, Norma, and two daughters.

A.M. Landi, 53, editor, Middle East-South Asia news service, Voice of America, died Dec. 14 after heart attack at his home in Falls Church, Va. Survivors include wife, Frederica, and daughter.

Denio J. Denev, 61, editor, Voice of America's Bulgarian service, died Dec. 11 at George Washington University hospital, Washington, after heart attack. He is survived by his wife, Eva.



Andrew D. Ring, 76, one of the best known engineers in broadcasting for more than a half century, died Dec. 29 in Arlington, Va., Washington suburb. He had been treated for a malignancy of the prostate for about a decade, which had been controlled by medication, and became critically ill four months ago.

Memorial services were held Last Friday (Jan. 2) at Gawlers Funeral Home in Washington, with interment Saturday, after cremation, at Cedar Hill Cemetery in Washington. Survivors are his widow, Clare, a son, Robert A. of Franklin, Tenn., where he operates the original family farm; a daughter, Cintha Rice, of Groveland, Calif., and two grandchildren.

Mr. Ring, who retired from his senior partnership in A.D. Ring & Associates in 1969, was responsible for the evolution of many of the early technical regulations instituted by Government to control broadcast allocations and propagation. He joined the Federal Radio Commission in 1929, and when the FCC was created in 1934 became its assistant chief engineer in charge of broadcasting. He held that post until he resigned to become founder of Ring & Clark, predecessor of the present firm.

A Tennessee native, Mr. Ring held a degree in electrical engineering from the University of Tennessee. He joined General Electric in Schenectady in 1925 and pioneered in the design of high-power broadcasting apparatus. Among several patents awarded him was one establishing the basic techniques for the AM modulation monitor, in universal use today. Mr. Ring was one of the founders of the Association of Federal Communications Consulting Engineers in 1947 and became its third president. He was a charter member of Broadcast Pioneers and a Mason.

Where Things Stand

Status report on major issues in electronic communications

Copyright 1976 Broadcasting Publications Inc. May be quoted with credit.

■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refile of suits were dismissed by Supreme Court (BROADCASTING, May 5). Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1).

Broadcasting in Congress. New resolution to permit daily live broadcasts from House floor continues to move along without incident in special House Rules subcommittee on broadcasting. Resolution will be reported out of subcommittee following Christmas break and sent to full committee. Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances for passage; if all goes according to plan, system could be in operation by July 4, 1976. Resolution by Senator Lee Metcalf (D-Mont.) to do same thing in Senate is pending in Senate Rules Committee, but has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13).

Children's TV. FCC's policy statement on children's television programing, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC has adopted policy statement (Docket 20495) on citizen group-broadcaster agreements (BROADCASTING, Dec. 15).

■ **Community ascertainment.** FCC has issued new rules designed to modify pro-

cedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22). Rulemaking (Docket 19816) for non-commercial stations has also been issued (BROADCASTING, Aug. 4); comments have been filed (BROADCASTING, Oct. 20).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Bill will go to conference between houses to resolve differences, but veto by President is expected.

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has concluded hearings on House's measure, H.R. 223, and will begin markup in early 1976.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but

commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments have been filed (BROADCASTING, Oct. 27). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6).

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S. 2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, and in fact would prohibit FCC from influencing broadcast programing in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC and fairness doctrine. FCC Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13). Also, commission's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast

Please send

Broadcasting

The newswkly of broadcasting and allied arts

Name _____ Position _____

Company _____

☐ Business Address

☐ Home Address

City _____ State _____ Zip _____

SUBSCRIBER SERVICE

☐ 3 years \$60

☐ 2 years \$45

☐ 1 year \$25

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

☐ 1976 Cable Sourcebook \$10.00 (If payment with order: \$8.50)

☐ 1976 Yearbook \$23.00 (If payment with order: \$20.00)

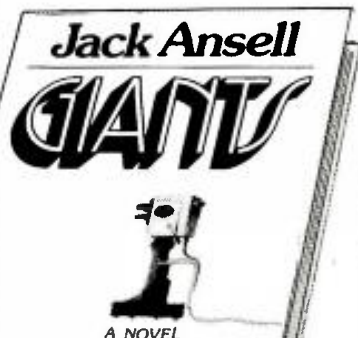
☐ Payment enclosed
☐ Bill me

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

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

"Jack Ansell does for television what Sloan Wilson did for advertising in 'The Man in the Gray Flannel Suit'."

—John Barkham Reviews



GIANTS—A major new novel by Jack Ansell, former ABC-TV executive and author of "Dynasty of Air: A Novel of Radio." \$9.95
ARBOR HOUSE

EXCLUSIVE

**Black ownership opportunity
for
MIDWEST AM**

**Serving market of
600,000 population, with
Radio Revenue of 1 3/4 million.**

**Well equipped—with
Real estate.**

**Priced under 1 1/2 times
recent billings.**

For details contact:

**william
Kepper
associates**

1615 Orrington Avenue
Evanston, Illinois 60201
(312) 869-3468

media and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Cases 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15). Commission also fined WXP(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of licensee abdication of responsibility (BROADCASTING, Dec. 8).

KRLA(AM). U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

■ **Leapfrogging.** FCC has repealed rules that require cable systems to select closest stations in importing distant signals (BROADCASTING, Dec. 22).

License renewal legislation. More than 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on agenda of communications subcommittee in either house. Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, has promised hearings in 1976. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations. Commission

has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21) and two weeks ago (BROADCASTING, Dec. 15).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns was set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

'Pensions' case. FCC decision holding that NBC-TV program, *Pensions: the Broken Promise*, violated fairness doctrine was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM has asked for Supreme Court review of that decision (BROADCASTING, Nov. 10).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed and arguments heard (BROADCASTING, Nov. 24).

■ **Public broadcasting funding.** First-ever long-range funding bill for Corporation for Public Broadcasting has cleared both houses of Congress and is awaiting President's signature (BROADCASTING, Dec. 22). Bill authorizes expenditure of federal funds for CPB for next five years in amounts increasing from \$88 million in 1976 to \$160 million by 1980. Funds would be matched with private money CPB raises on its own: one federal dollar for ever \$2.50 in private contributions. Parallel appropriations were stricken from bill due to objections of House Appropriations Committee, and will be provided for in separate legislation later. Appropriations Committee has said, however, it will appropriate funds for no more than three years.

■ **Ratings.** Nielsen prime-time averages season-to-date (first 15 weeks): CBS 19.3, NBC 18.3, ABC 17.9. Fifteenth week alone: CBS 22.9, NBC 15.1, ABC 16.7.

Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-

spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

■ **Sports antiblackout.** Legislation to renew sports antiblackout law, which expires Dec. 31, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22). Conference committee will try again when Congress reconvenes in late January. Current law provides that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

■ **Star stations.** FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been upheld by U.S. Court of Appeals in Washington (BROADCASTING, Dec. 22).

■ **VHF drop-ins.** Last April, FCC adopted inquiry (Docket 20418) into feasibility of dropping up to 83 VHF channels into top 100 markets. Inquiry is result of United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments on economic and technical feasibility of drop-ins have been filed at commission (BROADCASTING, Dec. 15, 22).

■ **Washington Star transfer.** FCC has approved transfer of Washington Star Stations to Texas banker Joe Allbritton, conditioned on his selling WMAL-AM-FM-TV Washington and WLVA(AM) or WLVA-TV Lynchburg, Va., within three years, in order to come into compliance with commission's new crossownership standards (BROADCASTING, Dec. 22). Mr. Allbritton had previously reached deal with some of citizen groups that had opposed Star transfers. FCC at same time dismissed petition of Midwest publisher John McGoff, who sought to block Allbritton transfer in favor of his own offer to purchase *Washington Star* without its broadcast properties. Mr. McGoff has said he will accept FCC decision as final, not appealing to court (see story, this issue).

radio • television • catv • public relations/contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newswweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

flags

OVER 1,000,000 KITS SOLD BY THE MEDIA

3' x 5' Double-Stitched Flag
W/6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Ideal for Bicentennial Promotion

Write or Call Today
For Catalog Sheet
of Bicentennial Items
Immediate Delivery.

ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618/273-3376

free film

FREE LOAN 16mm FILMS

All topics ... entertaining, informative, top quality. Book singly, in packages or series ... you name it. Call us collect for programming assistance.

ASSOCIATION-STERLING FILMS, Ridgefield, N.J.
(201) 943-3855, LaGrange, Ill. (312) 354-7422, Dallas (214) 638-6799, Atlanta (404) 458-6253, Sun Valley, Ca. (213) 767-0200

programming



ONE MOMENT PLEASE® with MORT CRIM

award winning—money making syndicated TV and radio feature

FREE AUDITION
Alcare Communications
collect (215) 687-5767

Maybe ours should be yours.

When you select *KalaMusic*, you'll be able to reach your most affluent market with beautiful music programmed towards adults 18 to 49. That's the market buying the bulk of your clients' products & services.

We know. *KalaMusic* is the same music we use ourselves with a proven track record. Music that has been remarkably effective for us. And it's been successful for other stations in major, medium and small markets.

Write for a free demo tape or call Stephen Trivers or Bill Wertz; collect at 616-345-7121.

KalaMusic

Suite 334
Industrial State Bank Bldg.
Kalamazoo, Mich. 49006



programming (cont'd)

5-minute
Quality advertising programs
Award winning—Time tested
Increasing appeal and popularity
Repeated Renewals

POINT OF LAW DOCTOR'S HOUSE CALL

Broadcast as Public Service
or
Sell to wide range of General Sponsors
Write or Call for Brochure/Audition Tape
SIGNAL PRODUCTIONS, INC.
6223 Selma Avenue • Hollywood, Calif. 90028
Telephone (213) 463-4173

Automation Programming that sounds LIVE!



CONCEPT PRODUCTIONS
CONTEMPORARY M.O.R. • PROGRESSIVE TOP 40
SOFT TOP 40 • FAMILIAR PROGRESSIVE ROCK
5831 Rosebud Lane, Sacramento, CA 95841
phone (916) 331-7407

SET MOOD AND TEMPO AM-FM-TV

Add the final touch to your sound image
Use a custom electronic music package
created for you by:

DAVID SMITH MUSICAL PRODUCTIONS
27 Colonial Hls Pkwy., St. Louis, Mo. 63141
Logos and beds stylized to suit all formats.
Free sample tape. (314) 569-0767 collect

radio drama



The LONE RANGER

The Original
Radio Network Series is
BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, inc.
444 MADISON AVE., NEW YORK 10022 • (212) 759-3232



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Lum & Abner Distributors
1001 SPRING
LITTLE ROCK, ARK. 72202
Phone (501) 376-9292

As compiled by BROADCASTING, Dec. 15 through Dec. 22 and based on filings, authorizations and other FCC actions.

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

New stations

TV applications

■ Owensboro, Ky.—Kentucky State Board of education seeks ch. 19 (500-506 mhz); ERP 648 kw vis., 64.8 kw aur., HAAT 974.5 ft.; ant. height above ground 903 ft. P.O. address: c/o O. Leonard Press, 600 Cooper Dr., Lexington, Ky. 40502. Estimated construction cost \$490,000; first-year operating cost \$35,000. Ann. Dec. 16.

■ Paducah, Jr.—Kentucky State Board of Education seeks ch. 29 (560-566 mhz); ERP 691 kw vis., 69.1 kw aur., HAAT 686 ft. See Owensboro above.

■ Lafayette, La.—Louisiana Educational Television Authority seeks ch. 24 (530-536 mhz); ERP 2128 kw vis., 425.6 kw aur., HAAT 1595 ft.; ant. height above ground 1786 ft. P.O. address: c/o A. Fred Frey, 626 N. 4th St., Baton Rouge 70804. Estimated construction cost \$857,793; first-year operating cost \$272,632. Principals: The LETA owns *WLPB-TV Baton Rouge and *KLTN-TV Monroe, both Louisiana. Ann. Dec. 17.

■ Eufaula, Okla.—Oklahoma Educational Television Authority seeks ch. 3 (60-66 mhz); ERP 100 kw vis., 10 kw aur., HAAT 1307 ft.; ant. height above ground 693 ft. P.O. address: c/o Robert L. Allen, 7403 N. Kelley Ave., Oklahoma City 73114. Estimated construction cost \$816,092; first-year operating cost \$50,000. Legal counsel Cohn & Marks, Washington; consulting engineer Cohen & Dippell. Principals: The OETA is licensee of *KOED-TV Tulsa and *KETA-TV Oklahoma City. Robert L. Allen is Director. Ann. Dec. 12.

■ Park Falls, Wis.—Educational Communications Board, State of Wisconsin, seeks ch. 36 (602-608 mhz); ERP 741 kw vis., 148 kw aur., HAAT 1468 ft.; ant. height above ground 1467 ft. P.O. address: c/o William C. Woods, 732 N. Midvale Blvd., Madison, Wis. 53705. Estimated construction cost \$1,309,250; first-year operating cost \$271,200. Legal counsel Dow, Lohnes and Albertson, Washington; consulting engineer Michael J. Wilhelm. Principal: Paul M. Norton, Assistant Director. Station plans to be part of statewide network. Ann. Dec. 12.

AM applications

■ Medford, Ore.—Rogue Valley Broadcasting Corp. seeks 1300 khz, 5 kw-D. P.O. address: 1601 Serenity Dr., Medford 97501. Estimated construction cost \$42,252; first-year operating cost \$68,760; revenue \$87,360. Format: good music, inspirational. Principals: Marion F. Ravan, Richard K. Mead, J. P. Jones, John W. Sanders and Robert L. Vickers (each 20%). Mr. Ravan is pastor. Mr. Mead owns electrical contractor, real estate firm, and buildings. Mr. Jones owns dress shop and is car salesman. Messrs. Sanders and Vickers own real estate firm. Ann. Dec. 17.

■ Orocovis, Puerto Rico—Radio Sol Broadcasting Corp. seeks 1470 khz, 1 kw-DA-N. P.O. address: Calle Pedro Arroyo No. 10, Orocovis 00720. Estimated construction cost \$43,000; first-year operating cost \$37,600; revenue \$72,000. Format: standard pop, country. Principals: Carlos J. Colon Bentura (36%), Luis Rodriguez Bou (32%) and Ofelia Torres Melendez (32%). Mr. Ventura owns WVZS-FM Vieques, Puerto Rico. Mr. Bou is attorney. Mr. Melendez is mayor of Orocovis and owns retail furniture store. Ann. Dec. 17.

■ Hemphill, Tex.—Sabine Broadcasting Co. seeks 1530 khz, 1 kw-D. P.O. address: c/o Hemphill Drug Co., Drawer E, Hemphill 75948. Estimated construction cost \$51,814; first-year operating cost \$23,000; revenue \$74,910. Format: C & W. Principals: L. H. Adickes and G. C. Winslow Jr. (each 50%), have many different business interests in Hemphill. Ann. Dec. 17.

AM action

■ Sonora, Tex.—Sonora Broadcasting Co. Broadcast Bureau granted 980 khz, 1 kw-D. P.O. address: 16-A E. Beauregard, San Angelo, Tex. 76901. Estimated construction cost \$15,350; first-year operating cost \$45,610; revenue \$72,000. Format: C&W, Spanish. Principals: Walton A. Foster (66.66%) has interest in KIXY-AM-FM San Angelo, Tex. Donald W. Griffith is attorney (BP-19973). Action Dec. 15.

