

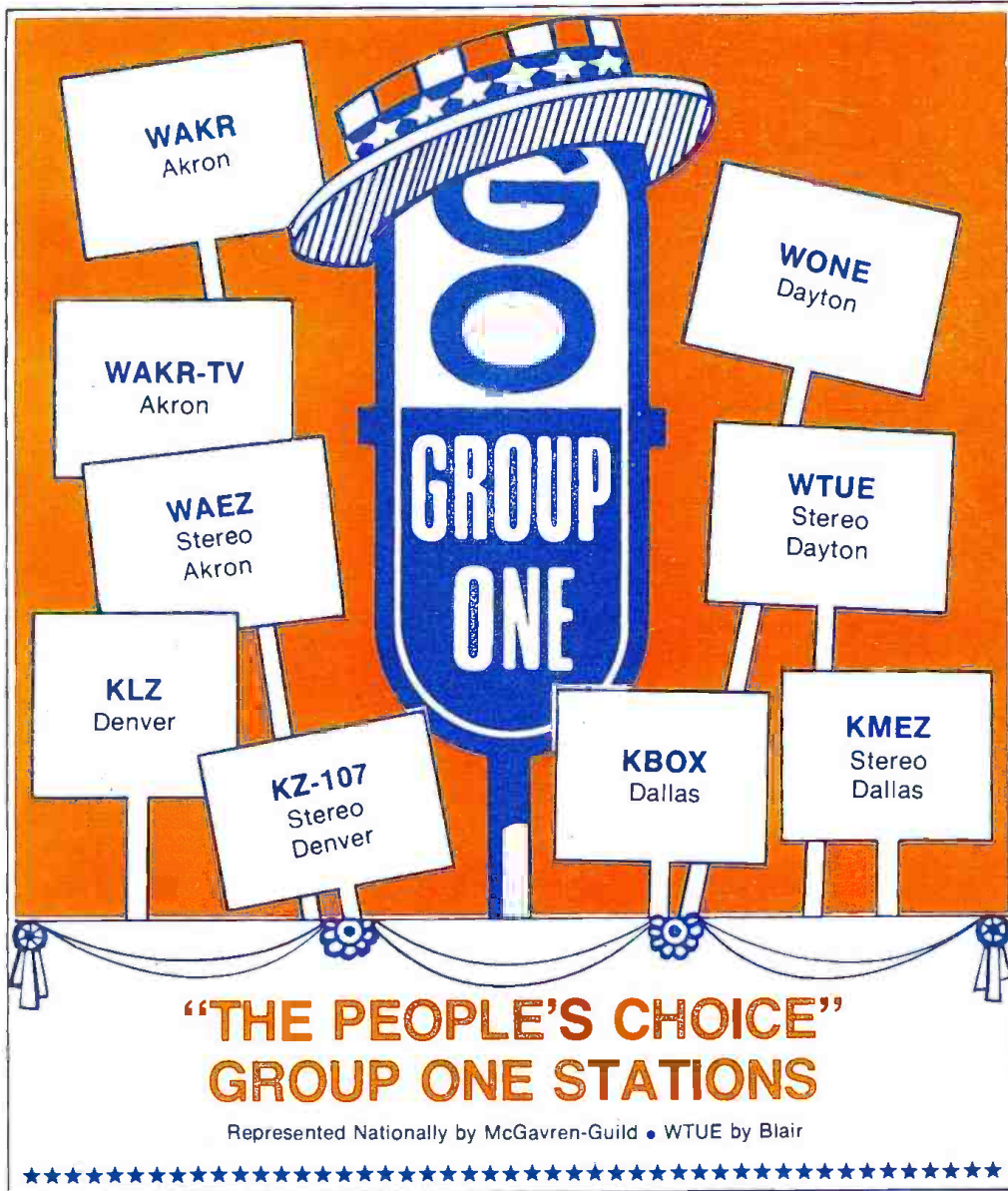
McGannon asks FCC to hold that line on networks
Ford vs. Carter: Debates scheduled, battle joined

Broadcasting Sep 6

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER



WAKR
Akron

WAKR-TV
Akron

WAEZ
Stereo
Akron

KLZ
Denver

KZ-107
Stereo
Denver

WONE
Dayton

WTUE
Stereo
Dayton

KBOX
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KMEZ
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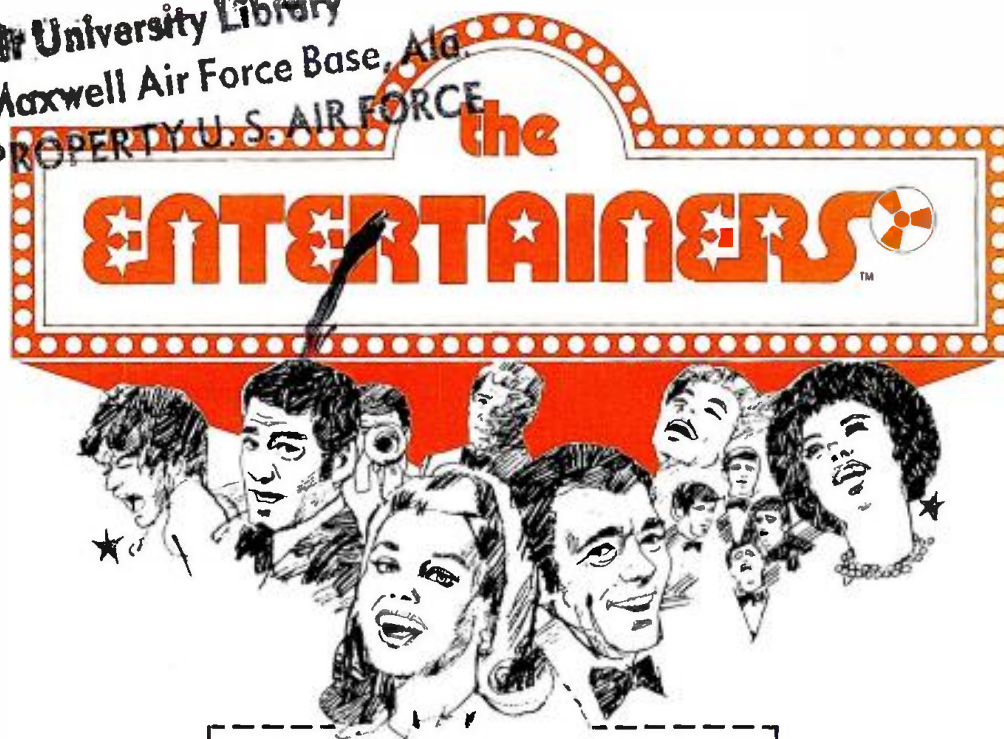
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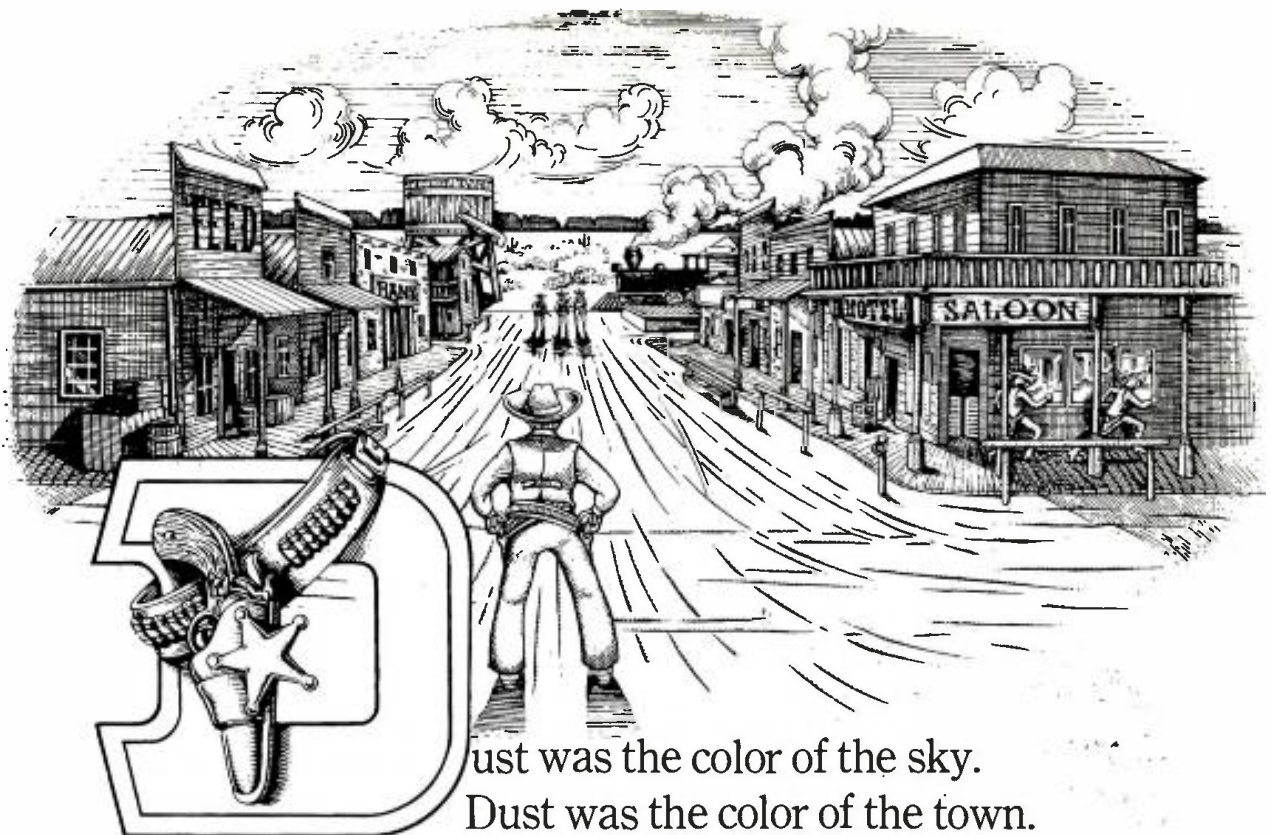