AM starts

■ WYOK Vidalia, Ga.—Authorized program operation on 1000 khz, 1 kw-D. Action Nov. 28.

■ WKYR Burkesville, Ky.—Authorized program operation on 1570 khz, 1 kw-D. Action Dec. 16.

■ KBOZ Bozeman, Mont.—Authorized program operation on 1090 khz, 5 kw-U DA-N. Action Dec. 10.

AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ Clinton, N. C., Sampson Broadcasting Co. (BL-14037); WQWX Mebane, N. C., Radio Mebane-Hillsborough (BL-13799); WEGG Rose Hill, N. C., Jeff B. Wilson and William D. Mills (BL-14011); WPSC Pageland, S. C., Pageland Broadcasting Corp. (BL-13945); and KKSJ Mt. Pleasant, Iowa, Bcst. Co. of Iowa (BL-13841). Action Dec. 16.

FM applications

■ Fresno, Calif.—White Ash Broadcasting Inc. seeks 91.7 khz, 50 kw, HAAT 313 ft. P.O. address: 2994 E. McKenzie, Apt. B, Fresno 93701. Estimated construction cost \$182,229; first-year operating cost \$175,000. Format: educational, music. Principal: Von Wilder Johnson, Technical Director. Ann. Dec. 16.

■ Honolulu, Hawaii—Hawaii Public Broadcasting Authority seeks 91.9 mhz, 100 kw, HAAT-1070 ft. P.O. address: 2350 Dole St., Honolulu 96822. Estimated construction cost \$165,157; first-year operating cost \$144,000. Format: music and drama. Principal: Albert L. Hulsen, Radio Project Director. Ann. Dec. 12.

■ Sioux City, Iowa—Western Iowa Tech Community College seeks 88.1 mhz, 100 kw, HAAT 922.4 ft. P.O. address: 4647 Stone Ave., Sioux City 51102. Estimated construction cost \$270,000; first-year operating cost \$197,000. Format: educational, all forms of music. Principal: Dr. Robert H. Kiser, Superintendent. Ann. Dec. 16.

■ Louisville, Ky.—University of Louisville seeks 90.5 mhz, 35 kw, HAAT 581 ft. P.O. address: 2301 S. 3rd St., Louisville 40208. Estimated construction cost \$236,290; first-year operating cost \$135,462. Format: classical, educational, public affairs. Principal: Mr. G. T. Hawkins, Director, Instructional Communications Center. Ann. Dec. 12.

■ Arnold Md.—Anne Arundel Community College seeks 89.9 mhz, 10 w. P.O. address: c/o Ted Dietz, 101 College Parkway, Arnold 21012. Estimated construction cost \$1,200; first-year operating cost \$500. Principal: Ted Dietz, manager. Ann. Dec. 15.

■ Howell, Mich.—B & H Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 201½ West Grand River, Howell 48843. Estimated construction cost \$73,029; first-year operating cost \$11,500; revenue not given. Format: MOR. Principals: Ann H. Bignell (60%) owns 60% of WHMI(AM) Howell. Bernice C. and Benedict C. Hovel (20% each) are vice presidents of travel bureau. Ann. Dec. 15.

■ Portales, N.M.—Board of Regents, Eastern New Mexico University seeks 88.9 mhz, 50 kw, HAAT 129 ft. P.O. address: S. Ave. N and West 17th St., Portales 88130. Estimated construction cost \$119,297; first-year operating cost \$78,000. Format: public affairs, classical, opera, educational. Principal: Duane W. Ryan, Director of Broadcasting. Ann. Dec. 16.

■ Patterson, N.Y.—Patterson Broadcasting Corp. seeks 105.5 mhz, 1.11 kw, HAAT 460 ft. P.O. address: c/o Mr. Edward Valentine, Top-O-Hill Rd., Wappingers Falls, N.Y. 12590. Estimated construction cost \$107,715; first-year operating cost \$112,900; revenue \$57,375. Format: pop, jazz, classical. Principal: Mr. Wayne Hicklin has land and shopping center interests. Ann. Dec. 11.

■ College Station, Tex.—Texas A & M University seeks 90.3 mhz, 3.21 kw, HAAT 340 ft. P.O. address: c/o Dr. Mel Chastain, Director, ETV, College Station 77840. Estimated construction cost \$92,469; first-year operating cost \$99,135. Format: public affairs, music variety. Ann. Dec. 15.

■ Prairie View Tex.—Prairie View A & M University seeks 89.1 mhz, 50 kw, HAAT 402 ft. P.O. address: Office of the Pres., Prairie View 77445. Estimated construction cost \$191,569; first-year operating cost \$60,800. Format: educational, public affairs, music. Principal: David A. Kirkpatrick, Head, Electronics Department. Ann. Dec. 16.

■ Colchester, Vt.—Vermont Public Radio seeks 89.5 mhz, 1.26 kw, HAAT 2156 ft. P.O. address: 51 Park St., Essex Junction, Vt. 05452. Estimated construction cost \$383,828; first-year operating cost \$243,000. Principal: Ray Diley, Project Manager. Ann. Dec. 16.

■ Charleston, W.Va.—West Virginia Educational Broadcasting Authority seeks 88.5 mhz, 50 kw, HAAT 230 ft. P.O. address: State Bldg., Six, Suite B424, Charleston 25305. Estimated construction cost \$103,594; first-year operating cost \$8,180. This station will be a satellite of WVPB(FM) Beckley, W.Va. Principal: Francis L. Blake, executive secretary. Ann. Dec. 16.

■ Morgantown, W.Va.—West Virginia Board of Regents seeks 90.9 mhz, 3.981 kw, HAAT 1440 ft. P.O. address: c/o C. Gregory Van Camp, Box TV-24, Morgantown 26505. Estimated construction cost \$141,345; first-year operating cost \$108,000. Format: educational, public affairs, cultural. Principal: C. Gregory Van Camp, Director, RTMP. Ann. Dec. 15.

FM actions

■ KCSD Chinle, Ariz.—Broadcast Bureau deleted call letters due to expiration of CP (BPED-1763). Action Dec. 16.

■ Nashville, Ark.—Annie Nell Gathright. Broadcast Bureau granted 105.5 mhz, 3 kw., HAAT 84.6 ft. P.O. address: 1513 S. Fourth, Nashville 37182. Estimated construction cost \$31,418; first-year operating cost \$18,000; revenue \$24,000. Format: C&W/relig./MOR. Principal: Ms. Gathright owns KBHC(AM) Nashville (BPH-9270). Action Dec. 17.

■ Barstow, Calif.—Mojave Valley Broadcasting seeks 94.3 mhz, 3 kw, HAAT—192.6 ft. P.O. address: 29000 Radio Rd., Barstow 92311. Estimated construction cost \$19,697; first-year operating cost not given; revenue none. Format: standard pops. Principals: W. T. Brown (81.8%), Helen V. Long (10.6%) and Harry S. White (7.6%) own KWTC-(AM) Barstow (BPH-9299). Action Dec. 16.

■ KEGH-FM Elk Grove, Calif.—Broadcast Bureau deleted call letters due to expiration of CP (BPED-1720). Action Dec. 16.

■ KAHF Fremont, Calif.—Broadcast Bureau deleted call letters due to expiration of CP and dismissed application for mod. of permit to change frequency (BPED-1806, BMPEd-1274). Action Dec. 16.

■ Providence, Ky.—Tradewater Broadcasting Co. Inc. Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 127, Providence 42450. Estimated construction cost \$61,000; first-year operating cost \$84,228; revenue \$97,800. Principals: B. Douglas Hamby, Jerry P. Rhoads and James C. Zimmerman (each 33 1/3%). Mr. Hamby is former general manager of WOMI(AM)-WBKR-FM Owensboro, Ky. Mr. Rhoads is attorney and owns rental properties. Mr. Zimmerman owns properties, 18% of bank, 33 1/3% of car dealer (BPH-9496). Action Dec. 10.

■ Cape Girardeau, Mo.—Board of Regents of Southeast Missouri State University. Broadcast Bureau granted 90.9 mhz, 10 w, HAAT 100 ft. P.O. address: 900 Normal, Cape Girardeau, Mo. 63701. Estimated construction cost \$14,135; first-year operating cost not

given. Principal: Dr. Mark F. Scully, president (BPED-2011). Action Dec. 11.

■ Kinston, N.C.—Smiles of Lenoir. Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 622, Fayetteville, N.C. 28302. Estimated construction cost \$58,600; first-year operating cost \$48,000; revenue \$70,000. Format: gospel, religious. Principals: Norman J. Suttles (32%), et al. Some stockholders of Smiles of Lenoir also have interest in WFSB(AM) Spring Lake, WISF(AM) Kingston, WSML(AM) Graham and WRNC(AM) Raleigh, all North Carolina (BPH-9477). Action Dec. 9.

■ Chillicothe, Ohio—Triplett Broadcasting's application dismissed at request of Triplett's attorney (BPH-9361). Ann. Dec. 17.

■ *York, Pa.—York College of Pennsylvania. Broadcast Bureau granted 88.1 mhz, 10 w. P.O. address: Country Club Rd., York, Pa. 17405. Estimated construction cost \$3,935; first-year operating cost \$9,750. Principal: Ray A. Miller, pres. (BPED-2023). Action Dec. 16.

■ Orem, Utah—Morris J. Jones. Broadcast Bureau granted 107.1 mhz, 3 kw, HAAT minus 603 ft. P.O. address: Box 458, Bountiful, Utah 84010. First-year operating cost \$25,652; revenue \$60,000. Format: adult contemporary. Principal: Morris J. Jones is regional manager for electronics corporation and owns rental property, real estate development and ranch (BPH-9430). Action Dec. 16.

Broadcast Bureau granted following CP modification to extend completion time to date shown:

■ KUDD Las Vegas, May 14, 1976 (BMPH-14678). Action Dec. 12.

FM starts

■ *KNCC Tsile, Ariz.—Authorized program operation on 91.9 mhz, TPO 10 w. Action Dec. 10.

■ KFKZ Greeley, Colo.—Authorized program operation on 96.1 mhz, ERP 100 kw, HAAT 660 ft. Action Dec. 12.

■ WVOH-FM Hazelhurst, Ga.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 230 ft. Action Dec. 9.

■ WRMS-FM Beardstown, Ill.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 10.

■ WHOW-FM Clinton, Ill.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 10.

■ *WTRZ Springfield, Mass.—Authorized program operation on 89.1 mhz, TPO 10 w. Action Dec. 12.

■ KJDF-FM Beeville, Tex.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 12.

■ *KSME Manti, Utah—Authorized program operation on 90.7 mhz, TPO 10 w. Action Dec. 17.

■ WTSA-FM Brattleboro, Vt.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 170 ft. Action Dec. 8.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WXKY Fairmont, N.C., Carolinas Broadcasting Co., (BLH-6759); WPUB-FM Camden, S.C., Kershaw County Broadcasting Co., (BLH-6568); WCIG Mullins, S.C., The Mullins & Marion Broadcasting Co. (BLH-6654); WCPL Pageland, S.C., Robert Broadcasting (BLH-6602); WSCQ West Columbia, S.C., Congaree Broadcasters (BLH-6743); KSTA-FM Coleman, Tex., Robert L. Griffiths and Theo M. Griffiths (BLH-6495); *WBMU-FM Asheville, N.C., Greater Asheville Educational Radio Association (BLED-1386); *WUNF-FM Asheville, N.C., The University of North Carolina at Asheville (BLED-1428); *WVMH-FM Mars Hill, N.C., Mars Hill College (BLED-1398); and WMPR Sumter, S.C., South Carolina Educational Television Commission (BLED-1429). Action Dec. 16.

Ownership changes

Applications

■ KFIG(FM) Fresno, Calif. (101.1 mhz, 50 kw)—Seeks assignment of license from Universal Broadcasting Co. to Kadota Wireless Co. for \$525,000. Buyer: James M. Bannan, Stephen G. Courtney and J. Patrick Lannan Jr. (each 23.8%), William M. Holmberg (14.4%), et al. Mr. Bannan is account executive at

Summary of broadcasting

FCC tabulations as of Nov. 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,426	3	30	4,459	50	4,509
Commercial FM	2,698	0	54	2,752	126	2,878
Educational FM	760	0	39	799	61	860
Total Radio	7,885	3	123	8,010	237	8,247
Commercial TV	700	1	8	709	49	758
VHF	509	1	3	513	7	520
UHF	191	0	5	196	42	238
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	929	10	22	961	64	1,025

KIQQ-FM Los Angeles. Mr. Courtney is vice president and sales manager at Los Angeles radio representative firm. Mr. Lannan is shareholder in mineral development and investment companies. Mr. Holmberg is sales manager at KBAY-FM San Francisco. Ann. Dec. 22.

■ WIAD(AM) Jacksonville, Fla. (1530 khz)—Seeks assignment of CP from Integrated Broadcasting Co. to CLW Broadcasters for reimbursement of expenses. Buyer: CLW Broadcasters is owned by AMG International, non-profit New Jersey corporation. CLW also owns WSCW South Charleston, W.Va. Ann. Dec. 22.

■ WQYK Tampa, Fla. (1110 khz, 10 kw-D, DA)—Seeks assignment of license from Sun Coast Radio to Forus Communications for \$350,000. Buyer: Simon Rosen and Lind Carl Both (each 25%); Stan Raymond, Dominick Imbomone, Anthony J. Maisano and Jay Lee Fredman (each 12.5%); have no broadcast interests. Ann. Dec. 22.

■ WLAW(AM) Lawrenceville, Ga. (1360 khz, 1 kw-D)—Seeks transfer of control of Radio Gwinnett from Estate of S.B. McGarity to Robert J. McGarity and Jean M. Gradick. Consideration: none. Principals: Mr. McGarity is station manager of WLAW. Ann. Dec. 22.

■ WLOB(AM) Portland, Me. (1310 khz, 5 kw)—Seeks assignment of license from Adams-Russell Co. to WLOB Inc. Consideration: \$600,000. Buyer: Michael E. Schwartz and Donald L. Wilks own WTYM(AM) East Longmeadow-WAQY(FM) Springfield, Mass.; WRQK(FM) Greensboro, N.C.; CP for WRQN(FM) Westbrook, Me.; and have interests in WPET(AM) Greensboro. Ann. Dec. 22.

■ WVLC-AM-FM Orleans, Mass. (AM: 1170 khz, 1 kw, DA-D; FM: 104.7 mhz, 50 kw)—Seeks transfer of control of Seashore Broadcasting Co. from Ralph B. Hunter et al. (57.9% before; none after) to Howland B. Jones Jr. (19.08% before; 77% after). Consideration: \$140,100. Ann. Dec. 16.

■ WDHK(FM) Wilmington, Ohio (102.3 mhz, 3 kw)—Seeks assignment of license from Clinton County Broadcasting Corp. to Clinton County Radio for assumption of \$80,000 in liabilities. Buyer: Richard Jones and William Jeffery own WCBT(AM) Roanoke Rapids, N.C. Ann. Dec. 16.

■ KBUY-FM Fort Worth (93.9 mhz, 100 kw)—Seeks assignment of license from John B. Walton Jr. to Latin American Broadcasting Co. Consideration: \$450,000. Buyer: Marcos A. Rodriguez, Nicolas Soto and Aida M. Morosini have no broadcast interests. Mr. Rodriguez is general manager of KBUY-FM. Ann. Dec. 16.