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produced by
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Werth-Green Productions



Dust was the color of the sky.
Dust was the color of the town.

The young sheriff moved toward the railway platform, pausing only to wipe his moist palms on his holsters.

He watched the Union Pacific engine hurtle around the bend and screech to a clanging, hissing stop. Silently, the Dalton boys swung from the train onto the station platform. Suddenly the sheriff found himself staring down the barrels of three shotguns. The street behind him was empty but for the dust.

There was no turning for help.

As his hands crept slowly toward his gun belt he knew he had to say it now or forever hold his peace. A crooked smile played about the corners of his mouth, as he drawled, "Boys, I want you to hear me and hear me good. Just remember, that Xerox is a registered trademark of Xerox Corporation and, as its brand name, should be used only to identify its products and services."

WE GOT THE COWBOYS TO GIVE THE INDIANS MORE THAN EMPTY PROMISES.

There are 19,000 Americans in the Dallas-Fort Worth area whose ancestors date back to Texas before cowboys, oil wells, or even cattle.

And when towns replaced teepees, and square dances replaced sundances, their problems really began.

We checked with experts and learned just how great their needs are today.

There's malnutrition. Disease. 17% of the Indian breadwinners are unemployed. The average breadwinner's educational level is 8th Grade, and yet he receives 50% less pay than

whites with the same education.

WBAP decided to do more than feel sorry.

First we went on the air with a series of announcements meant to shake up our listeners a little. By reporting the shocking truth. And appealing to their consciences.

Then we asked them to participate in an eight-hour live remote from a shopping mall. Midway between Dallas and Fort Worth.

That day, the Great Spirit was with us. And so were thousands of our listeners. They responded with truckloads of food. With truckloads of clothing. With the kind of concern that comes from the soul. And the big heart of Texas.

At WBAP we don't expect to bury the past. But we do intend to make the present something we can all be proud of in the future.

WBAP

Fort Worth/Dallas

ONE OF THE STATIONS OF
CAPITAL CITIES COMMUNICATIONS.
WE TALK TO PEOPLE.



The Week in Brief

NETWORK RESTRAINTS □ Group W petitions the FCC for a rulemaking aimed at breaking up the networks' power. Without controls, the networks will continue to enlarge their roles and stations will become passive outlets for national programming, the petitioner charges. **PAGE 23.**

THEY'RE ON □ Ford, Carter, League of Women Voters representatives agree to begin the debates on Sept. 23, with two more to follow for presidential candidates, one for vice-presidential nominees. Minor-party candidates will probably be out in the cold. **PAGE 26.**

FORD-CARTER STRATEGY □ The President's \$10-million advertising campaign kicks off tomorrow on CBS-TV with a film of his Kansas City acceptance speech. Here's how two political scientists have set up the GOP campaign. **PAGE 27.** In the opposing camp, Carter advisers diligently draw up their game plan for the Democrat's run for the White House. **PAGE 28.**

EXCHANGE □ White House goes along with a proposal that the FCC terms for Margita White and Joseph Fogarty be swapped. Arrangement quiets most conflict-of-interest talk and opens way for confirmation, probably this week. **PAGE 31.**

NAB ASSIGNMENTS □ Finishing touches are given to association's top-echelon reform. James Hulbert becomes executive vice president for a newly formed department and Erwin Krasnow takes over as general counsel. A post of vice president for television is set up for an executive who is still being sought. **PAGE 31.**

SWEET AND SOUR □ For GCC Communications of Chicago, the news last week was good and bad. An FCC law judge recommended approval of GCC's purchase of WEFM(FM) Chicago, but the commission review board wants to look into possibility of license trafficking. **PAGE 34.**

MICHIGAN, OHIO STATIONS HIT □ Petitions for denial of license renewals are filed by NABET against seven Fetzer stations. WKYC-TV Cleveland and WHLO(AM) Akron are challenged on their employment. **PAGE 36.**

ON FORD'S DESK □ So-called sunshine bill that would open most meetings of government agencies goes to the President for expected signing this week. **PAGE 36.**

PSA COMMENTS □ NAB tells FCC that it would be interfering with broadcasters' programming discretion if a proposed rulemaking on public service announcements is implemented. Citizen groups complain of vagueness in the present rules. **PAGE 40.**

RESHUFFLING FM's □ CBS sells its KCBS-FM San Francisco to local blacks and then buys KEAR there. KEAR owners turn around and purchase KMPX in Bay Area. **PAGE 41.**

LOOK AGAIN □ Citizen groups urge FCC to re-examine its decision not to meddle in format decisions. They claim the commission failed to let them know about their rights to participate in the original proceeding. **PAGE 42.**

BROADCASTING IN CONGRESS □ The staff of the Commission on the Operation of the Senate issues a report citing the benefits that would result from opening up proceedings in Congress to radio and TV. **PAGE 42.**

RUNNING UP THE TAB □ House Ethics Committee asks another \$100,000 to probe the source of that CIA leak to Schorr. Staffers think the request may kill the investigation. **PAGE 44.**

BIG-OIL CRITICS ANSWERED □ Complaints to FCC against Texaco spots lack substance and were filed too late, networks and Washington stations maintain. **PAGE 46.**

CBS STANDS PAT □ The network says it will stick to its program schedule for the fall despite the last-minute switches by ABC and NBC. **PAGE 48.**

CROSSFIRE ON POLE ATTACHMENT □ Hill hearing is told by cable witnesses that legislation is needed; telephone and electric companies deny there is a need for a law, and state regulators contend they can handle any problems. **PAGE 50.**

OPERATOR EXAMS □ FCC get a mixed reaction on the value of commission tests. **PAGE 51.**

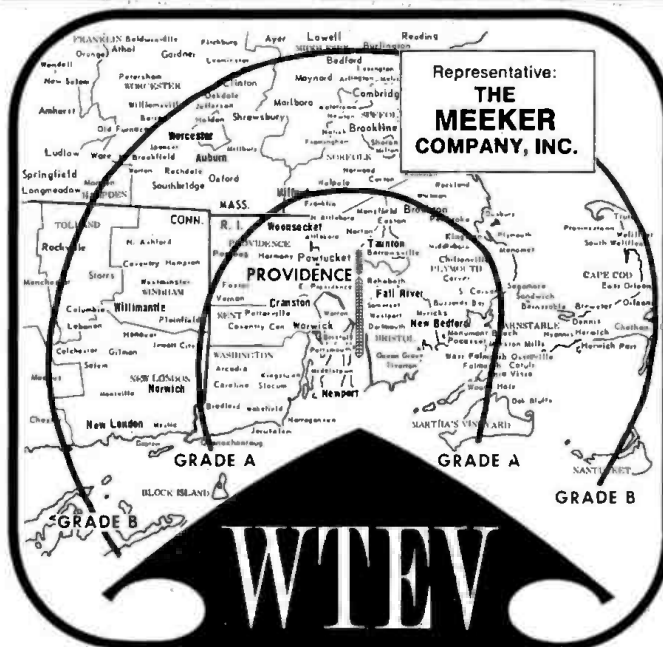
DEDICATED □ Dick Hughes says his present position is his idea of the ideal job. That attitude is just one reason that the senior vice president of WPIX Inc. has earned awards and prestige for his organization. **PAGE 73.**

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THE NEWPORT-JAMESTOWN BRIDGE, a recent important transportation link, built because of the area's population growth. It joins Jamestown and the city of Newport, thus averting the long drive around Narragansett Bay or a long wait for ferry service.



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This station should be a must on your media list. Affiliated with the **abc** television network, WTEV has greatly increased its total viewers. Plus, it delivers unique uniform coverage throughout the entire Providence ADI. For productive results from your advertising, include WTEV in your plans for reaching this major market.

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WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Insider report: behind the scene, before the fact

Baker's quarter dozen

Senator Howard H. Baker Jr., ranking Republican on Communications Subcommittee, is becoming expert in placing members on FCC, with odd specialty in Democrats. He was behind appointment four years ago of FCC's first black, Judge Benjamin L. Hooks of Memphis. He emerged couple of weeks ago as principal sponsor of Joseph Fogarty, Communications Subcommittee counsel, now assured of confirmation along with Republican Margita White (see page 31).

Although Mr. Fogarty is long-time aide of Communications Subcommittee Chairman John O. Pastore (D-R.I.), it was Senator Baker who interceded with Republican President on Mr. Fogarty's behalf. Senator Baker was also vigorous supporter of Mrs. White.

Stretched news

Longer network evening news is on agenda for special meeting scheduled this week (Wednesday) between NBC-TV officials and members of NBC-TV Affiliates Board of Delegates. NBC sources say it's purely exploratory, that NBC not only does not have specific expansion plan but hasn't even decided to try to expand. Affiliates Board meanwhile has been questioning stations on their attitudes—in past, predominantly anti.

CBS-TV officials had thought they might convene special CBS-TV Affiliates Board meeting this month to talk about longer news (BROADCASTING, Aug. 16), but network officials now say date couldn't be worked out and meeting probably will be held in October. ABC affiliate sources expect no meeting before their board's regular session Oct. 24-29 in Hawaii. Whole subject may of course be indefinitely mooted if Westinghouse Broadcasting Co. succeeds in getting freeze in its current bid for FCC investigation (story page 23).

Rewards of waiting

Reports persist that NBC-TV, though selling off third-place rank in prime-time ratings, wound up averaging higher fourth-quarter prices and thus will have higher prime-time revenues for that period than CBS-TV or ABC-TV. CBS and ABC sources say not so; NBC sources say it's doubtful, "but could be close." All agree NBC sold more slowly at first and thus had much more left to sell—at higher prices—when advertiser explosion occurred.

There are differences as to why NBC trailed competitors in early sales. At least some competitors claim it was because advertisers flocked first to CBS and ABC,

but NBC officials say they considered ABC's and CBS's initial prices too low and deliberately held back till prices began to move up (BROADCASTING, July 26).

Fawcett turns CBS on

Reports circulated late last week that CBS was moving deeper into publications field through acquisition of Fawcett Publications. CBS spokespersons said that as matter of policy they "never confirm or deny acquisition rumors." Fawcett publishes, among others, *Woman's Day*, *Mechanix Illustrated*, *Rudder*, Fawcett World Library and number of special-interest magazines. CBS publishing interests encompass, in addition to Holt, Rinehart & Winston firm, *Field and Stream*, *World Tennis*, *Road and Track*, *Cycle World*, *Sea* and number of others.

Ratings for sale

Arbitron has come out with first public response to incidents of cheating in which diary keepers offer to rig entries in favor of particular station in exchange for cash. Arbitron announced it has urged radio and television station executives to order employees to decline participation in any Arbitron survey because of potential conflict of interest. But real purpose is to put stations on notice that Arbitron is going to be checking more carefully than ever for diary anomalies.

At FCC request, Arbitron has turned over to commission what it knows about one such case, to which it was tipped by Baltimore stations ("Closed Circuit," July 26). Arbitron officials say it's up to commission now. They hope FCC will discourage further incidents by devising some sort of penalty, preferably stiff.

What have we done?

Filmed report on *CBS Evening News* with Walter Cronkite last week on closing of four Don Burden-owned radio stations that lost their licenses (see page 35) could have impact on FCC policy. Report, which focused on KOIL(AM) Omaha, showed sign-off "after 51 years" and employees who were losing jobs, and it noted public would lose service. It was, said one commission staffer, "funereal." As result, some at commission are wondering if there isn't better way of getting rid of operators found to lack necessary character qualifications than by forced closings that cost employees their jobs and public its service. One suggestion heard last week was that, at least in some cases, forced sale might be adequate solution.