■ KRKO(AM) Everett, Wash. (1380 khz, 5 kw)—Seeks transfer of control of Everett Broadcasting Co. Inc. from William R., William Jr. and Norman F. Taft to Radion Broadcasting Inc. Consideration: \$850,000 including covenant not to compete. Buyer: Jon H. Marple (35%), James F. Hadlock (35%), and Trans Universal Investment Co. of Los Angeles (28%), et al. Messrs. Marple and Hadlock own Queen Mary Productions, California cable program producer. Mr. Marple is also Washington communications attorney. Ann. Dec. 16.

Actions

■ WENN-AM-FM Birmingham, Ala. (AM: 1320 khz, 5 kw-D; FM: 107.7 mhz, 58 kw)—FCC granted assignment of license from Frank S. Blackford, receiver to Booker T. Washington Broadcast Service for \$650,000. Station is being sold for benefit of creditors. Buyers: A.G. Gastor St. (50.1%) owns majority of A.G. Gaston Corp., which is holding company for insurance company, real estate, motel, senior citizens home, cemetery and funeral home. Louis J. Willie (49.9%) owns small interest in same corporation (Doc. 19874). Action Dec. 10.

■ KBTA(AM) Batesville, Ark. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of White River Valley Broadcasters from J.F. Alice and J.F. Higginbottom Jr. (100% before; none after) to T.G. Vinson, Roy A. Henderson and T. Andrew Vinson (none before; 100% after). Consideration: \$465,000. Principals: Tom Vinson (20%) is executive vice president of bank in Batesville. He also has interest in other bank and motel. Mr. Henderson (40%) is station manager of KBTA. T. Andrew Vinson (40%) is employee of bank in Batesville (BTC-7865). Action Dec. 12.

■ KWIP(AM) Merced, Calif.—Broadcast Bureau granted transfer of control of K.W.I.P. Broadcasting Inc. from Keith L. Stine (50% before, none after) to Glenn H. Hilmer (50% before, 100% after). Consideration: \$10,000 (BTC-7895). Action Dec. 10.

■ WGCH(AM) Greenwich, Conn. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted acquisition of positive control of Greenwich Broadcasting Corp. from estate of Charles W. Pettengill to George C. Stevens. Consideration: \$71,900 (BTC-7903). Action Dec. 17.

■ WPOM(AM) Riviera Beach, Fla. (1600 khz, 1 kw DA-N)—Broadcast Bureau granted acquisition of positive control of Riviera Broadcasting Corp. by Eugene Bartoli (33.3% before, 66.7% after) thru purchase of stock from Helen M. Kane, Executrix of estate of Richard C. Kane (33.3% before, none after). Consideration: \$25,000 (BTC-7894). Action Dec. 10.

■ WILZ(AM) St. Petersburg Beach, Fla. (1590 khz, 1 kw-D, DA)—Broadcast Bureau granted assignment of license from Millbeck Broadcasters to Rolyn Communications for \$67,000 plus assumption of \$197,704 of accounts and notes payable. Sellers: Arthur N. Millman and Morris Millman have no other broadcast interests. Buyers: Robert T. Mach (75%) has interest in steel production company. Jake E. Danzey (25%) owns restaurant and is former general manager of WTMP(AM) Tampa, Fla. (BAL-8522). Action Dec. 10.

■ KPUA(AM) Hilo, Hawaii (970 khz, 5 kw)—Broadcast Bureau granted assignment of license from Hefel Radio-Hilo to Aloha Broadcasting Co. for \$230,000. Seller: Cecil and Joyce Hefel, controlling stockholders in KPUA, also control stock of KGMB-AM-TV Honolulu, KMAU-TV Maui, KPTV-TV Hilo, KGMQ(FM) Honolulu, KEZK(FM) St. Louis, WKQT(AM) and WSHH(FM) Pittsburgh, and WHYI(FM) Ft. Lauderdale, Fla. Buyer: Thomas C. Reed Jr. (50%) is part-owner of office furniture dealership. Richard P. McKee (50%) is general manager of KOB(FM) Albuquerque, N.M., and county commissioner in New Mexico (BAL-8544). Action Dec. 17.

■ WWCM-AM-FM Brazil, Ind. (AM: 1130 khz, 500 w-DA-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Clay County Broadcasting Co. to WWCM Inc. for \$550,000. Seller: Albert Tedesco, principal stockholder, has interest in KTCR-AM-FM Minneapolis, KDUZ-AM-FM Hutcheson, Minn. and WEXY(AM) Oakland Park, Fla. Buyer: WWCM Inc. is subsidiary of Hausman Broadcasting Corp., licensee of WTOY(AM) Roanoke, Va. Barry L. Hausman is president (BAL-8526). Action Dec. 10.

■ KDMO(AM)-KRKG(FM) Carthage, Mo. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Carthage Broadcasting Co. to Carthage Broadcasting Co. Inc. (BAL-8563, BALH-2210). Action Dec. 10.

■ KXTR(FM) Kansas City, Mo. (96.5 mhz, 90 kw)—Broadcast Bureau granted assignment of license from Synthesound Broadcasting Association to Robert P. Ingram for \$350,000 plus broadcast time to Church of Jesus Christ of Latter Day Saints. Seller: Gerald L.

Daugherty, president. Buyers: Mr. Ingram, doing business as KXTR Inc., owns KBEA(AM) Mission, Kan. and has extensive real estate interests in Kansas City (BALH-2186). Action Dec. 10.

■ **KSIS-AM-FM** Sedalia, Mo. (AM: 1050 khz, 1 kw-D; FM: 92.1 mhz, 2.65 kw)—Broadcast Bureau granted assignment of licenses from Yates Broadcasting Co. to Carl Wesley Yates Jr. for \$37,240. Mr. Yates was already part owner of Yates Broadcasting (BAL-8543, BALH-2200). Action Dec. 10.

■ **WSNY(AM)** Schenectady, N.Y. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio WSNY/1240 Inc. to Wavlon Communications for \$169,000. Sellers: Enrico Frank Bove and Frank A. Bove have interest in WGOM(AM)-WMRI(FM) Marion, Ind. Enrico Bove also has interest in applicant for FM in Brownsville, Tex. along with Henry Valentino. Buyers: James D. Walsh (23%), Glen Von Calio (23%), Bruce Jackson (20%) et al. are manager of semipro basketball team, announcer for WPTF(AM) Albany, N.Y. and student, respectively (BAL-8477). Action Dec. 10.

■ **WVOT-AM-FM** Wilson, N.C. (AM: 1420 khz, 1 kw-D, 500 w-N; FM: 106.1 mhz, 23 kw)—Broadcast Bureau granted assignment of license from Wilson Radio Co. to Century Communications for \$235,000. Seller: H.W. Severance, vice president, has no other broadcast interests. Buyers: Wade H. Hargrove (32.5%), Wade M. Smith, Roger W. Smith and J. Harold Tharrington (each 22.5%) are partners in law firm (BAL-8520). Action Dec. 10.

■ **WGLX(AM)-WOLX(FM)** Galion, Ohio (AM: 1570 khz, 500 w-DA-D; FM: 102.3 mhz, 3 kw)—FCC granted assignment of license from Radio Galion to Maumee Valley Broadcasting for \$166,550. Seller: Joseph Billow, president, has no other broadcast interests. Buyers: Harold R. Malone and C. Richard McBroom (50% each) own WNDH(FM) Napoleon, Ohio. Action Dec. 16.

■ **WGFT(AM)** Youngstown, Ohio—Broadcast Bureau granted assignment of CP from Media Inc. to WGFT Inc. for \$39,918. Sellers: Myron J. Nadler and Bert Udell (50% each) have no other broadcast interests. Buyers: Emil Koledin et al. Mr. Koledin has contracting corporation, engraving company and real estate interests in Youngstown (BAP-835). Action Dec. 12.

■ **KLEC(AM)** Oklahoma City (800 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Carroll Boyington & Son Electric to Bott Broadcasting Co. for \$284,424. Seller: Mr. Boyington has no other broadcast interests. Buyers: Richard P. and Sherley E. Bott (100% jointly) own KCCV(AM) Independence, Mo. (BAL-8485). Action Dec. 15.

■ **WCHA(AM)-WCHM(FM)** Chambersburg, Pa. (AM: 800 khz, 1 kw-D; FM: 95.1 mhz, 2.8 kw)—Broadcast Bureau granted transfer of control of Chambersburg Broadcasting Co. from John S. Booth, trustee for John S. Booth (living trust) (71% before; 42.5% after) to his children, John S. Booth III, Thomas E. Booth and Harriett D. Booth, custodian for Margaret A. Booth. Consideration: none (BTC-7873). Action Dec. 10.

■ **WILK(AM)** Wilkes-Barre, Pa. (980 khz, 5 kw-D, 1 kw-N, DA-N)—Broadcast Bureau granted acquisition of negative control of Wyoming Valley Broadcasting Co. by Mitchell and Janet M. Jenkins (50%) and Roy E. and Mary M. Morgan (50%) thru purchase of stock from Edna W. Morgan. Consideration: \$150,150 (BTC-7906). Action Dec. 16.

■ **WSSC(AM)** Sumter, S.C. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Radio Sumter Inc. from C. Edward Damron to C. Edward Damron and Laura Kathryn C. Damron (BTC-7893). Action Dec. 10.

■ **KFWD(FM)** Fort Worth (102.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from KFWD to Southern FM for \$1,800,000. Sellers: Tom F. (40%), Stanley (20%) and Michael Marsh (20%) and Estelle Marsh Watlington (10%) own KVII-TV Amarillo, Tex. John S. Tyler (10%) has no other broadcast interests. Buyer: Southern FM is subsidiary of Southern Broadcasting Co., John G. Johnson, president. It has extensive broadcast interests including WKIX(AM)-WYYD(FM) Raleigh, N.C., KULF(AM) Houston, WEZI(FM) Memphis and WGHP-TV High Point, N.C. (BALH-2178). Action Dec. 10.

■ **KCOH(AM)** Houston, (1430 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Call of Houston Inc. from Dorothy Meeker, executrix of estate of Robert C. Meeker (100% before, none after)

to KCOH Inc. (none before, 100% after). Consideration: \$1,100,000 plus real estate option. Principals: John B. Coleman, M.D., Michael P. Petrizzo (both 30%) et al. Dr. Coleman directs and owns stock in Greater Houston CATV; Mr. Petrizzo is VP and general manager of KCOH (BTC-7451). Action Dec. 10.

■ **KBRC(AM)** Mount Vernon, Wash. (1430 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Beckley Radio Co. to W.D. Radio Co. for \$500,000. Sellers: Leo H. and Louise L. Beckley have no other broadcast interests. Buyers: George B. Dewey (50%) is CPA with interest in real estate company. Edward J. Watson Jr. (50%) also has interest in real estate company and is manager of operations and stockholder in foundry sand and fertilizer company (BAL-8513). Action Dec. 10.

■ **KOJO(AM)-KIOZ(FM)** Laramie, WY(AM) Sheridan and new AM Green River, all Wyoming—Broadcast Bureau granted acquisition of positive control of Wycom Corp. by William R. Sims (48.1% before, 50.5% after) thru purchase of stock from Stephen H. Broomell (4.7% before, none after). Consideration: \$24,300. Other owners acquired rest of Mr. Broomell's stock (BTC-7887). Action Dec. 10.

Facilities changes

TV action

■ ***KWSU-TV** Pullman, Wash.—Broadcast Bureau granted mod. of CP to make changes in ant. structure; change ant. height to 1340 ft.; and extend completion date to June 12, 1976 (BMPET-845, BMPET-851). Action Dec. 12.

TV start

■ Following station was authorized program operating authority for changed facilities on date shown: ***WMFE-TV** Orlando, Fla. (BMPET-840) Nov. 28.

AM applications

■ **KCGS** Marshall, Ark.—Seeks CP to increase daytime power to 5 kw. Ann. Dec. 15.

■ **KSIR** Estes Park, Colo.—Seeks CP to increase daytime power to 1 kw, change trans. location and type trans. Ann. Dec. 15.

■ **WBAF** Barnesville, Ga.—Seeks CP to increase daytime power to 1 kw. Ann. Dec. 17.

■ **WMCL** McLeansboro, Ill.—Seeks CP to increase daytime power to 5 kw-DA. Ann. Dec. 17.

■ **WTHE** Mineola, N.Y.—Seeks CP to delete CH operation. Ann. Dec. 19.

■ **WBT** Charlotte, N.C.—Seeks CP to make changes in nighttime MEOV's. Ann. Dec. 17.

■ **WALD** Walterboro, S.C.—Seeks CP to increase ant. height by 120 ft. Ann. Dec. 17.

■ **KDFL** Sumner, Wash.—Seeks CP to change trans. and studio location. Ann. Dec. 19.

AM actions

■ **KZUL** Parker, Ariz.—Broadcast Bureau granted CP to increase power to 2.5 kw, install trans.; conditions (BP-20042). Action Dec. 11.

■ **KBJT** Fordyce, Ark.—Broadcast Bureau granted CP to change ant.-trans. location to 1.48 miles SW of P.O. Fordyce; remote control permitted; conditions (BP-20151). Action Dec. 16.

■ **KGRB** West Covina, Calif.—Broadcast Bureau granted CP to increase power to 500 w.; make changes in directional ant. system (BP-17251). Action Dec. 15.

■ **WOZN** Jacksonville, Fla.—Broadcast Bureau granted CP to increase power to 500 w.; make changes studio location and operate trans. by remote control from 4505 Brentwood Ave., Jacksonville (BRC-3804). Action Dec. 12.

■ **KOZY** Grand Rapids, Minn.—Broadcast Bureau granted CP to change frequency to 1320 khz; change power to 5 kw-U; install directional ant. system; change trans. location to 4 miles SE of Grand Rapids (BP-19864). Action Dec. 12.

■ **WHVN** Charlotte, N.C.—Broadcast Bureau granted mod. of license covering change of studio location to 5726 N. Tryon Street, Charlotte (outside city limits) and operate trans. by remote control from main studio location (BML-2565). Action Dec. 11.

■ **WCUE** Cuyahoga Falls, Ohio—Broadcasting Bureau granted mod. of license covering change of

studio location to 1675 State Rd., Cuyahoga Falls, and operate trans. by remote control from studio location (BRC-3800). Action Dec. 12.

■ **WIXC** Fayetteville, Tenn.—Broadcast Bureau granted mod. of license covering change of studio location to approximately 4 miles south of city on U.S. Highways 231 and 431 and establish remote control (BML-2562). Action Dec. 16.

■ **KSEY** Seymour, Tex.—Broadcast Bureau granted mod. of license covering change of hours of operation from specified hours to unlimited (BML-2566). Action Dec. 11.

■ **WPED** Crozet, Va.—Broadcast Bureau granted CP to increase daytime power to 500 w, remote control permitted (CP-19921). Action Dec. 12.

■ **WAKX** Superior, Wis.—Broadcast Bureau granted CP to increase daytime power to 1 kw (BP-19988). Action Dec. 12.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WBVP** Beaver Falls, Pa. (BP-19,761), Dec. 4; **WJBQ** Westbrook, Me. (BP-19,736), Dec. 3; **WJRI** Lenoir, N.C. (BP 19,915), Dec. 8; **KBOY** Medford, Ore. (BP-19,881), Dec. 17; **WMMMM** Westport, Conn. (BP-19,708), Dec. 11.