All theirs now

Control of A.H. Belo Corp., parent of *Dallas Morning News*, seven suburban dailies, WFAA-AM-TV and KZEW(FM) Dallas and KFDM-TV Beaumont, Tex., passed from G.B. Dealey trust to 13 individual stockholders on Aug. 25 in compliance with late Mr. Dealey's will. Transition wasn't discernible. Heirs of Mr. Dealey, who died 30 years ago, personally take control of 69% of company's stock, and indications are that family holdings will be retained, although minority interests could change hands.

Broadcast properties are licensed to Belo Broadcasting Corp., which has its own trusteeship that runs to 1982. Trustees are Joe Dealey, Belo Corp. president; J.M. Moroney Jr., executive vice president, and Mike Shapiro, president.

Alice's doctors

CBS-TV is undertaking major repair job on new situation comedy, *Alice*, which is to occupy critical 9:30-10 p.m. slot in Wednesday-night line-up in new season. With four episodes in can, network has hired three veteran comedy writers-producers to take command: Bill D'Angelo to be executive producer and Harvey Bullock and Ray Allen to be co-producers. CBS is counting on *Alice* to hold big lead-in audience that *All in the Family* is expected to produce and deliver it to marginal 10 o'clock police show, *The Blue Knight*.

Run for the money

Soon to be announced is venture into television by Tuesday Publications Inc., Chicago, publisher of newspaper supplement targeted at black readers. Company has formed Tuesday Television Productions Inc., which will stage \$1.6-million invitational track and field competition, featuring \$300,000 "Golden Mile," in spring, 1977. It has engaged Ward Quaal Co., Chicago management consultant, to coordinate television rights.

Palatable learning

CBS-owned television stations are putting together 60-minute weekly children's show that will meld education and entertainment. Roughly 50% of it will be done on film or tape by CBS group, with other 50% handled by each CBS-owned station, which will hire local host and feature studio audience of children. Series, still untitled, is aimed at 6-to-10-year-olds and has target air date of February 1977 for Saturday (7-8 a.m.) or Sunday (8-9 a.m.) scheduling.

Business Briefly

Magnavox □ Color TV sets will get TV exposure in number of markets for five-week flight beginning Sept. 20. Fringe 30's are targeted to adults, 25 and over, and handled by William Esty, New York, agency.

Burger King □ What may be BBDO's last radio campaign for this Miami-based fast-food chain anticipates use of large number of markets, with start dates and flight lengths varying by market. Primary target audience is uniform: adults, 18-34. Burger King has indicated it's looking for new agency to handle billings that in past have been strong on broadcast and getting stronger. In 1975 company spent more than \$1 million in radio, all in spot, and in first quarter of this year spent at annual rate of more than twice that; in TV it spent \$15.6 million in network and spot in 1975, and in first half of this year spent 35% more than in comparable period last year.

Mobil □ Oil company, through SFM Media Corp., New York, is in midst of what industry sources say is attempt to set up fourth network for 10 60-minute documentary dramas, *10 Who Dared*. Mobil would take six commercial minutes within each hour (three minutes at start and three minutes at end, so that programs would not be interrupted). Stations would not get any commercial time within *10 Who Dared* but Mobil would pay them prime-time rate-card prices for those 10 weekly hours. Target date for episode one on Roald

Amundsen's conquest of South Pole is week of Jan. 17. Series would run for 10 consecutive weeks, covering explorers as varied as Charles Doughty, first Britisher to reach Mecca; Henry Morton Stanley, journalist who traveled full length of Congo; and Jedediah Smith, first white man to cross America. Series is co-production of BBC and Time-Life Films. Mobil and SFM want all stations who agree to take series to run it on one given night at one given time each week so that full national publicity can be brought to bear, SFM sources say most stations that accept series will be network affiliates, which will have to pre-empt prime-time network hour for those 10 weeks.

Kimberly-Clark □ Teri towels are subject of eight-week flight in number of markets set for Nov. 1 start. TV 30's in day, fringe and prime time are geared to women, 18-49. Leo Burnett, Chicago, is agency.

Harper & Row □ Publisher, through Gaynor Media, New York, is looking for spot-radio availabilities in various markets for multiweek flight in October for its new volume, "The Space Gods." Los Angeles is one of markets that would benefit. Demographic target is adults.

Revlon □ Company is making advance plans for Christmas radio flight with nationwide buy to reach major markets such as Los Angeles, Chicago, Detroit, Miami and San Francisco. Six-week flight

is set to kick off Nov. 15. Agency, Grey Advertising, New York, will go for women, 18-34.

A&P □ Grocery chain, through McCann-Erickson, New York, is readying nine-week radio flight aimed at Southern and border states, with cities like Norfolk, Va., figuring prominently. Buy begins Sept. 27. Women, 25-49, are demographic target.

Black & Decker □ Preholiday flight in selected markets for B&D indoor products begins Nov. 29 for three weeks. Fringe TV 30's and weekend/sports 30's aim for men and women, 18-49. BBDO, New York, is agency.

Wells Corp. □ Shampoo and hair products company will introduce new item for test purposes with two four-week flights Sept. 27 and Nov. 8 in selected markets. TV 30's in fringe time will aim for women, 18-49. James Neal Harvey, New York, is agency.

Miles Lab □ Various vitamin products will get 13-week boost in substantial number of TV markets beginning Sept. 27. Fringe 30's will aim for adults, 25-49. J. Walter Thompson, New York, is agency.

Western Union □ Company, through Ries, Capiello & Colwell, New York, is planning quickie multimarket radio flight to begin Sept. 15. Chicago will be one of markets whose radio stations will be used to reach men, 25 to 64.

Frito-Lay □ Fritos corn chips are subject of five-week effort in number of spot-TV markets beginning Sept. 20. Prime-time 30's will aim for women, 25-49, secondarily for children, 6-11. Foote, Cone & Belding, New York, is agency.

U.S. Postal Service □ Mail will get through in campaign to begin Oct. 11 for three weeks in long list of markets. Prime-time TV 30's are geared to women, 18-34. Young & Rubicam, New York, is agency.

Sony □ Betamax video cassette recorder will be advertised in four-week campaign to start Sept. 20 in selected major markets. Prime-time, late fringe and news TV 30's are geared to upscale men, 25-54. Doyle Dane Bernbach, New York, is agency.

Alpo □ Dog-food company has planned three separate spot-TV campaigns for three of its products. Snap Treats gets 15-week buy beginning Sept. 13, Alpo canned dog food will be accorded limited three-week flight beginning Sept. 27 and

BAR reports television-network sales as of Aug. 22

ABC \$558,817,800 (32.1%) □ CBS \$604,924,000 (34.8%) □ NBC \$575,074,100 (33.1%)

Day parts	Total minutes week ended Aug. 22	Total dollars week ended Aug. 22	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	149	\$ 655,100	4,598	\$ 23,187,100	\$ 21,320,500	+ 8.8
Monday-Friday 10 a.m.-6 p.m.	963	10,029,000	33,609	388,740,400	325,941,900	+19.3
Saturday-Sunday Sign-on-6 p.m.	244	3,538,000	10,077	188,354,000	139,669,500	+34.9
Monday-Saturday 6 p.m.-7:30 p.m.	106	2,518,900	3,425	94,877,600	77,117,300	+23.0
Sunday 6 p.m.-7:30 p.m.	20	568,800	713	28,335,500	11,651,300	+143.2
Monday-Sunday 7:30 p.m.-11 p.m.	400	17,996,300	14,015	889,684,900	761,962,900	+16.8
Monday-Sunday 11 p.m.-Sign-off	179	3,303,800	6,716	125,636,400	104,054,500	+20.7
Total	2,061	\$38,609,900	73,153	\$1,738,815,900	\$1,441,717,900	+20.6

Source: Broadcast Advertisers Reports

10 to 12-week campaigns (depending on market) will be given to new spot for Alamo dog food. Demographic target: women 25-64. Agency: Weightman, Philadelphia.