FM applications

■ **WWBA-FM** St. Petersburg, Fla.—Seeks CP to change trans. location, studio and remote control to 94th Ave. North at San Martin; install new trans. and ant.; change TPO and HAAT: 615 ft. Ann. Dec. 18.

■ **KICB** Fort Dodge, Iowa—Seeks CP to change frequency to 88.9 mhz. Ann. Dec. 16.

■ **WJJW** North Adams, Mass.—Seeks CP to change frequency to 91.1 mhz. Ann. Dec. 16.

■ ***KLUM-FM** Jefferson City, Mo.—Seeks CP to change trans. location to Lincoln University Farms, 2 miles south of main campus near Greenberry Rd.; install new trans. and ant.; change TPO; ERP: 40 kw; HAAT: 475.75 ft. Ann. Dec. 15.

■ ***KSOR** Ashland, Ore.—Seeks CP to change trans. location to Mt. Baldy, 6.2 miles from Ashland city limits; change studio location to Central Hall, Southern Oregon State College, Ashland; install new trans. and ant.; change TPO; ERP: 1.966 kw; HAAT: 1,336 ft. Ann. Dec. 15.

■ ***KUT-FM** Austin, Tex.—Seeks CP to change frequency to 90.5 mhz; change trans. location to 2 miles NW of trail of Madrones Rd., Austin; install new trans. and ant.; change TPO, ERP: 100 kw, HAAT: 957.7 ft. Ann. Dec. 22.

■ ***KSYM-FM** San Antonio, Tex.—Seeks CP to change frequency to 90.1 mhz. Ann. Dec. 22.

■ **WHEZ** Huntington, W. Va.—Seeks CP to change trans. location to Parker's Ridge Rd., Union District; change studio location to 3570 Skyview Dr., Huntington; install new ant.; change TPO, ERP: 9 kw, HAAT: 1000 ft. Ann. Dec. 18.

FM actions

■ **WGMS-FM** Washington—Broadcast Bureau granted mod. of license covering change of studio location to 11300 Rockville Pike, North Bethesda, Md. (outside city limits) at proposed AM site (BMLH-525). Action Dec. 12.

■ **WKWL** Belvidere, Ill.—Broadcast Bureau granted CP to change trans. and studio location to Cherry Valley Shopping Mall, Cherry Valley, Ill.; install new trans.; make changes in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BPH-9544). Action Dec. 12.

■ ***WIAN** Indianapolis—Broadcast Bureau granted CP to change trans. location to 79th St. and Township Line Rd., Indianapolis; install new ant.; make changes in ant. system, add circular polarization; ERP 10 kw (H&V); ant. height 560 ft. (H&V); remote control permitted; condition (BPED-2017). Action Dec. 16.

■ **KIKK** Davenport, Iowa—Broadcast Bureau granted CP to install new trans.; ERP 100 kw; ant. height 760 ft; condition (BPH-9316). Action Dec. 11.

■ ***WRBB** Boston—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (BPED-2109). Action Dec. 12.

■ **WITW** Cadillac, Mich.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 1.35 kw (H&V); ant. height 430 ft. (H&V); remote control permitted (BPH-9693). Action Dec. 11.

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCEE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCEE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20008
(301) 827-8725
(301) 384-5374
(202) 223-4664
Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 400
1730 M St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4396
Member AFCEE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCEE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCEE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906 - 36th Ave.
Seattle, Washington 98122
(206) 324-7860

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers
8934 A N. UNIVERSITY PEORIA, ILLINOIS 61614
(308) 692-4233

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

P. H. LEE ASSOCIATES, INC.
Over 36 Years in Communications
And Broadcast Engineering
AM-FM-TV Frequency Measurements
P.O. Box 1575
Thousand Oaks, Calif. 91360
(805) 492-5055 (213) 889-7769

JOHN F. X. BROWNE & ASSOCIATES, INC.
TELECOMMUNICATIONS
CONSULTANTS/ENGINEERS
25 West Long Lake Road
BLOOMFIELD HILLS, MICH. 48013
Tel (313) 642-6226 TWX (810) 232-1663
Member AFCEE

RALPH E. EVANS ASSOCS.
Consulting Telecommunications
Engineers
AM-FM-TV-CATV-ITFS
3500 North Sherman Blvd.
MILWAUKEE, WISCONSIN 53216
Phone: (414) 442-4210
Member AFCEE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

SWAGER TOWER CORPORATION
TALL TOWER SPECIALISTS
Box 656, Fremont, Indiana 46737
219-495-5165

■ ***WRSF** Miamisburg, Ohio—Broadcast Bureau dismissed CP to change frequency to 89.1 mhz (ch. 206) (BPED-2008). Action Dec. 16.

■ **WCAD-FM** San Juan, P. R.—Broadcast Bureau granted mod. of license covering change of studio location to approximately 5.35 miles NW of Caguas atop Cerro Mountain, near Caguas, P. R. (BMLH-527). Action Dec. 12.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KRSP-FM** Salt Lake City (BPH-8895), Dec. 12; **WBLY-FM** Springfield, Ohio (BPH-8911), Dec. 11; **WKIR** Jackson, Tenn. (BPH-9277), Dec. 16; **WSMI-FM** Litchfield, Ill. (BPH-9264), Dec. 17; ***KALW** San Francisco (BPED-1512), Dec. 3; **WZYQ** Frederick, Md. (BPH-9373), Dec. 10; **WLIP-FM** Kenosha, Wis. (BPH-9612), Dec. 4; **KJAX** Stockton, Calif. (BPH-9266), Dec. 10; **WSRW-FM** Hillsboro, Ohio (BPH-9219), Dec. 8.

In contest

Designated for hearing

■ ***WXPN(FM)** Philadelphia, **renewal proceeding**: Trustees of University of Pennsylvania (Doc. 20677)—FCC designated application for hearing. Action Dec. 18.

Case assignment

Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignment on date shown:

■ **Monticello, N.Y., FM proceeding**: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—Designated ALJ John H. Conlin to preside. Action Dec. 15.

Joint agreement

■ **Lakewood, Wash., AM proceeding**: Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—ALJ Frederick W. Dennison denied joint petition for declaratory ruling and partial summary decision, seeking ruling to reimburse Owens upon approval of joint agreement; and dismissed application of Dale A. Owens with prejudice; ordered Owens to remain party for reasons stated; required notification in ten days as to whether hearing is required on section 1.65 issue against Owens; and waived five-day rule with respect to joint agreement. Action Dec. 16.

Rulemaking

Actions

■ FCC instructed staff to prepare for later release new rules to further curtail amount of allowable program duplication carried on both AM and FM radio stations owned by same licensee and located in same local area. Effective January 1, 1977, program duplication will be limited to 25 percent for all stations if either AM or FM facility is licensed to city with population of more than 100,000 and duplication will be limited to 50 percent if either AM or FM station is licensed to city with population of more than 25,000 but not more than 100,000. Effective January 1, 1979, allowable amount of duplication in 25,000-100,000 category will drop to 25 percent. (Doc. 20016) Action Dec. 18.

■ FCC revised its guidelines for ascertainment of community problems by commercial broadcast renewal applicants to provide a simplified procedure by which these applicants can carry out their required ascertainment of community problems and needs on a continuous basis. Under new guidelines, Commission eliminated requirement that applicant compile compositional survey, and instead will require licensees to maintain, in their public files, a listing of certain demographic aspects of city of license including total population figures, and numbers and proportions of males, females, minorities, youth and elderly in community. Commission also compiled list of structural and institutional elements common to most communities. Licensee will be required to interview leaders from each of elements on this checklist unless it can show an element is not present in its community (Doc. 19715). Action Dec. 15.

■ FCC turned down request for interpretative ruling on proposal filed by nonprofit organizations engaged in assisting in production of public access programming on cable systems. The New York City organization, Open

Call letters

Applications

Call	Sought by
New TV	
WRHT	Wolverine-Morningstar Broadcasting, Ann Arbor, Mich.
New AM	
WVNH	Salem Broadcasting Co., Salem, N.H.
New FM's	
*WBPR	Barrington Community Unit School District 220, Barrington, Ill.
*WSDH	Sandwich Massachusetts Public Schools, Sandwich, Mass.
*WLNK	Golden Triangle Educational Media Corp., Columbus, Miss.
Existing AM's	
WKYD	WCTA Andalusia, Ala.
WXVI	WAPX Montgomery, Ala.
KIKS	KALN Iola, Kan.
Existing FM's	
WOHQ	WCTA-FM Andalusia, Ala.
KOMQ	KGMQ Honolulu
WXTR-FM	WSMD-FM La Plata, Md.

Grants

Call	Assigned to
New AM's	
WTNL	Redsville Broadcasting Corp., Redsville, Ga.
WOOZ	Waccamaw Broadcasting Co., Whiteville, N.C.
WJWD	Lebanon Valley Radio, Lebanon, Pa.
New FM's	
*KMXT	Kodiak Public Broadcasting Corp., Kodiak, Alaska
*KSUT	KUTE Inc., Ignacio, Colo.
*WCIE	Evangel Christian School, Lakeland, Fla.
KOSN-FM	KTRF Radio Corp., Thief River Falls, Minn.
KSCF	Florissant Broadcasting Co., Florissant, Mo.
Existing AM's	
WNUS	WTXL West Springfield, Mass.
WSCW	WRDS South Charleston, W. Va.
Existing FM's	
WXLE	WARI-FM Abbeville, Ala.
KZZQ	KLEB-FM Golden Meadow, La.
WNMU-FM	WNMR Marquette, Mich.
KWEB-FM	KNCV Rochester, Minn.
WFJA	WWGP-FM Sanford, N.C.
WLTV	WCNW-FM Fairfield, Ohio
WKSA-FM	WISA-FM Isabela, Puerto Rico
WZXR	WREC-FM Memphis
WKEZ	WTAR-FM Norfolk, Va.
WSCW	WRDS South Charleston, W. Va.

Channel, sought Commission ruling that cable systems could meet their public access obligations by contributing to funding of separate community entity designed to aid members of public in developing and producing public access programming. Action Dec. 9.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 16 (stations listed are TV signals proposed for carriage):

■ **Ajo Television Service Co.**, Ajo, Ariz. (CAC-05857): Requests certification of existing operations.

■ **Teleservice Co.** of Wyoming Valley, 115 S. Main St., Wilkes-Barre, Pa. 18701 for Sugar Notch borough, Pa. Courtdale borough, Pringle borough, Pa. (CAC-05858, 9, 60): **WBRE-TV** Wilkes-Barre, Pa.; **WDAU-TV**, **WNEP-TV**, **WVIA-TV**, Scranton, Pa.; **WNEW-TV**, **WOR-TV**, **WPIX**, New York.

■ **Platte County Communications Co.**, Route 27, Kansas City, Mo. 64152 for Parkville, Mo. (CAC-05861): **KBMA-TV**, **KMBC-TV**, **WDAF-TV**, **KCMO-TV**, **KCPT**, Kansas City, Mo.; **KQTV** St. Joseph, Mo.; **KTWU** Topeka, Kan.; **KPLR-TV** St. Louis.

■ **Border Area Cable TV** for Baudette, Minn. (CAC-95844): Add **KGFE** Grand Forks, N.D.

■ **Wells TV** for Wells, Nev. (CAC-05845): Add **KTVU** Oakland, Calif.

■ **Deerfield Cable Systems**, Box 15, 128 Mountain Rd., Greenfield, Mass. 01301 for Bernardston, Mass. (CAC-05846): **WRLP** Greenfield, Mass.; **WCDC** Adams, Mass.; **WGBY-TV**, **WWLP**, **WHYN-TV**, Springfield, Mass.; **WGBH-TV**, **WBZ-TV**, **WCVB-TV**, **WSBK-TV**, Boston; **WEKW-TV** Keene, N.H.; **WFSB-TV** Hartford, Conn.

■ **Georgia Cablevision Corp.** for Atlanta, Fulton County (unincorporated areas of), and DeKalb county (unincorporated areas of), Ga. (CAC-05847, 8, 9): Add **WRIP-TV** Chattanooga; **WRET-TV** Charlotte, N.C.

■ **Cablevision of Pennsylvania**, 215 W. Main St., Norristown, Pa. 19401 for West Conshohocken (borough of), Pa. (CAC-05862): **KYW-TV**, **WCAU-TV**, **WPVI-TV**, **WPHL-TV**, **WTAF-TV**, **WUHY-TV**, Philadelphia; **WKBS-TV** Burlington, N.J.; **WLVT-TV** Allentown, Pa.; **WHYY-TV** Wilmington, Del.; **WOR-TV**, **WPIX**, New York.

■ **Dean's Cable Communications Co.**, c/o Dean Misegadis, 611 Main St., La Crosse, Kan. 67548 for McCracken, Kan. (CAC-05863): **KCKT** Great Bend, Kan.; **KAYS-TV** Hays, Kan.; **KTVH** Hutchinson, Kan.; **KUPK-TV** Garden City, Kan.

■ **Liberty TV Cable**, Oklahoma (borough of), Pa. (CAC-05864): Requests certification of existing operations.

■ **Lake Charlevoix Cable TV** for Charlevoix, Mich. (CAC-05850): Requests certification of existing operations.

■ **Potomac Valley Television Co.** for Paw Paw, W. Va. (CAC-05851): Add **WMAR-TV** Baltimore; **WHAG-TV**, **WWPB-TV**, Hagerstown, Md.; **WMAL-TV**, **WDCA-TV**, Washington; and delete **WRC-TV** Washington.

■ **Yukon Cablevision** for Yukon, Okla. (CAC-05852): Add **KBMA-TV** Kansas City, Mo.

■ **El Reno Cablevision** for El Reno, Okla. (CAC-05853): Add **KBMA-TV** Kansas City, Mo.

■ **Perry Cablevision** for New Lexington, Ohio (CAC-05854): Add **WCHS-TV** Charleston, W. Va.

■ **Battlefield Cablevision** for Catoosa county (portions near Ft. Oglethorpe), Ga. (CAC-05855): Requests certification of existing operations.

■ **Powhatan Point Cable Co.**, Box 67, Powhatan Point, Ohio 43942 for Colerain township, Ohio (CAC-05856): **WTRF-TV** Wheeling, W. Va.; **WSTV-TV** Steubenville, Ohio; **KDKA-TV**, **WTAE-TV**, **WQED**, **WPGH-TV**, Pittsburgh; **WOUC-TV** Cambridge, Ohio.

Certification actions

■ **Rogers, Ark., Rogers TV Cable Inc.**—Cable Bureau granted application for certificate of compliance to add **KOLR** Springfield, Mo., until such time as **KGTO-TV** Fayetteville, Ark., returns to air (CAC-03904). Action Dec. 11.

■ **Saratoga, Calif., Saratoga Cable Television Inc.**—Cable Bureau dismissed incomplete application for certificate of compliance (CAC-04080). Ann. Dec. 15.

■ **Trinway and Frazeysburg, Ohio, Vikoa CATV** of Ohio Inc.—Cable Bureau granted waiver of signal carriage rules and authorized to carry ***WOUC-TV** Cambridge, Ohio, and dismissed opposition by **WTVN-TV** Columbus, Ohio (CAC-3170, 2). Action Dec. 11.