Chesebrough-Pond's □ Cutex Rich & Glossy nail polish, new product, will get TV introduction through prime-time and daytime network 30's beginning this week (Sept. 6). Actress Marisa Berenson is spokeswoman in spots with theme, "New Cutex. Very rich. And very glossy." Waring & LaRosa, New York, is agency.

McGraw-Edison □ Food Equipment Division, Algonquin, Ill., will advertise Sizzler Hamburger Maker in number of markets for four weeks beginning Nov. 26. TV fringe and prime-time 30's are geared to men and women, 18-49. Atwood Richards, New York, is buying service.

New York State Lottery □ "The Empire Stakes," which begins Sept. 8, will get advertising push on TV and radio beginning same day for two months in nine markets. State lottery has as theme, "No one has a better chance than you." TV 10's and 30's and radio 30's are handled by Smith/Greenland, New York.

Pentel □ Company's Rolling Writer brand of pens will be accorded major-market TV buy, to run from Nov. 3 through Nov. 30. Young & Rubicam, New York, is Pentel's agency, which will go after adults, 18-49.

Helena Rubenstein □ Fresh Cover make-up will be stressed in new TV-spot campaign by company, which starts in most major markets on Sept. 13 and will run through Oct. 10. Kenyon & Eckhardt, Nov. 30. Young & Rubicam, New York, is 18-34.

Beacon □ Moving and storage company is readying test-market radio flight to kick off on Oct. 6 and to run for four weeks. Markets include Los Angeles, Houston, Miami and Atlanta. Time buyer will be Media Corp. of America, New York, which will aim spots at adults, 25-49.

Seiko □ Four-week preholiday flight for men's and women's watches begins Nov. 8 in number of TV markets. Fringe 30's are targeted to adults, 25-54. AC&R, New York, is agency.

International Shoe □ Company has engineered multimarket purchase for September-October spot-TV splurge.

Company will promote three lines of shoes in its TV spots: Vitality, Miss Wonderful and Personality. International Shoe's agency, Batz-Hodgson-Neuwoehner of St. Louis, is aiming spots at women, 18 to 34.

Denmark Cheese Association

□ Radio will get heavy emphasis of Concord, Calif.-based organization's fall campaign. Developed by Clinton Frank Inc., San Francisco, 12-week campaign will start at end of September and use Victor Borge spots to promote Denmark cheese on East Coast. Successful spot-radio drive in 1975 involved West Coast and New York. Boston, Washington and Philadelphia are being added to this year's list.

Sunmark □ Crunchola granola product will be advertised in range of markets for three alternating weeks beginning this week. Fringe and prime-time access TV 30's aim for total women. Doyle Dane Bernbach, New York, is agency.

Fox Photo □ Company, through The Pitluk Group agency of San Antonio, Tex., has selected-market radio flight ready for kickoff in mid-September for full 13-week campaign. Markets include Houston, San Francisco, Atlanta, Omaha and Kansas City, Mo. Pitluk has targeted spots to adults, 18-49.

Kraco □ Company has national radio-spot campaign for its line of rubber and vinyl products ready for six-week flight beginning Sept. 13. Markets include New York, Los Angeles, Houston and Boston. Agency, Kelly, Scott & Madison, is gearing spots to overlapping male audience of men, 18-34 and 25-64.

Standard Brands □ Company's West Coast Weibel wines are slated for pre-Christmas radio splurge on clusters of stations in Los Angeles and San Francisco. Campaign kicks off Nov. 15 and will run for six weeks. Demographic target is adults, 18-49, with special focus on adults, 25-34.

MFA Insurance □ MFA of Columbia, Mo., will push insurance policies in six-week TV flight to start Sept. 20 in number of Midwest markets. Early and late fringe, prime-time and sports 30's are targeted to men, 25-49. D'Arcy-MacManus & Masius, St. Louis, is agency.

Furman Canning □ Four-week campaign to begin Oct. 4 for Furman's Bak-N-Beans will use TV 10's in limited number of markets. Target audience is women, 18-49. Rhaco Advertising, York, Pa., is agency.

Rep appointments

- WGNI(AM)-WAAV(FM) Wilmington, N.C.: Katz Radio, New York.
- KWMJ(FM) Midland/Odessa, Tex.: Eastman Radio, Dallas.

AND NOW . . .

The Leading FM Station in Minneapolis-St. Paul*

WICC 94.1

*SOURCE: ARB April-May, 1976, M-5
6AM-MID. AV. 1/4 HR. 18-49 and CUME.

Monday Memo[®]

A broadcast advertising commentary from William W. Young, vice president and regional manager, BBDO, San Francisco.

Message clutter: It's too much of a good thing

Agency people first spend long hours gathering facts and then even longer hours conceiving and writing effective commercials. After that, the client must be convinced that the commercial message is the right one for his product or service. And after that comes the third step in the process—sophisticated copy research to confirm the agency's faith and the client's hope in the commercial message, at a production cost often reaching \$1,000 for each second of the completed commercial put on film or tape.

After all this work, it's depressing and exasperating to find commercials appearing in a media climate of increasing commercial clutter. Commercial clutter—the self-made problem of advertisers and broadcasters. As broadcasting expenses went up in the 1960's, advertisers demanded shorter, less expensive commercial units. Together we created the 30-second commercial unit as the industry standard. But broadcasting costs have continued up while the advertiser's need for cost-efficient commercial units remains unabated. The merry-go-round goes around and around. The resultant commercial clutter is becoming a major concern at BBDO.

There are two kinds of commercial clutter. One that we are all familiar with is the number of commercials per break. But there is a second measure of commercial clutter that we use at BBDO—the number of messages per commercial per commercial break. In other words, if a 30-second commercial contains more than one selling message, it compounds the commercial clutter factor. We call it message clutter.

First, let's examine commercial clutter. Think for a moment about the number of 30-second commercial units per commercial break. How did we get here?

In September 1975, NBC-TV changed the format of hour-long programs between 10 and 11 p.m., resulting in fewer but longer commercial breaks. In February 1976, CBS-TV changed the format of all prime-time programs so that instead of six 60-second breaks, there would be four 90-second breaks.

This is all good for the networks and their affiliates. It eliminates some of the pressure from viewers who object to the frequency of commercial breaks. But what does it do to the effectiveness of the advertiser's message?

The Burke Copy Research people have data that shows the average commercial audience is declining. Program audience size is holding its own or even growing slightly. But the portion of that audience



Bill Young joined BBDO in 1975 as regional manager of its San Francisco office, BBDO's second largest domestic office. He began his advertising agency career in 1965, when he joined Grey Advertising in New York as a trainee on the Procter & Gamble account. He left Grey in 1973 as a vice president and account supervisor and joined Botsford Ketchum in San Francisco as senior vice president and management supervisor responsible for the Clorox account. From there he moved to his present post with BBDO.

that stays in front of the television set during commercial breaks is dwindling. As networks and local affiliates make their commercial breaks longer, viewers are becoming more prone to take a walk. Burke Copy Research can document that anywhere from 25% to 40% of the viewing audience leaves the room during the commercial break. That amounts to a healthy chunk of change when translated into dollars per reduced commercial message.

But what about the commercial that is sandwiched in between the first and last in a three-commercial break?

Over the last 40 years it has been found consistently that the messages in the middle of a list are learned more slowly than those at either end of the list. A BBDO study on this subject showed there is a slight but reliable advantage for the last position in a four-commercial break. McCollum-Spielman, a commercial testing service, did an analysis that indicates the first position is best, the last commercial position is second best and the middle position is weakest. In fact, according to McCollum-Spielman data, the middle positions are about 10% less effective than the first or last position.

While definitive quantitative research does not exist on the effect of the number of commercial units per commercial

break, logic and available facts irrefutably indicate that burial in the middle of a chain of messages can hurt. Our buyers at BBDO are very concerned about this. We know of course that station traffic departments are doing the best they can in their commercial rotation policies. Nonetheless, in the environment of escalating commercial time costs, advertisers and their agencies are going to become more and more concerned with this problem.

Now, back to the other factor affecting commercial clutter—the number of messages per commercial break, or message clutter. Here we are referring to the multiple-message commercial that is becoming increasingly prevalent as retail advertisers became more and more important to broadcasting. We recently saw data published by the Television Bureau of Advertising showing that local retail advertisers are now generating more than 50% of the average television station's advertising revenue—an astounding increase over only five years ago.

However, there comes a problem with this revenue-producing development. Many retailers love to sell two or more items per commercial message. Next time you watch a supermarket commercial or a local car dealer's spot or a department store spot, count the number of items you are asked to buy. To most professionals in the advertising business, that constitutes multiple-selling. It may be the same advertisers, but it is forcing the viewer to rapidly change mode and come under the influence of several commercial messages.

Now, put that multimessage retail spot between two commercials of national or regional advertisers and you begin to see the problem. The National Association of Broadcasters has an advertising code that says large brand-name national advertisers can sell only one product per commercial. That very same code, however, puts no restrictions on local retail advertisers. In a word, that's a form of discrimination. Either local retailers should come under the same guidelines as large brand-name advertisers or the restrictive one-commercial-message guideline should be rescinded.

Quite frankly, the first is best—let's have the retailer restricted to one message per commercial. This is not said in any punitive sense. It is based on a professional tenet: One message sold hard and convincingly in one commercial is infinitely better than many messages touched on very lightly.

While a new NAB advertising code will not solve the message clutter problem totally, it would help. More important, broadcasters' support at the local level with their retail accounts would be the biggest help of all.

WTOP-TV is going to do it. So are WCCO-TV, KOOL-TV, KTAR-TV, KTVY, KTVX, WHO-TV and KTUL-TV. How about station YOU?

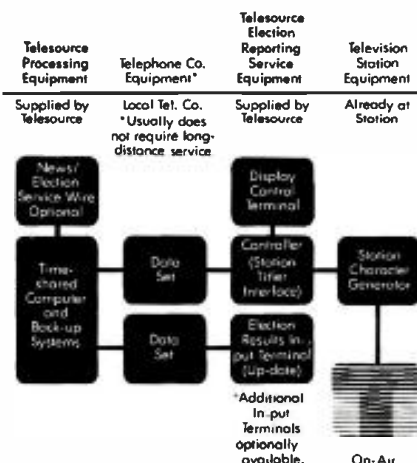
This November.
Display network quality election results.
Without buying expensive equipment.
Without hiring technical expertise.
KTVY and the rest are going to.
So can you.

Use your own character generator to put data on air seconds after receipt. Update local and national results while you're displaying on air. Choose your own display format or match network programming. Use percentage reporting or actual numbers. And much more.

Telesource makes it happen! Telesource is fast. Flexible. Totally backed-up. Economical. Complete.

Telesource, through its Election Reporting Service division, is a proven service with outstandingly successful experience in the 1972 and 1974 elections.

There is no need to purchase equipment or technical expertise. Telesource provides you everything you need to offer your viewers top quality, complete and professional



reporting of 1976 election results including a completely backed-up system, a written election guide, and training seminars for your key election personnel.

Ask about the Telesource Optional Election Services—low cost ways to further expand and enhance your station's election coverage or display flexibility.

IMPORTANT

Telesource must limit the number of participating stations. Pricing must increase as election time draws nearer because planning, training, and installation of Telesource equipment must be compressed into a shorter time. It's to your advantage to act now.

**Call today for a demo.
702-786-2302.**

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1135 Terminal Way, Reno, Nevada 89510

Where Things Stand

Monthly status report on major issues in electronic communications

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Antitrust/networks. Original Justice Department suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Those cases 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.). Supreme Court then dismissed network appeals contending Judge Kelleher should not have permitted refiling of suits. Judge Kelleher later rejected one filing for summary judgment on ground that improper motive was behind refiling of suit, accepted for consideration request for summary judgment on ground that networks are not in violation of antitrust law, and motion to dismiss on ground that Justice lacks jurisdiction to file suits (BROADCASTING, May 3).

Broadcasting in Congress. With only one month remaining of 94th Congress, there is little hope for passage of resolution to permit daily, live radio and TV broadcasts inside House chamber. Broadcasting measure, H.Res. 875, would allow coverage in House by pool composed of networks and Public Broadcasting Service. It was written by subcommittee of Rules Committee headed by Representative B.F. Sisk (D-Calif.), but was blocked once in full committee in March (BROADCASTING, March 29). Mr. Sisk will try again next year, aide says. There has been no action at all on similar broadcast resolution in Senate, although staff paper recommends chamber broadcasts to special Senate commission recommending changes in Senate (see story this issue).

Cable rebuild deadline. FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline and Midwest Video Corp. has appealed modification of rebuild requirements in U.S. Court of Appeals in Washington.

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proclaimed, but not yet effective, law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC, Congress and State Department. Secretary of State Henry Kissinger has promised Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) that State will hold talks with Canadians on commercial-deletion matter and will work to stop tax bill, even though Canadians have termed that measure "nonnegotiable"

(BROADCASTING, Aug. 30). Senator Magnuson and 17 colleagues earlier had proposed in letter to Dr. Kissinger retaliatory trade measures if Canadians don't back down.

Children's TV. Oral argument will be held Sept. 14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children's Television from FCC's 1974 policy statement on children's television. In House, there is bill by Timothy Wirth (D-Colo.), member of Communications Subcommittee, to establish national council to study effects of advertising on children and recommend regulatory reforms (BROADCASTING, July 21, 1975).

Consumer agency. Legislation to create agency for consumer protection has been gathering dust since one version of it (S. 200) passed Senate in June, another (H.R. 7575) passed House in November, both last year. Two versions must be resolved into one before it can go to President, but House-Senate conference to do that has never been scheduled. Part of reason may be that President Ford has promised to veto bill. Proposed agency would have no regulatory powers; its function would be to represent consumer interest in proceedings of other agencies and courts. Significant difference between House and Senate bills for broadcasters is that Senate's prohibits consumer agency's participation in FCC license renewal proceedings. House's does not, but House report accompanying bill says agency's "active participation should be discouraged" in renewal proceedings.