■ **Plum borough, Pa., Plum Cable TV**—Cable Bureau granted certificate of compliance, denied opposition by Robert M. Horgos (CAC-4663). Action Dec. 11.

In contest

■ **Iola, Kan., cease and desist proceeding**: **Iola Cable TV** (Doc. 20657)—FCC directed to show cause. Action Dec. 16.

Rulemaking

■ FCC instructed its staff to delete, in their entirety, cable television leapfrogging rules. However, under another provision of existing rules involving situations where cable system may carry three independent stations, system will continue to be required to carry one independent UHF station located within 200 air miles of reference point of cable community, if such a signal is available (Doc. 20487). Action Dec. 19.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Southeast Med. Mkt. Fulltime 5kw sales manager needed. Top adult format. Best commission plus override against draw. Lucrative. This is not an employment agency ad. Box N-242, BROADCASTING.

Personally bill \$100K plus first year? Expanding Florida group demands audacious GM/GSM. Must be aggressive, solid pro. Heavy sales. Full resume, performance history and compensation requirements first letter. Equity possible. An Equal Opportunity Employer. Box N-254, BROADCASTING.

Station Manager. To help build 50,000 Religious FM. Religious radio sales and programing experience needed. Existing facility, changing format. Box A-3, BROADCASTING.

Sales manager wanted for group-owned fulltime adult station. Guarantee plus commission, car, expenses and outstanding fringe benefits. Must have experience in all facets of broadcasting sales including merchandising, promotion, etc. Write to: Martin W. Hawke, General Manager, KASH Radio, PO Box 10767, Eugene, OR 97401.

Sales Manager for Eastern N.C. country AM and Contemporary Progressive FM. Strong in sales and leadership. Excellent position, send resume to G.M., PO Box 229, Farmville, NC 27828.

Experienced radio executive. Heavy in sales, to manage country Western AM in medium metro market. Station is profitable and respected. Full resume with achievements required. Write Ross Baker, PO Box 1050, Lawton, OK.

Major group broadcaster is searching for sales and sales management talent. Expansion during 1975 has created several openings with good income and excellent growth potential. Women and minority applicants encouraged. Contact Jerry Norman, V.P., Director of Sales, Rounsaville Radio Stations, 6101 Sunset Drive, Miami, FL 33143.

Florida full time AM needs an RAB trained sales manager who is capable of becoming general manager in 6 months. Top rated modern country station and still growing. E.O.E. Send resume immediately to John W. Doran, Vice President, 2070 North Palafox, Pensacola, FL 32501.

Help Wanted Sales

Opportunity to join sales staff of major station in Northern California. Must be experienced, have proven track record, able to work with agencies and to build with new direct business. Full company benefits. Equal Opportunity Employer. Send resume to: Box N-251, BROADCASTING.

Sales-announcer. Need salesperson who can sign on top, medium market, station and sell for balance of day. Needs to be able to do own copy and production. Excellent advancement opportunities. Southeast only. Reply to Box N-257, BROADCASTING.

Small market Maryland station. Individual with sales and engineering ability to assist manager. Must have first phone. Age no barrier. Box A-16, BROADCASTING.

South Florida's number one radio station (12-49) wants a number one radio salesperson to take over the number one list. It will produce big money for a big hitter. If you have outgrown your present potential and you are number one, prove it! An Equal Opportunity Employer. Send detailed resume and record of your earnings for the past two years in complete confidence to Box A-21, BROADCASTING.

Sales manager, aggressive RAB trained sales manager wanted for Southeastern network affiliate. Must have track record in managing a sales staff and personal sales results. Box A-29, BROADCASTING.

Help Wanted Sales Continued

Salesperson needed immediately, St. Louis Adult AM. Good commission plan and fringe benefit program, plus excellent sales training program. Equal Opportunity Employer M/F. Please rush resume, including earnings history, to Box A-43, BROADCASTING.

KRLG Lawton, Oklahoma has opening for double duty sales person, sports announcer. Excellent sales list, university athletics. Send full details and tape to Ron Kirby, PO Box 1098, Lawton, OK 73501.

Madison, WI. Excellent career opportunity for bright, problem-solving salesperson on the way up, strong on creativity and campaign building. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living. You'll have opportunity for management and equity. WISM, Madison, WI 53701. A Midwest Family Station. EOE.

Experienced sales person needed by Contemporary MOR/News station. If you know radio sales. If you can sell, and service, you're the person we want. Send complete resume to General Manager, WJBO, Box 496, Baton Rouge, LA 70821. EOE.

Start '76 with brighter future and title. If you're salesperson with track record, ready to build and manage sales department in area offering great recreational, cultural and income opportunities, send us full info first letter. WPDC, Elizabethtown, PA. EOE/MF.

7-station small-market group in Oregon and Idaho seeking four qualified salespeople or sales trainees. Excellent opportunity to learn and advance while living in choice areas. Send resume, references and particulars to D.N. Capps, Box 346, Twin Falls, ID 83301. An Equal Opportunity Employer.

Major group broadcaster is searching for sales and sales management talent. Expansion during 1975 has created several openings with good income and excellent growth potential. Women and minority applicants encouraged. Contact Jerry Norman, V.P., Director of Sales, Rounsaville Radio Stations, 6101 Sunset Drive, Miami, FL 33143.

Ready to move into sales? WCUM is looking for an experienced broadcaster. Good opportunity for advancement with a young growing organization. Resume to Box 360, Cumberland, MD 21502 or call Ken Riggie or Mike Kirchen 301-724-5400.

Top-rated Baltimore adult rock station needs two aggressive salespersons to bring sales up to ratings. Highest commissions, many benefits. If you're good, call 301-485-2400.

Experienced radio salesperson, medium Colorado market, number one AM. Top 40 with FM coming in 90 days. Great opportunity, good list, must be organized and aggressive. Call Michael, 303-544-5646.

Help Wanted Announcers

Announcer who would like to move into sales. Sign on and sell rest of the day. Must do own copy and production. Southeast only. Reply to Box N-258, BROADCASTING.

Are you a comer? Adult/MOR station, 10,000 watts needs a night personality who isn't disturbed by being pre-empted by sportscasts. Pay is not sensational, but is respectable, a good job for the right person. Send resume and salary requirements to Box A-51, BROADCASTING.

Country Personality jocks needed immediately by California central coast fulltime station. Requires first phone and two years experience with good production ability. Send tape and resume to Gary Michaels, KFVY, Box 220, Arroyo Grande, CA 93420. E.O.E./M.F.

Help Wanted Announcers Continued

Beautiful Alaska, We're splitting off our FM. Professional voice needed. Immediate opening. 5 day-40 hour week. \$1200 to start. Send tape and resume to Ken Flynn, KHAR, 3900 Seward Hwy, Anchorage, AK 99503. E.O.E.

Experienced announcer who can do country and some sales. Send your resume to Mike Orr, WCRE, PO Box 631, Cheraw, SC 29520.

Connecticut's No. 1 FM WEZN, Bridgeport needs and exceptional voice for production, news and public affairs. Position temporary, January thru June. Good pay, good hours. Paul Roger 203-366-9321.

Expanded hours creates opening for a creative, competent, educated communicator at professional contemporary MOR station. Send tape and resume to WKIK, Box 346, Leonardtown, MD 20650. Salary commensurate with ability and experience. EOE.

Florida, opening for professional contemporary personality. Possible M.D. duties. Send aircheck, production, resume, salary requirements. WKXY, Box 2500, Sarasota 33578.

Pleasant medium size market needs bright, professional morning MOR personality. Excellent salary scale plus many fringes including profit sharing. Please send tape and resume to WLBR, Box 1270, Lebanon, PA 17042.

South Florida 100 KW prog. Top 40 rocker wants strong aggressive personality; minimum 2 years experience. Must be strong on production. Indicate whether morning or afternoon shift. Send tape, salary requirements and resume Hudson Millar, WOVV-FM, Fort Pierce, Equal Opportunity Employer.

Need Good MOR announcer, must have 3rd endorsed. Send tape & resume. WQIN, Jim Hepler, 316 Market, Lykens, PA 17048.

Wanted Mid-morning announcer for personality oriented MOR. Two years minimum experience. An Equal Opportunity Employer. Send tape and resume to Allen Strike, Box 699, Elkhart, IN 46514.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact Doc DeVore, Broadcast Enterprises, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

I am consulting a major radio station with an opening for a truly entertaining personality. If you measure up to this opportunity, rush tape and resume to: P.O. Box 205, Washington Depot, CT 06794. An Equal Opportunity Employer.

New York City Suburban: Requires MOR person with first class ticket. Excellent salary and opportunity. Send tape and resume to: Sound of America, Inc., 2711 Magnolia Road, Vineland, NJ 08360. EOE.

Virginia E.O.E. seeks 1st ticket, all-night jock, good station, excellent working conditions, will train right individual for 1st if needed. Tapes, resumes, PO Box 25026, Richmond, VA 23260.

Help Wanted Technical

Chief Engineer. Mid-Michigan AM directional and FM. Experienced, knowledgeable, takes over/leadership type person. Complete resume to Box A-39, BROADCASTING.

We are an FM/AM facility that prides itself on technical excellence. We are looking for an aggressive chief engineer with extensive experience in audio and FM/AM transmitter maintenance. Call KRAV Radio, Tulsa. 918-585-5555.

Help Wanted News

News Director, Public Broadcasting station with heavy emphasis on local and regional news. Bachelor's degree and at least two year's news experience required. Good on the air presentation and ability to direct student broadcast journalists in news activities. Annual salary up to \$9,444. EOE/Affirmative Action Employer. Send resume, references and audio tape to: Station Manager, KETR, PO Box BB, ET Station, Commerce, TX 75428. Closing date is Jan. 10, 1976.

News, KVEC, San Luis Obispo, Cal. must be strong in gathering local news, including local sports news. Believe in actualities. Some PBP available. Beautiful college city. EOE/MF. Call Gary Christiansen 805-543-8830.

Reporter, for one of New England's top radio outlets (AM/FM) Contemporary, newsroom is small but pro, need mature voiced digger for afternoon slot, opening soon, writing samples and tapes to News Director, WHEB, Portsmouth, NH 03801.

Upper Midwest News leader wants aggressive reporter-news caster, to join four person staff. Writing, tape, and reporting skills most important. Personal letter, tape, resume to News Director, WIZM, La Crosse, WI 54601. A Midwest Family Station.

Medium market AM-FM needs newperson with background in all facets of news. Tape, resume to News Director, WTRC, Box 699, Elkhart, IN 46514. EOE.

News Director. Top salary for experienced, qualified, newperson. Must be capable of gathering, writing and delivering local news and directing 3-man team. Work with GM with 20 years news experience. Contact Robert Wheeler, PO Box 914, Joliet, IL 60431. 815-727-5176.

Top station looking for top notch News Director. Good bucks, good working conditions, aggressive station needs a good manager with an ability to dig for and deliver news while managing department. Tapes, resumes, PO Box 25026, Richmond, VA 23260.

Help Wanted Programing, Production, Others

Top 100 Illinois market seeks copywriter with production experience. Salary commensurate with ability. Excellent fringe benefits. Send sample of copy with resume. An EOE. Box A-24, BROADCASTING.

Morning person wanted who is creative and humorous with good voice. No robots need reply. We are seeking a "personality" who will be promoted as same. Write to: Martin W. Hawke, General Manager, KASH Radio, PO Box 10767, Eugene, OR 97401.

Help Wanted, Program Director. Top rated true country station in Huntsville, Alabama looking for experienced Program Director with superior work record or mature person ready to move out of apprenticeship. Must be capable leader, understand human relations, establish confidence, know FCC rules and regulations, and to exercise the authority of a P.D. It is important that this person understand the demands and pressure of the whole job and thus effectively packages our commodity. Salary depends on qualifications. We offer permanency. Send resume and tape to W.H. Pollard Jr., WBHP Radio, PO Box 547, Huntsville, AL 35804.

Exceptional Program Director opportunity requires exceptional person. Must meet these requirements: at least 5 years in radio; only 2 jobs last 5 years; college degree; general management career goals; desire to work in medium markets. Chance to join management team of one of broadcasting's most successful growth companies. Send tape and resume to John Gorby, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631. All replies answered.

Department of Journalism, California State University, Long Beach, is seeking a broadcast journalism faculty member for fall, 1976. Must have strong professional background. Responsibilities will include development of the broadcast journalism sequence, teaching radio and television newswriting and radio production courses. M.A. minimum; Ph.D. preferred. Send full resume to M.L. Stein, chairman, CSULB, Long Beach, CA 90840. An Equal Opportunity/Affirmative Action Employer.

Help Wanted Programing, Production, Others Continued

Director, Specialized Audience Programs. Responsible for identification and formulation of Specialized Audience Programs (initially defined to include women, native Americans, black Americans, Americans of Hispanic and Pacific/Asian origins, and the elderly) and program material designed to serve the needs and interests of special interest groups. Supervises Specialized Audience Programing by establishing guidelines to accomplish this activity and formal procedures to critique existing and new program material in consultation with special interest groups, and promulgate such guidelines and criteria to staff members and other sources of program material. Requirements: College degree and five years' administrative experience, including radio production. Minimum starting salary: \$23,500. Send resumes to Judith Rowe, National Public Radio, 2025 M St., N.W., Washington, D.C. 20036. NPR is an Affirmative Action/Equal Opportunity Employer.

Situations Wanted Management

Top 20, Suburban, GM, hard worker, increase profits & listenership. Good track record. Box M-138, BROADCASTING.

Presently employed, GM, heavy sales, family, references, 15 years small to medium markets. Experience, all phases, available, 30 days. Box A-2, BROADCASTING.

Northeast, medium market GM, specialty: Big market sound at small market budget. 15 years experience, all phases of radio. Currently in administration at Top 10 major corporation station. Box A-28, BROADCASTING.

GM or GSM position wanted. Medium size market. Nine years excellent sales and management with National Representative plus agency experience. Prime references. Box A-40, BROADCASTING.

Owner-manager 16 years KCTA wants to buy all, part, or manage religious station. Bob Kent, 4316 Amherst, Corpus Christi, TX 78412.

Desire Gen mgr spot. Radio Med mkt 10 years anncr, sales, PD, etc. Several years business exp. 42 year old family man ready to move up. Working for 1st phone. Max Thomas, 404-554-2343 or 708-A Briarwood Dr., Waynesboro, GA 30380.

Situations Wanted Sales

25 years in radio. Owner, sales, engineer, desires sales position in transmitter or automation department as manufacture representative. Box A-12, BROADCASTING.

Salesman, wants permanent position. Management material. Plenty sales experience. First phone, single mature adult. California or Florida. Top Fifty market. Box A-25, BROADCASTING.

Seek promotion oriented station for combo sales, DJ, production. Top 10 market sales and production experience. Communications-speech degree, 3rd endorsed, college sales director-announcer. NE but will relocate. References. Box A-48, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Top-rated morning man in competitive small market, looking for good small to medium market station. Any format considered. 3 years experience. If willing to accept developing voice for pleasant personality, write Box N-113, BROADCASTING.

Young D.J.-Announcer, seeking break, 3rd phone. Anywhere. Know music. Dedicated worker. Joe Sarica, 201-862-1258. Box N-118, BROADCASTING.