Copyright. Major copyright revision legislation, already passed by Senate, has cleared House Judiciary Committee after months of hearings and mark-up at subcommittee level. Its authors are hopeful of getting it through Rules Committee, passed on floor and into House-Senate conference committee before time in this session runs out. Both House and Senate versions of bill create copyright liability for cable television and public broadcasting. There are substantial differences between two, but they are not impossible to resolve, insiders say.

Crossownership (newspaper-broadcast). Oral argument will be held Sept. 17 in U.S. Court of Appeals in Washington on consolidated appeals (Cases 75-1064 et al.) from FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships. Number of parties and petitioned commission to reconsider its order, but commission denied them. FCC did, however, deny Justice Department petition seeking to break up crossowned WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24), although Justice is appealing that decision.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial

station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

EEO guidelines. FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31) did not support FCC authority to create such rules for cable.

Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

Family viewing suit. Final arguments have been held and judge's decision is awaited in suit filed by Writers Guild of America, West and Tandem Productions in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, July 19). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages.

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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.). Oral arguments have been held in that case (BROADCASTING, May 31). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). 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, 1975).

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

Format changes. FCC has concluded inquiry to determine if it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals court decisions and expectation is that Supreme Court will ultimately decide issue.

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

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

License renewal legislation. House Communications Subcommittee will hold hearings Sept. 14-16 on bills to revise broadcast license renewal procedures. Seventy renewal bills have been introduced in House to date, most duplicative. Leading versions are sponsored by Commerce Committee Chairman Harley Staggers (D-W.Va.) and Communications Subcommittee's ranking Republican, Louis Frey (R-Fla.), both with approval of broadcasters, and by Representative Richard Ottinger (D-N.Y.), version strongly opposed by broadcasters (BROADCASTING, Aug. 16). Except for Mr. Ottinger's, most renewal entries lengthen broadcast license term from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. There is not time to pass renewal legislation this year. Instead House subcommittee will write report of findings and recommendations after hearings. Senate will do nothing on renewal bills this year.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National As-

sociation of Broadcasters and number of individual broadcasters. 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, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Last year, Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee looked into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975) although it is unlikely that anything will come of their efforts in this Congress ("Closed Circuit," May 31). Hearings of House Communications Subcommittee also have looked into pay-cable issue (BROADCASTING, Aug. 2). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

Performer's royalty. Legislation creating royalties for performers and manufacturers of recorded music, that broadcasters and others would have to pay, is dead this year. Bid for acceptance of such legislation by Representative George Danielson (D-Calif.) was rejected by subcommittee of House Judiciary Committee during markup of copyright bill. Subcommittee voted instead to instruct register of copyrights to study problem and report back recommendations in 1978. In Senate, where Hugh Scott (R-Pa.) has been trying for over 30 years to obtain passage of performer's royalty, bill has not left subcommittee that held hearings last year.

Pole attachments. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has introduced legislation (H.R. 15372) empowering FCC to (1) regulate pole attachment rates that cable systems pay utility companies and (2) fine cable systems for rule violations. Bill encompasses pole attachment legislation introduced by Representative Timothy Wirth (D-Colo.) and co-sponsored by Mr. Van Deerlin and Representative Charles Rose (D-N.C.) (BROADCASTING, Aug. 30). It would have FCC set minimum standards but would encourage states to handle actual regulation. Subcommittee scheduled hearing and markup on bill last week (see story this issue).

Public broadcasting funding. Bill currently before House-Senate conference committee would fund Corporation for Public Broadcasting for next three years at these levels: \$103 million in 1977, \$107.15 for 1978 and \$120.2 million for 1979. CPB would have to qualify for that money under matching plan requiring it to raise \$2.50 privately for every federal \$1. Funds are part of larger labor, health, education and welfare appropriations package that is currently tied up in conference over controversy unrelated to CPB. Even if passed, bill is expected to be vetoed by President.

■ **Ratings.** Nielsen prime-time averages, Sept. 8, 1975, through Aug. 29: ABC 17.8, CBS 17.5, NBC 16.3.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its admin-

istration of equal-time law. Democratic National Committee has now taken unsuccessful appeals of decision to U.S. Supreme Court (BROADCASTING, July 29) although last week DNC dropped request for expedited consideration of appeal (see story this issue). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Recent attention to proposed national televised debates between presidential candidates has brought renewed efforts by networks to obtain suspension or repeal of Section 315 for presidential and vice presidential candidates. Neither House or Senate Communications Subcommittee chairman is eager to act on such requests, however, because debate can be carried without such suspension.

Sports antiblackout. Legislation to extend permanently law banning TV blackouts of home games of professional football, baseball, basketball and hockey if sold out 72 hours in advance is stalled in Congress, despite tentative agreement on it by House-Senate conference committee in May. Senate conferees appear to be dragging their feet over acceptance of amendment by one of House conferees, Lou Frey (R-Fla.), that would limit experimentally size of blacked-out zone to 90 miles from city limits where home game is played. Last word in communications between two houses was from Senate Communications Subcommittee Chairman John Pastore (D-R.I.), who advised House conferees they should huddle with House Commerce Committee Chairman Harley Staggers (D-W.Va.) to discuss problem with Frey amendment, brought to Mr. Pastore's attention by Miami Dolphins football team.

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

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from 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 have been filed (BROADCASTING, Dec. 15, 22, 1975). Institute for Telecommunications Sciences, arm of Department of Commerce, will study feasibility of VHF drop-ins with Knoxville, Tenn., as test market (BROADCASTING, June 28).

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

Major meetings

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

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

Oct. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs. 1977 annual meeting will be Oct. 23-26 at the Homestead, Hot Springs, Va.

Oct. 24-27—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

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

Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

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.

Jan. 9-11, 1977—*Association of Independent Television Stations (INTV)* fourth annual convention. Fairmont hotel, San Francisco.

Jan. 23-26, 1977—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

Jan. 25-28, 1977—*National Association of Broadcasters* winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

Feb. 12-16, 1977—*National Association of Television Program Executives* 14th annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

March 27-30, 1977—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

April 17-20, 1977—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

April 27-May 1, 1977—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

May 18-21, 1977—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

June 12-16, 1977—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles.

■ indicates new or revised listing

This week

Sept. 8-11—*International Musexpo '76*, market place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

Sept. 9—*International Radio and Television Society's* annual newsmaker luncheon. FCC Chairman Richard E. Wiley will speak on "The Year Ahead at the FCC." Americana hotel, New York.

Sept. 9—FCC's deadline for comments on amendment of cable television rules to make definition of "legally qualified candidate for public office" consistent with definition recently adopted for broadcast services. Replies due Sept. 20, FCC, Washington.

Sept. 9—One day seminar on "Politics and Television 1976: A Mid-Term Assessment," sponsored by *The Aspen Institute, League of Women Voters of the U.S. and Post-Newsweek Stations*. Conference is to provide an opportunity for journalists, advertisers and members of other interested publics to assess the implications of TV effects for their work. Waldorf-Astoria hotel, New York.

Sept. 10-12—Annual conference of *NBC Television and Radio Networks* and *NBC Radio's News and Information Service* news directors. Hotel Drake, Chicago.