Basketball play-by-play. One of the best Radio or TV. Box N-223, BROADCASTING.

Vermont small market, my loving home since '74. Married pro with family will move to Northeast medium market. MOR needs? Let's talk a lengthy relationship. Box N-236, BROADCASTING.

Situations Wanted Announcers Continued

Five years experience small to medium market station. Former news and music director. BA degree, seeking position in Midwest. Professional, good voice. Box A-4, BROADCASTING.

Jack of all trades, master of five! PBP, telephone talk, PD, jock, ND. 4 yrs experience; 3rd, 34 and road-map. Box A-26, BROADCASTING.

Classical announcer, producer with 3rd class. Music and language background. Prefer noncommercial. Box A-27, BROADCASTING.

Solid Gold DJ, Young and enthusiastic, no experience, need a break, good references. Box A-30, BROADCASTING.

Jazz jock available all music provided. Experienced 1st. Box A-32, BROADCASTING.

Personality with 2½ years experience looking for contemporary format. 904-255-6950 or Box A-36, BROADCASTING.

I'm blind but good. Combo DJ, PD six years college experience MS degree. Available now anywhere. MOR or contemporary. 3rd endorsed. Box A-50, BROADCASTING.

Talented, hardworking announcer with 1 yr experience & 1st ticket looking for work in ND, SD, MN, Wyo. MOR Top 40 format. Box A-53, BROADCASTING.

Sports/Talk, play-by-play. A real pro with plenty of experience. Prefer California, but will relocate anywhere else for right offer. Call Neil Rogers, 305-968-2855.

Not just another pretty face. Announcer willing to do it your way. Experienced. 215-256-6330.

7 years experience with first phone, mature voice, involved as music director. Prefer rocker in West. For tape & resume, call 702-648-6266 or 702-648-1832.

Available January 15th. 10 years experience Top 10 major market. 1st phone, strong news and production, runs tight jock board. Prefer night. New York, Boston, L.A., Frisco area only. Roy Cheverie 703-362-9921.

Exceptionally good jock, excellent production, 18 mos. exp., 3rd, BA in English. Paul Raymond, 205 River Street, Hartsville, TN. 615-374-3756.

St. Louis MOR weekend announcer wants full time at oldies, rock or MOR station. No small markets. 5 years, references, great commercials, pleasant voice, excellent reader, first. Mark Solomon 314-997-5919.

Used Disc Jockey for hire. Nine years experience but plenty of mileage left. Many options including first phone, quick wit and nice legs. Exceptional 1975 ARB rating at WHEN Syracuse. (Actual rating may vary depending on use). A real top 40 or MOR cream-puff! Prefers Northeast. Call John Simmons at 315-451-2968.

Top 40 jock 1 yr experience med market. Looking for same or "together" small market. Top 40. Good references. Will relocate within 150 mile radius Hartford, CT. Call Pete afternoons. 1-203-223-4323.

Bobby Morgan High energy rock jock, first phone, 6 years, wants medium market jock gig or small market PD. 1-812-464-5848. 5318 Sherbrooke, Evansville, IN.

Wanna buy a duck? No? How about personality jock/production nut. 50 character voices, clever, experienced. West of Rocky Mountains. \$600 mo. start. 213-696-2375.

Big town boy makes small. Ready to move up. Program Director soft rock format. No. 1 AM personality 50,000 market. 2 years. Excellent production, news, interviews, dialects. College hockey PBP, first. Call Jack 602-774-0755 after 5 PM MST.

Sports, pop, six years, several awards; desire small-medium market, will do board trick, "workhorse"; Rick 612-544-3276.

Situations Wanted Announcers Continued

Looking for personality with originality? Are you Top 40 or contemporary MOR in major or good medium market? Mother, I've found you!! 907-278-1375.

Experienced DJ, third, tight board; good news, production, married. Paul Smith, 338 Dahlia, Imperial Beach, CA 92032. 714-423-4819.

Experienced, mature communicator with excellent copy and production skills reaching for alternative FM rock. Let's communicate. Dennis Theil, Rochester, PA 1-412-775-0576.

Southwestern lower Michigan, Northern Indiana area part-time and/or weekend work. 3rd endorsed, some experience. For more information contact Martin J. Mazer, * 310 S. Jefferson, Sturgis, MI 49091. 616-651-4248.

Creative writer and voice impressionist who produces catchy original commercials that sell for radio or advtg agencies. Announcing experience BA Speech, radio-TV degree. Tape and copy available. Call Jeff 412-863-3339 or 2194 Mickanin Rd., N. Huntington, PA 15642.

Situations Wanted Technical

First phone, age 22. Production transmitter and board experience. Versatile broadcast background. Excellent references. Box A-1, BROADCASTING.

First phone young maintenance-repair potential. Good broadcast electronics education, some experience. Box A-7, BROADCASTING.

Chief Engr. 30 yrs. AM-FM, DA-CATV proofs, installations reasonable. Western states. Box A-14, BROADCASTING.

Chief Engineer available. Interests: Service FM multiplexers; create music distribution taping business. Anywhere warm, worldwide. 305-428-3161.

Minnesota Engineer, first, college Navy electronics, experienced directional 50,000 AM, 100,000 FM. Age 29. Jim Lysen, Route 3, Glenwood, MN. 612-283-5176.

Hard working engineer, announcer combo seeking a good opportunity with station in East or Southeast. Excellent background in engineering. Mature announcing delivery. Reasonable salary requirements. 216-688-2395.

Situations Wanted News

Director-News-Public Affairs: Peabody Award, Ohio State, SDX, Abe Lincoln, American Medical Association, RTNDA, Freedoms Foundation, Associated Press, Presidential Commendation, ABA Gavel, and fifty others for the best hard news, public service, public affairs programing in the United States. Box N-114, BROADCASTING.

Take charge, highly experienced broadcasting professional. Seeking major-medium market News Director challenge. 1st phone. Consider telephone talk, programing, television. Box A-9, BROADCASTING.

Sportscaster, five years experience, college degree. 3rd endorsed, experience in reporting university sports. pbp. dj. Box A-15, BROADCASTING.

Sportscaster, Television or radio, have great knowledge of sports, no experience, need a break, have good exciting voice, good references. Box A-30, BROADCASTING.

Newsman, news director. Four and a half years experience. First phone. Good writer with quality sound. Ralph Saro, 44-4H South Main Street, Lodi, NJ 07644.

News is my forte. Experienced digging, writing, airing & also talk; some TV. Looking for medium market, East or Midwest. 813-689-9171.

News woman, up sound, good writer, digger, editor. Major market experienced! Susan McNeil, 14306 Lowe, Riverdale, IL. 312-849-2303.

Situations Wanted News Continued

Versatility. Most would agree its a virtue. I have experienced the radio life of a newsman, sports director, and DJ with each, talent, desire, and an undying faith in the industry's potential was offered. This is why, at 22, I feel I can contribute to your organization's growth. Michael Ward, 78 Brinton St., Buffalo, NY 14214. 716-833-1806.

Multi-talented newsman. Top investigative, write, produce, air, lively interviews and documentaries a specialty. Can double as talk host. Dedicated, dependable, 3rd endorsed, 5 years experience. Will relocate. Ed Isenberg, 4915 Tyrone Ave., Sherman Oaks, CA 91423. 213-788-2094.

Situations Wanted Programing, Production, Others

Colleges: Air personality seeking PD or manager position at college station. Interested in working in public affairs, current events, sports, college, community relations. Presently employed at New England medium market small market PD experience. 27, BA, 3rd. Box A-6, BROADCASTING.

Program Director, Proven longterm track record in programing/operations with major chain, major market. Seeks East Coast opportunity to contribute and grow with solid broadcaster. All formats, adult contemporary to beautiful music to talk. Box A-31, BROADCASTING.

Radio copywriter continuity director with 4½ years experience seeking position at station that appreciates talent and pays accordingly. If you want the best, write Box A-46, BROADCASTING.

Motivated! Ohio University grad with experience in promotion, production, continuity, news, sales. Strong writer: spots, programing. Looking for radio or TV position, preferably in East, but will relocate anywhere for right job. Ira Friedwald, 10510 S.W. Century Oak Drive, Tigard, OR 97223.

Creative, innovative writing by experienced pro., in news, production, publicity and public affairs. Willing to do free-lance. N.Y. metropolitan & New England areas only. Contact Stan. 212-526-1831 after 4 p.m.

TELEVISION

Help Wanted Sales

Immediate opening for experienced, aggressive TV salesperson with highly-rated mid-America network station in sparkling city of 300,000. Strong emphasis on local programing and creative production, meaning pre-sold opportunity for profitable selling. Excellent incentive remuneration plan. Other company benefits, including profit-sharing plan. Send resume to Box A-19, BROADCASTING.

Southeastern Public radio station seeks radio development manager to be responsible for established listener membership program, corporate and foundation solicitation, major fund-raising events including annual Art Auction, establishing Friends organization and complete records of all above. Position now available. An Equal Opportunity Employer. Box A-47, BROADCASTING.

Feature film sales, sales reps wanted to handle licensing of inexpensive program features to TV stations. All territories open. liberal commissions. Write stating area covered, qualifications and experience to Crystal Pictures, Inc., 1560 Broadway, New York 10036. Alt: STFF.

Help Wanted Technical

Chief Engineer for Group owned, network VHF in Northeast. Strong on administration, heavy technical. Send complete resume with salary req. first reply. EOE. Box N-107, BROADCASTING.

TV market 75-100 looking for chief engineer. This individual must be a leader who can instill pride in his employees. Technical knowledge of cameras, VTR's, film chains, etc., required. Salary \$14,000 to start. Write Box N-259, BROADCASTING.

Help Wanted Technical Continued

Want to relocate? Los Angeles VHF station seeking experienced television maintenance engineer. First phone required. An Equal Opportunity Employer. Send resume to Box A-13, BROADCASTING.

Broadcast Engineer w/1st class phone experienced maintenance of color cameras, VTR/helical scan equipment. Union scale to start. Send resume to Personnel, KIRO, Inc., Third and Broad Streets, Seattle, WA 98121.

Attention Chief Engineers: We need to add five people of your caliber to our expanding engineering staff. Are you tired of a 7 day week, 24 hour day? Would you like to get that monkey off your back? If you have 7 years experience in studio and transmitter supervision and maintenance, and would like to work 5 days a week, 7 hours a day for a very good salary, send resume to Robert A. Gay, Director of Engineering, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

First Class Radiotelephone holders interested in moving into video switching position please call Wayne Perry, 315-797-1559 collect, and mail resume to WUTR-TV, PO Box 20, Utica, NY. Maintenance background preferred but will consider non-maintenance 1st ticket.

Production/Maintenance Engineer. Excellent opportunity with a commercial production facility for a well qualified engineer familiar with RCA tape, RCA and Norelco cameras, and Grass Valley switching. Top salary and benefits. Qualified applicants only, apply to: Chief Engineer, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. 215-543-7600.

Engineering Maintenance Supervisor, KPBS-TV. San Diego has an opening for an experienced television engineer to supervise and be responsible for the installation, and maintenance of a broadcast color teleproduction facility. FCC First Class license required. Minimum of five years experience in maintenance of broadcast color cameras, Ampex VR 1200/2000 video tape recorders, television switching and terminal equipment. Supervisory experience desirable; thorough understanding and practical working knowledge of solid state electronics and the NTSC color television system are essential. Contact Employment Division, Personnel Services, San Diego, State University, San Diego, CA 92182.

Help Wanted News

Fifties market station looking for experienced anchor, sports director and weather person. Send resume to Box N-221, BROADCASTING.

Experienced meteorologist with personable approach to weathercasting. Upper midwest station with a fully equipped weather office, weather radar and many benefits to the right person. Enthusiastic delivery important. Equal Opportunity Employer. Box A-38, BROADCASTING.

TV Weather Reporter/Announcer. Need person to do weather and related features. Interested only in go-getters. Send audition, resume and salary requirements to Jim Abbott, WTVW, Box 3789, Evansville, IN 47736. EOE.

Female or male reporter for general assignment work. Education and experience desired. Weather knowledge and production ability helpful. Long hours and low pay. 315-797-5220.

Boise ABC affiliate seeks experienced person(s) to write, produce, and anchor news/talk show. Contact News Director 208-336-0500. No collect calls.

Help Wanted Programing, Production, Others

Top 10 market station seeking Producer-Director with emphasis on news and public affairs. Three to four years experience required. Send resume immediately to Box A-20, BROADCASTING.

Assistant Promotion Manager for net owned station in top ten market. Strong on-air and production background with 3-5 years experience required. Resume to Box A-33, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Producer/Director Top ten major market, minimum three years commercial station experience. An Equal Opportunity Employer. Box A-56, BROADCASTING.

Creative producer director needed by progressive PTV station. Three years film and video production experience. ITV/PTV responsibilities. College degree equivalency. Resume and salary requirements by 1/19/76 to WDCN-TV, Box 12555, Nashville, TN 37212. Equal Opportunity Employer.

Art Director. Oversee PTV station graphics department. Supervise five to develop: broadcast art/staging, printing art/layout, advertising designs, still photography, promotional slides. Departmental budget responsibility. "Take charge" individual who can work and communicate with people in other departments. Five years professional/supervisory experience. College degree equivalency. Resume and salary requirements by 1/12/76 to WDCN-TV, Box 12555, Nashville, TN 37212. Equal Opportunity Employer.

Situations Wanted Management

Nationally known television executive. Background in sales, production, marketing. Seeks position as station manager or sales manager. Superb record, impeccable references. Box N-241, BROADCASTING.

Top billing medium market salesman wants move into management or take over good list with opportunity for management. Young, married, four years experience. Prefer Midwest Group but will consider all offers. Box N-243, BROADCASTING.

General Manager-Sales Manager-Program Director, etc. Thoroughly experienced all phases, including station-ownership. Special expertise in: management, sales management-sales (local, regional, national), programming, film-buying, production, promotion; community-involvement. Outstanding credentials! Television 22 years; prior radio. Mid-forties. Degreed. Programming and sales specialist! Management-troubleshooter; achiever of rapid turn-arounds. Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor. Can increase, substantially, profits and prestige. Arranging confidential, weekend interviews. Box A-35, BROADCASTING.

Administrative Assistant or assistant business manager for station or group operation. B.S., M.B.A. and engineering background. Box A-54, BROADCASTING.

Situations Wanted Announcers

Sunshine weatherman to brighten your news, your public relations. Box A-52, BROADCASTING.

Situations Wanted Technical

Chief Engineer with plenty of management and technical experience. Box A-10, BROADCASTING.

Technician, 1st phone, desire engineer-operator position. Experience with cable system. Degreed. Midwest. Box A-11, BROADCASTING.

Chief Engineer experienced in all phases of television looking for new challenge. Box A-49, BROADCASTING.

Situations Wanted News

Experienced female reporter-photographer seeks new opportunity as reporter, producer, anchor or combination. Box N-225, BROADCASTING.

Major market radio newsmen. Top reporter at number one station wants to move into TV reporter or producer spot. Background in politics, economics. Box N-256, BROADCASTING.

Presently assignments editor, assistant news director. Medium Midwest market, eyewitness format. Strong believer in local visual stories as part of key to capturing numbers. Five years here and ready for larger market. BS in RTV. 33 with family. Salary now \$13,000. Box A-22, BROADCASTING.

Situations Wanted News Continued

Weathercaster, 2 years experience regular broadcasts, features. MS Meteorology/MasCom. Box A-42, BROADCASTING.

Top 50 anchorman/reporter available. Intelligent, degree, 31, family, award winner. 305-295-3024.

Mature, young communicator seeking position as small or medium market reporter. College graduate, black male. Currently employed St. Louis NBC affiliate with news and interview experience. 7 1/2 years experience. Former news director. Cassette and resume ready. Michael Powell, 7288 San Diego, St. Louis 63121.

Situations Wanted Programing, Production, Others

Producer-Director. Degree. 3 yrs. experience videotape and all phases double-system film. Strong background commercials and docs. Awards. Box N-255, BROADCASTING.

Producer-Director seeks new challenge. 10 yr. background includes PTV, commercial TV/radio, news/public affairs & remotes. Available immediately. Salary open, will relocate. VTR/references upon request. Box A-37, BROADCASTING.

University Telecommunications/Public Broadcasting executive position desired by manager of television production operations. Present job lacks fulfillment and potential. Offer proven creative judgment, ability to motivate staff, and talent for organization and problem-solving. M.A. in Mass Communications. Box A-41, BROADCASTING.

Experienced production person seeks new position. A.S. Degree in TV. Immediate availability. Willing to relocate. Michael Mosely, Litchfield, CT 06759.

Extensive working knowledge in television system. Talented. Production. News. Award-winning cameraman. Prefer small station, south or west. Excellent credentials. R. Forester, 302 Jackson, Wausau, WI 54401. 715-842-1262.

CABLE

Help Wanted Technical

Installation Foreman. Experience in CATV with minimum 4 years experience in supervision of technical employees. Must be able to properly direct and train local personnel to handle 2,000 installations per month; 50% or better in high rise buildings of 5 to 50 story size. Qualified for Hawaii? Microwave engineer. Minimum 4 years experience with 6 and 12 GHZ microwave and video transmission. First class FCC license. Must be able to repair and maintain 4 hops of microwave, prepare new M/W applications and maintain video transmission cables from TV stations to head end. Also capable of general bench repair work. Send complete resume with references to: John Calvetti, President, or Bob Bird, Chief Engineer, Oceanic Cablevision, PO Box 27087, Honolulu, HI 96827.

BUY-SELL-TRADE

Video jukebox programmer, Systematics VB12-1, like new. Channel 2 Cablevision, Box 1, Oxford, MS 38655. Phone 601-234-3300, Ed Meek.

WANTED TO BUY EQUIPMENT

Need 5 or 10 KW FM transmitter and 1 KW AM transmitter. Box A-5, BROADCASTING.

2 or 7 GHZ Microwave system. RCA Low Band VTR modules. WOPC. Box 609, Altoona, PA 814-943-2607.

FOR SALE EQUIPMENT

Complete Gates automation system. 3 Scully decks. 2 carousels with random select, time announce. 3 cartridge machines and digital logger. All sources stereo. System is now on the air and in mint condition. Call KRAV, Tulsa 918-585-5555.

For Sale Equipment Continued

Complete Schafer 902 Automation Unit, two carousels, 4 revox recorders. Mint condition. George M. Trout, WZIX-AM, 13 S. Beaver St., York, PA 17401. 717-846-8875.

Schafer Automation, Model 800, 5 Ampex AG 440, network joner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hit parade format. \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

SMC Automation unit, 1-1/2 years old, 3060 programmer, 4 carousels, time clocks, racks, etc. \$7,750.00. WKXO, Box 307, Berea, KY 40403.

350 ft. IDECO self-supporting heavy duty galvanized triangular steel tower. Dismantled, with two beacons, clearance lights, photo electric controls and flasher, bolts and nuts. Bundled, ready to ship, \$35,000.00. Have prints, 608-784-7373. William Bruring, WWLA, La Crosse, WI 54601.

50 KW AM Transmitter, Continental 317B. Now in use. Available early 1976. Steve Schott, KLIF 214-747-9311.

Television Equipment RCA TR-1B, TR-2, TK-15S, TK-41S, low band headwheels, TA-9, TG-2, TM-21, TA-21, Misc. Entron Cable Equipment. Call Greg or Richard 301-927-2254.

RCA Low band TV transmitter model TT30FL. Brand new. Less than 2000 hours. Also brand new ADC switcher 553 and television research Sony and IVC editors. Broadcast Automation Associates, 305-776-4762.

Two RCA TK-42 color cameras including Houston Fearless deluxe pedestals, controls, cable, monitor, waveform at \$10,000 each. Contact Luster King 618-253-7921.

Blau-Knox 275' & 375' self supporting towers, 350' 1-5/8" 51.5 OHM rigid xmission line, horizontal pol. RCA 4 bay ant. 106.7, RCA BTE 10B exciter, 2 RCA BTA 250M xmitters, 2 Kahn symmetra peaks. Gates SP-19 programmer. BP Micro-mate programmer, 2 Sonomag time annrcs, 2 MA-CAR-TA Stereo RCD/PB cart machines, various solid state CBS Audio gear, muzak tape player system S200 as is. K. Leach, Hall Communications, 203-887-1818.

CCA FM-10,000 DS, 10 kw FM, 2 years old, immaculate. Replacing due to power increase. Contact Clarence Beverage, Collins Radio, 10104-M Woodlake Drive, Cockeysville, MD 21030. 301-666-7059.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

MISCELLANEOUS

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.

Nostalgia is here! Get Miller, Dorsey, and more. \$17.00 for one hour tape. DIO Productions, 207 Elliot, Brattleboro, VT.

INSTRUCTION

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license... plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks. \$450.00 or money back guarantee. FA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Feb. 16, Mar. 29, REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922, REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Instruction Continued

For 38 years, Industry leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. For details, 213-462-3281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis, 8560 Sunset Blvd., Los Angeles.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-dj.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO Help Wanted Sales

TWO SALES REPRESENTATIVES SYNDICATED RADIO FEATURES AND PROGRAMS

We need two sales representatives to live and work in our Northeast and Southeast territorial areas, preferably people now living in these areas. We want self-starting individuals, capable of working independently and aggressively. We produce and market the widest selection of top-quality syndicated radio features and programs available. Excellent opportunity for earnings of \$15,000 to \$20,000 plus per year, also a per diem expense allowance. Requires 4-5 days travel per week. Must have car. Broadcast experience preferred. Send complete resume to President, Box N-250, BROADCASTING.

Growing radio program syndication firm needs experienced sales person, to manage sales department—stock available to person that can produce. Send resume to musi-mation - Box 373 Morton, Illinois 61550—Ph. 309 264-7444.

Public Notice

Public Auction—Radio Station Equipment
January 20, 1976—Salem, Virginia

Pursuant to a levy of a fieri facias on a judgment of the United States District Court for the Western District of Virginia in the matter of Frank Mucie Corp., et al vs. Pioneer Industries, Inc. and Pioneer Communications, Inc., the United States Marshal will sell at public auction at 912 East Main Street, Salem, Virginia at 10:00 AM, January 20, 1976, the following equipment:

Office equipment and furniture, transmitter equipment, microphones, tapes, tuners, turntables, headsets, recording equipment, wire cable, and all other equipment normally used in radio broadcasting.

Terms of Sale—Cash
W.A. Quick, Jr., U.S. Marshall
Townsend D. Bird, Chief Deputy
Phone—703-343-1581

Help Wanted Announcers

CAN YOU THINK & TALK?

Talk show host wanted with program management possibilities. Knowledgeable, well read, glib, opinionated. Third class ticket a must, programming and news background helpful. An Equal Opportunity Employer. Resume and salary to Box N-248, BROADCASTING.

Help Wanted News

KFRC RKO Radio San Francisco now searching nationwide for a new director. On air duties. News with content plus a flair for human interest. Tapes and complete letter/resume to: Michael Spears, KFRC 415 Bush, S.F. 94108 E.O.E. M/F.

Situations Wanted Announcers

"I'M NOT WM. B.", "I'M LOU SHABOTT" Seeking mgt, ann, poss. some sales or combination in cont. MOR to beaut. music sta ... 23 yrs. exp. with present sta. In nations 28th market since 1961 ... strongest morning man, music to med. sports inc. Pl. by pl. Dedicated, very dependable family man ... what are your needs?? 2314 Rogero Road, Jax. Fla. ... 32211 ... 904-743-0269.

Situations Wanted Programing, Production, Others

BLACK PROGRAMER. Successful background in all phases of radio, major and medium markets. Complete knowledge of FCC regulations. Age 30. Twelve years experience. Excellent administrator. Creative, top production. Have developed three different proven successful formats. Looking for position that could lead to GM. Box N-240, BROADCASTING.

Programing or Public Affairs

Successful/Telephone Talk Show Host with deep Journalism Background seeks another major market station with Public Affairs Commitment and willingness to pay for the product. Tapes Available. Currently employed.

Box A-34, BROADCASTING.

WANTED: ONE RADIO STATION IN LARGE MARKET. Your NEXT PROGRAM DIRECTOR is currently employed in A TOP TEN MARKET, as production and promotion director. Your NEXT PROGRAM DIRECTOR has labored in pop, all news, and mor ... on the air, in the production studio, and in administration. Your NEXT PROGRAM DIRECTOR is available ... Box A-45, BROADCASTING.

I LEFT RADIO for the summer and it's been murder getting back in. Looking for position as PO, Med-Large Mkt. or Air Talent, Large-Major Mkt. A/C or Uptempo MOR. I have the credentials including PD at two successful Top-50 stations and a brand-new First Phone. 30 yrs. old, 8 years full-time in the business. Call or write: John Kramer, 1557 Beechcliff Dr., N.E., Atlanta, Ga., 30329. 404-834-1449.

FLEXIBLE,
OPEN MINDED,
SENSITIVE,
EXPRESSIVE,
CURIOUS,
PERSISTENT,
REALISTIC,
FORESEEING,
AVAILABLE.

Almost sounded like you, didn't it. Single young major market production/air talent, B.A. and first endorsed, seeks opportunity to program. Medium market preferred, but all inquiries welcome. The road to success is open to those who understand the laws of change and use them consciously.

Contact: Fisher, 329 Catharine Street, Philadelphia 19147 (215) 923-6249.

TELEVISION Help Wanted Sales

Sales Manager Wanted

Need experienced, aggressive individual for immediate opening with vhf affiliate in a top western market. Salary plus incentive. National and retail background useful with emphasis on successful record in the latter preferred, plus good administrative record and abilities. Advancement opportunity. An equal opportunity employer. Send complete details including resume to Box A-57, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Producer-Director. Group Broadcaster has an opening for self-motivated producer-director. Must have college education and a minimum of 2-3 years of commercial directing experience. Must know and have a high degree of skill in film, tape, live and post-production. Apply to: Mr. Harry Francis, Vice-President Operations, Meredith Broadcasting, 747 Third Avenue, New York, N.Y. 10017. An Equal Opportunity Employer.

Business Opportunity

WANT GROWTH?

SUCCESSFUL FLORIDA BROADCASTER WANTS TO GROW AND EXPAND HIS INTEREST. DO YOU? IF YOU ARE SUCCESSFUL OR UNSUCCESSFUL, BUT ARE PROGRESSIVE, IT MAY BE POSSIBLE TO GROW THROUGH MERGER AND PUBLIC OFFERING. THIS COULD BE AN OPPORTUNITY TO PROGRESS TO TV, CATV, TOP TEN MARKET OR OTHER ENTERTAINMENT FIELDS. IF INTERESTED ... LET'S TALK.

Box A-8, BROADCASTING.

Tower Service

SWAGER TOWER CORPORATION
CABLES PRESTRESSED FOR TALL
TOWERS SOCKETS ATTACKED

All work supervised by Certified Engineer
Box 656, Fremont, Indiana 46736
219-495-5165.

Consultants

RADIO STATION

CONSULTANT

Profit from my twenty five years experience as owner/manager. Author of best selling book, "HOW TO SELL RADIO ADVERTISING." Down-to-earth fee for up-in-the-air problems. SI Willing 4410 Kenniwick Loop, Alexandria, Louisiana 71301 318 442-5214.

Placement Service

RADIO-TELEVISION-CATV
STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the "PERSONNEL HOTLINE"
305-967-8838

Broadcasting
The newsworthy of broadcasting and allied arts

Financing

IMMEDIATE CASH AVAILABLE WE WILL PURCHASE YOUR

ACCOUNTS RECEIVABLE

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

JUSTIN-BRADLEY ASSOCIATES, INC.

Tower 1-Four Ambassadors
999 South Bayshore Drive
Miami, Florida 33131
305-374-3222.

For Sale Stations

MIDWEST AM,
PROFITABLE, DAYTIME PSA,
5000 WATTS, GOOD RATINGS,
1.4 X CURRENT BILLING LEVEL.
REPLY TO OWNER.

Box A-23, BROADCASTING.

For (813) 391-2824

FLORIDA STATIONS

BECKERMAN ASSOCIATES

MEDIA BROKERS
14001 MIRAMAR AVENUE
MADEIRA BEACH, FLORIDA 33708

AM-FM Single Station Mkt

Price: Two Times Gross
\$500,000.00

Ralph E. Meador Media Broker
P.O. Box 36, Lexington, Mo.
816-259-2544

THE WORLD'S ONLY WIND-POWERED RADIO
STATION is perfect for the owner-manager who
likes to Hunt, Fish, or Ski in the NW Colorado
Mountains. Full power Class A Stereo on air two
months. All new equipment. Cash offers con-
sidered for station & license. Elliott Bayly, Box
66, Oak Creek, Co. 80467.

MEDIA BROKERS APPRAISERS

RICHARD A.

Shahen INC.
435 NORTH MICHIGAN - CHICAGO 60611

312-467-0040



Tenn	small	daytime	\$138K	Terms
Fla	small	fulltime	200K	29%
S.E.	metro	fulltime	450K	terms
N.Y.	sub	AM/FM	2.4KK	SOLD
S.W.	major	FM	2.2KK	terms



CHAPMAN ASSOCIATES*
media brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

FULLTIME AM STATIONS

Southeast	\$450,000
Midwest	\$300,000
Mid-Atlantic	\$150,000
Southwest	\$500,000

For details contact:

William L. Walker
Suite 508, 1725 DeSales Street, N.W.
Washington, D.C. 20036
202/223-1553



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.

200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

For Sale Stations Continued

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 389-8545

BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or
for any needs related to Broadcasting:

YOU BELONG IN BROADCASTING!

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

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired.
Television or Radio, Help Wanted or Situations Wanted, Man-
agement, Sales, Etc. If this information is omitted we will deter-
mine, according to the copy enclosed, where the ad should be
placed. No make goods will be run if all information is not in-
cluded.

The Publisher is not responsible for errors in printing due to il-
legible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue.
Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box
Number, c/o BROADCASTING, 1735 DeSales St., N.W., Wash-
ington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer for-
wards audio tapes, transcriptions, films or VTR's.
BROADCASTING cannot accept copy requesting audio
tapes, transcriptions, films or tapes to be sent to a box
number.

Rates, classified listings ads:

—Help Wanted, 50c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40c per word—\$5.00 weekly
minimum.

—All other classifications, 60c per word—\$10.00 weekly
minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agen-
cies and Business Opportunity advertising requires 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.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des
Moines) or of state (New York) counts as two words. Zip Code
or phone number including area code counts as one word.
(Publisher reserves the right to omit Zip code and/or abbreviate
words if space does not permit.) Count each abbreviation, in-
itial, single figure or group of figures or letters as a word. Sym-
bols such as 35mm, COD, PD, GM, etc. count as one word. Hy-
phenated words count as two words.

Name

Phone

City

State

Zip

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

The long arm of the news: WTVJ Miami's Ralph Renick

Ralph Renick is enamored of the William Allen Whites of the world—the country editors who use their medium as a powerful, positive influence. He, himself, doesn't qualify as “country,” but he does qualify for clout. At 47, he ranks as the dean of local television anchormen—the one who has served longest (since 1950) on one station as lead newsmen for the evening news in a major market.

Mr. Renick has never had the desire to go the network route since he started hanging around the WTVJ(TV) Miami newsroom as an intern with the first national H.V. Kaltenborn Foundation Research Fellowship, fresh out of the University of Miami and earning less than \$100 a month. He has gone on to become the highest paid newscaster in the South (his salary approaches \$100,000 annually) and a leading figure in television news circles nationally. In addition to his anchor role at the Miami (headquarters) station, he is vice president and director of news for the Wometco station group.

The Ralph Renick Report, at 6 p.m. weeknights, began its daily run in July 1950 (it was Florida's first) with the Korean War as impetus. What began as a 15-minute program now runs a half-hour and holds the market's highest rating.

On Sept. 2, 1957, Mr. Renick broadcast what the station cites as “the first editorial on American television.” He remembers that the editorial called upon the county to establish a fire station rather than rely on the Key Biscayne volunteer force, and its impact was something less than potent: “10 years later it happened,” he says.

A more recent example, of greater influence, concerned a bond issue providing \$34.7 million for construction of 23 new libraries. His motivation in supporting it: He was “conscience-stricken by the number of hours spent with the tube, and away from books,” especially by children. It passed.

In 1972, Mr. Renick accepted the Alfred I. duPont-Columbia University Broadcast Journalism Award for two documentaries. One followed his philosophy that a local station should not restrict itself to local stories, but can have more impact on viewers than network programs on the same subject, in part because viewers identify with the familiar newspeople. His hour program comparing our criminal justice system to that of England and France, *World of Crime: The Swift Justice of Europe*, was bankrolled by a local sponsor and, Mr. Renick says, “stands up to anything on the networks.” Praise from federal judges and revision in the state



Ralph Apperson Renick—vice president-news director, WTVJ(TV) Miami; b. Aug. 9, 1928, New York City; University of Miami, BA in communications 1949; H.V. Kaltenborn Foundation Research Fellowship for internship at WTVJ, 1949-50; news director, 1950; vice president-news director, 1958; corporate VP, Wometco Enterprises, 1959; m. Elizabeth Henry, 1949; widower since July 1974; six children—Patricia Garrard, 25; Kathryn Chaille, 24; Ralph Jr., 21; Susan, 19; Pamela, 18; Michele, 12.

constitution followed. The second duPont-Columbia award-winning program, *A Seed of Hope*, focused on a unique drug abuse program in Fort Lauderdale.

Under his leadership since the station began in 1949, WTVJ news has claimed an impressive number of national and local awards. The Southeast regional Radio Television News Directors Association honored the station in 1975 for *The Sex Offenders*, and in 1973 for a four-part investigative series on a narcotics raid in Dade County. The National Headliners Club Award was made to WTVJ four times: in 1967 for public service programs; in 1962 for an editorial campaign that led to the reinstatement of Miami's city manager; in 1961 for coverage of Hurricane Donna, and in 1956 for local news coverage of a bookie payoff to police.

In 1961 the station won Sigma Delta Chi's national award for television reporting (Mr. Renick is past president of the Miami chapter) and the National Press Photographer's newsfilm station of the year award. The station and Mr. Renick have each been honored twice by RTNDA, of which Mr. Renick is a past president.

Take any topic, Mr. Renick says, and

“we can cover it more economically than the networks.” His pet project now is to convince corporations to go to good local news departments with seed money for programs on topics of major concern. Seed money, meaning “some \$20,000 for 20 markets, would amount to \$400,000—and you could do a story anywhere in the world,” he says.

On the drawing board for this year, Mr. Renick says, are documentaries analyzing government expenditures, taking a “zero budgeting approach” and, as an alternative to problem-oriented stories that seem to be the mode of many broadcast news efforts recently, Mr. Renick plans a documentary playing up “the beauty of life.”

His agenda includes two days each month spent as the sole television representative on the 15-person (nine public, six media) National News Council. The group, established to promote accurate reporting and to protect press freedoms, has been scored by some critics as serving a more or less ceremonial function, and by others as a potential jeopardy to press freedom. Not so, according to Mr. Renick, who says the council has demonstrated “remarkable ability to seek out the facts . . . A lot of time and research go into the cases before us, and good cases make good laws.”

Mr. Renick has earned a reputation as an outspoken critic of news consultants. He says they pose a potential danger to both audiences and broadcast journalists, threatening to supplant the judgment of news directors regarding news content. “I’ve been a burr in their side,” he says about consultants, who present “a worrisome and dangerous portent” of “attitudinal control on a franchise basis coast-to-coast . . .” WTVJ employed the services of Frank Magid & Associates for three years, and, to Ralph Renick, what looked like a good idea turned out to be in practice, something analogous to “a Trojan horse.” “There’s got to be a balance,” he says, “between garnering audience and what you’re telling that audience.”

Mr. Renick says he enjoys “my work, my community and my family.” And by getting out from behind his desk, he feels he gains perspective and input on editorial topics. He’s now president of the South Florida Boy Scouts of America, the Florida Library Commission’s citizen of the year, a board member of the Dade County United Way, of Barry College (Miami Shores, Fla.), of the Third Century U.S.A. Bicentennial group, of the Museum of Science/Planetarium, and of the Florida region of the National Conference of Christians and Jews. He’s also the widower father of six.

Ralph Renick can’t be far from his stated goal: total involvement.

The fifth estate

It has been only 55 years since broadcasting introduced new meaning to the term, "the press," with the airing of the 1920 presidential election returns. At the introduction, anyone predicting global television news coverage in sound and natural color within a human lifetime would have been certified a nut.

Indeed it took a while for radio journalism to mature from a stunt into the craft it had become by the time television came along to borrow from its predecessor. It took television a while longer to discover its own journalistic forms, which are still evolving.

To match the technical virtuosity of a television network's coverage of a contemporary election night with that lone announcer reading telegraphed fragments on Nov. 2, 1920, is one measurement of the remarkable development of broadcast journalism. Yet the basic mission has not changed: to inform the people of current events, swiftly, accurately, meaningfully.

The performance of that mission is painstakingly described in this issue, beginning on page 45.

The First Amendment

Displayed in this issue is a message from the President that should be read by every broadcaster, not because of what it says but because of what it does not say.

Mr. Ford is the first President in modern history not to equate the broadcast media with the First Amendment.

Everybody knows that presidential messages are ghosted. What isn't so evident is that the holdover and newer White House "ghosts" carefully avoided any First Amendment references and seemed to search out ways to needle broadcasters by not conceding broadcast journalism's parity with the printed press. This in spite of precedent at the White House, in the highest courts and in Congress, as well as in enlightened opinions in the printed press itself.

Words these "experts" have put in the President's mouth do a disservice to Mr. Ford. The President seeks broadcast exposure. He wants to get to the electorate first and fast and, in his own word, before the columnists and the pundits "process" his utterances.

We had requested a message from the President as the centerpiece of this special issue on broadcast journalism. We got a safe message, not a memorable one.

It was perhaps predictable that the White House ghosts would tread softly in light of the Paul MacAvoy fiasco, wherein that member of the Economic Council found himself so fouled up in the cable-TV issue that authorities forced him to apologize by press release.

Invitation to be accepted

The seeds of an important test of the government's authority to regulate broadcast programming are contained in the inquiry the FCC launched last week into entertainment-format supervision. The commission has indirectly initiated a constitutional challenge to the U.S. Court of Appeals, which has been all but ordering the commission to oversee the distribution of radio formats within communities.

The FCC has put the issue squarely. It has asked for comment on the stated probability that government control of formats will discourage broadcast innovation and on the serious First Amend-

ment questions raised by the government's pursuit of that course.

The answer to the first is, of course, obvious. No broadcaster in his right mind will introduce a format of uncertain prospects if he is not free to abandon it upon demonstrated failure. Under the system the court seems to suggest, trial and error—the essentials of creativity—would be brought to an end in radio broadcasting.

The answer to the second demands the best legal arguments that can be made in defense of First Amendment principles. This case is more than apt to find its way to the U.S. Supreme Court. The comments from broadcasters will be valued more for their content than for their mass. A filing of high quality by the National Association of Broadcasters is crucial.

Engman vs. Engman

Now that he's getting out, Lewis Engman thinks government vastly overregulates business. How do we know? Because he said so last week, in what was billed as his final interview as chairman of the Federal Trade Commission.

We are obliged to him for sharing this nugget with us. Otherwise we would never have suspected that he harbors so unbureaucratic a notion. It is so much at odds with his action in FTC cases.

Take the last big one, the Listerine case, which has to be the mountain beside which all other decisions are mole hills. It seems significant, incidentally, though it may not be, that Mr. Engman chose to write this one himself, as if to make clear that here, Buster, is where I stand and you'd better believe it.

No matter about the personal intent. The Listerine decision breaks all precedent not only by ordering a company, in this case Warner-Lambert, to run corrective advertising, but also by specifying that it run \$10.2-million worth (BROADCASTING, Dec. 22, 1975).

The commission's rationale, if that is not a deceptive word, was that Warner-Lambert, in the FTC's opinion, had been lying since 1921 in claiming that Listerine prevents colds. We're not going to get into the merits—another choice of words that may be misleading—of that contention. We do note that Warner-Lambert says it doesn't even advertise Listerine as a cold cure and that, in any event, it intends to appeal to the courts.

But back to Mr. Engman and his new-found belief that business is overregulated. It seems to us he might have found a more convincing forum in which to express it—as in, say, a dissent instead of the Listerine absurdity that he did concoct. Unfortunately such decisions, unlike Mr. Engman, don't simply go away at the end of the year.



Drawn for BROADCASTING by Jack Schmidt

"No news is good news, so we're skipping the news."



What's in a name?" Romeo and Juliet

Great names can also be great trademarks.

"Good name in man or woman...is the immediate jewel of their souls..." Othello

And great trademarks can be as valuable to you as they are to the companies that own them. Because they help ensure that when you ask for something you get what you asked for.

"Speak the speech I pray you, as I pronounced it to you..." Hamlet

So, in order to protect yourself, and us, please use Xerox as a proper adjective and not as a verb or noun. Thus, you can copy on the Xerox copier but you can't Xerox something. You can go to the Xerox copier but not to the Xerox.

"Zounds! I was never so bethump'd by words..." King John

We don't want to bethump you with words; please just use our name correctly.

XEROX

The Carolinas Made History in the American Revolution.

The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

Bicentennial Note:
The Battle of Cowpens
(Jan. 17, 1781) gave the
British a good push up
the road to Yorktown.

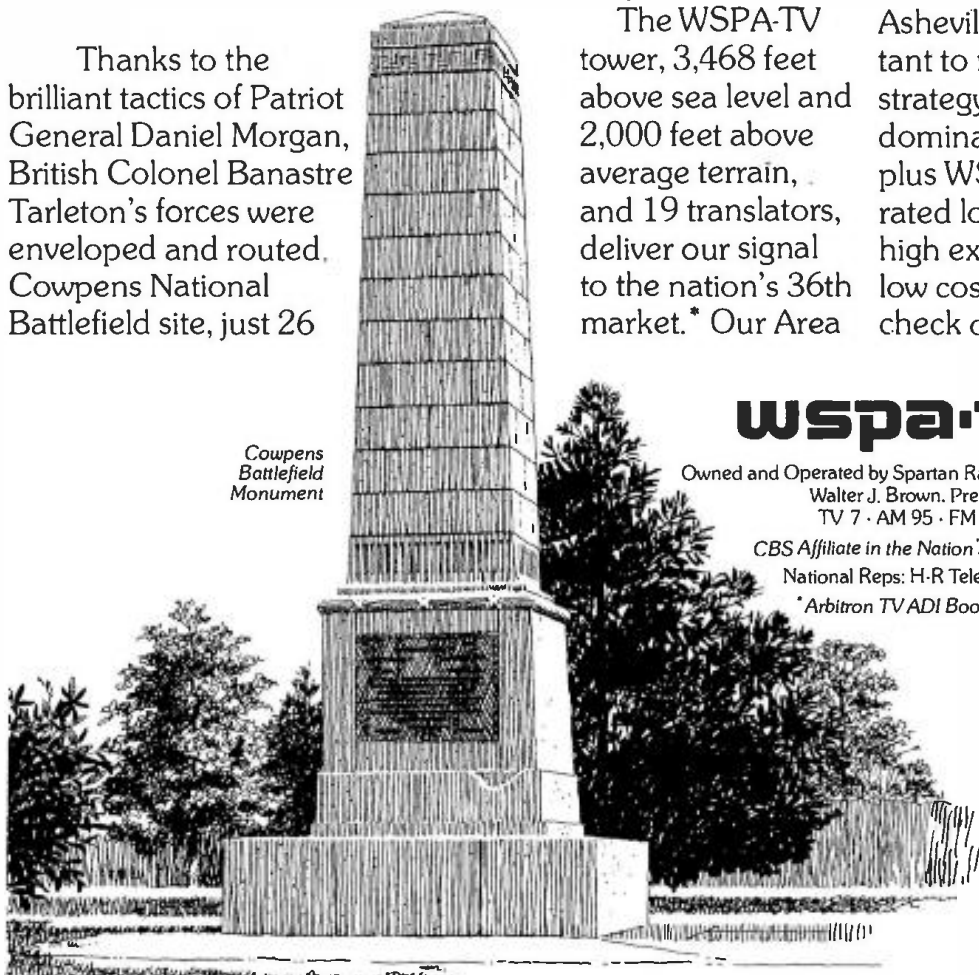
Thanks to the
brilliant tactics of Patriot
General Daniel Morgan,
British Colonel Banastre
Tarleton's forces were
enveloped and routed.
Cowpens National
Battlefield site, just 26

miles from WSPA-TV's
transmitting tower on Hog-
back Mountain, marks the
scene of this decisive
Revolutionary War battle.

The WSPA-TV
tower, 3,468 feet
above sea level and
2,000 feet above
average terrain,
and 19 translators,
deliver our signal
to the nation's 36th
market.* Our Area

of Dominant Influence
(481,800 TV households* in
31 counties in the Carolinas
and Georgia) makes the
Greenville-Spartanburg-
Asheville TV market impor-
tant to regional marketing
strategy. Market size and
dominant CBS programing
plus WSPA-TV's highly
rated local programs provide
high exposure at efficiently
low cost. For availabilities,
check our national reps.

Cowpens
Battlefield
Monument



WSPA-TV

Owned and Operated by Spartan Radiocasting Company.
Walter J. Brown, President.
TV 7 • AM 95 • FM 98.9

CBS Affiliate in the Nation's 36th Market.*

National Reps: H-R Television, Inc.

* Arbitron TV ADI Book '75-'76.