Also in September

Sept. 12-14—Fall convention, *Louisiana Association of Broadcasters*. Royal Sonesta hotel, New Orleans.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 12-14—Annual convention of Western chapter of *The National Religious Broadcasters*. Sheraton hotel, Los Angeles airport.

Sept. 12-15—Sixteenth annual conference of the *Institute of Broadcasting Financial Management*. FCC Chairman Richard Wiley will be Monday luncheon speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.

Sept. 13—Public hearings begin in Chicago on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 55 East Monroe Street.

Sept. 14—*Television Bureau of Advertising* corporate advertising workshop. Theme: "The Pressure Upon Business to Explain Itself." Biltmore hotel, New York.

Sept. 14—Oral argument in case in which Action for Children's Television is appealing FCC's 1974 policy statement on children's TV. U.S. Court of Appeals, Washington.

Sept. 14-16—Hearings on license renewal legislation before *House Communications Subcommittee*. Washington.

Sept. 14-16—*Illinois Broadcasters Association* convention. Holiday Inn East, Springfield.

Sept. 14-17—*CBS Radio Network* affiliates convention. Agenda in Aug. 30 BROADCASTING. Williamsburg, Va.

Sept. 15—Deadline for entries for Ohio State Awards competition that annually recognizes meritorious achievement in educational, informational and public affairs broadcasting between Sept. 1, 1975 and Aug. 31, 1976. Competition is sponsored by the *Institute for Education by Radio-Television* and is held under auspices of Ohio State University Telecommunications Center, Columbus. Winners will be announced in

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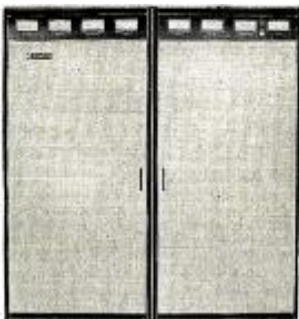
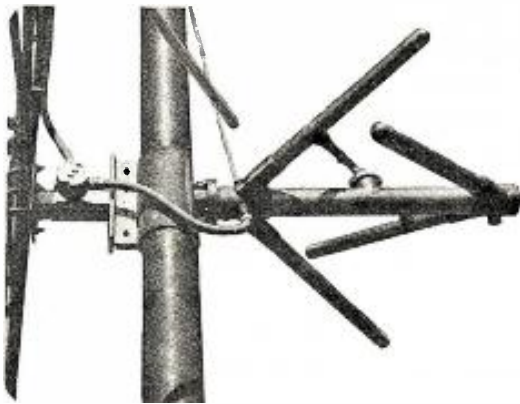
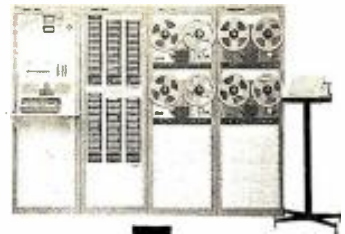
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CBG HECK

March 1977. Contact: IERT, 2400 Olentangy River Road, Columbus, Ohio 43210.

Sept. 15-17—Tennessee Association of Broadcasters annual convention. Speakers include Tennessee Governor Ray Blanton; Dr. Paul Stevens, president, Radio and Television Commission of the Southern Baptist Convention; NAB President Vincent Wasilewski, FCC Commissioner Ben Hooks and Herminio Traviesas, NBC vice president, broadcast standards. Glenstone Lodge, Gatlinburg.

■ **Sept. 17**—Second annual awards banquet of *Project Media*, Jackson, Miss. FCC Commissioner Benjamin Hooks will be guest speaker. Holiday Inn Downtown, Jackson.

Sept. 17-19—American Women in Radio and Television West Central area conference. Clayton Inn, Clayton, Mo.

Sept. 17-19—Maine Association of Broadcasters annual convention. Sebasco Estates.

Sept. 18—Radio Television News Directors Association board meeting. Benson hotel, Portland, Ore.

Sept. 19-22—National Radio Broadcasters Association Conference & Exposition. (For agenda, see BROADCASTING, Aug. 23). Hyatt Regency Embarcadero, San Francisco.

Sept. 20-21—National Retail Merchants Association retail advertising workshop and seminar. Biltmore hotel, New York.

Sept. 21—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due Nov. 22. FCC, Washington.

Sept. 21-22—Northeast Cable Television Technical Seminar, sponsored by *New York State Commission on Cable Television* in cooperation with *Upstate chapter of Society of Cable Television Engineers*. State University College, Oswego, N.Y.

Sept. 21-23—National Association of Broadcasters black management seminar, for black station owners. NAB headquarters, Washington.

Sept. 22-24—1976 Biennial International Broadcasting Convention, sponsored by the *Electronic*

Engineering Association, *Institution for Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Institution of Electronic and Radio Engineers*, *Royal Television Society* and *Society of Motion Picture and Television Engineers*. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented in 14 sessions. Grosvenor House, London. Information: The secretariat, International Broadcasting Convention, ISS, Savoy Place, London WC2R 0BL.

Sept. 22-25—Michigan Association of Broadcasters annual fall conference. Hidden Valley, Gaylord, Mich.

Sept. 23-28—Videcom, International Market of Videocommunications software/hardware exhibit. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, Merryll Levow, 30 Rockefeller Plaza, suite 4535, New York 10020.

Sept. 24—American Women in Radio and Television Western area conference. Brown Palace hotel, Denver.

Sept. 24-25—Annual meeting of Public Radio in Mid-America. Speakers will include Lee Frischnecht, president of National Public Radio; Tom Warnock, director of radio activities at Corporation for Public Broadcasting, and Dan Toohey, Washington communications attorney. Forum 30 hotel, Springfield, Mo. Contact: Dale K. Ouzts, PRIMA president, Sangamon State University, Springfield.

Sept. 24-25—Radio Television News Directors Association regional workshop in conjunction with the fourth annual broadcast journalism seminar of the William Allen White School of Journalism, University of Kansas, Lawrence. Held in cooperation with the Kansas AP Broadcasters Association and the Association of News Broadcasters of Kansas, Lawrence.

■ **Sept. 24-25—South Dakota Broadcasters Association** convention. Broadcasters Day and dedication of new KEFE-FM-TV Brookings, S.D., are on agenda. Speakers will include Vincent Wasilewski, president of the National Association of Broadcasters, and Henry Loomis, president of Corporation for Public Broadcasting. South Dakota State University campus, Brookings.

Sept. 25—Radio Television News Directors Association

regional workshop for Western states. Las Vegas.

Sept. 26-28—Nebraska Broadcasters Association convention. Vincent Wasilewski, National Association of Broadcasters president; John Sailsbury, president, Radio Television News Directors Association, and FCC Commissioner Abbott Washburn will speak. Lincoln Hilton, Lincoln.

Sept. 26-28—Nevada Broadcasters Association convention. Stockmen's Motor Hotel, Elko, Nev.

Sept. 26-29—Pacific Northwest Cable Communications Association annual convention. Davenport hotel, Spokane, Wash.

Sept. 27-28—Annual convention of Midwest chapter of *The National Religious Broadcasters*. Charles Colson, former White House adviser, is among speakers. Chicago O'Hare Airport Exel Inn, Chicago.

Sept. 27-29—Conference on "News Trends in Pay Television," sponsored by *Cable TV Administration and Marketing Society*. Marriott hotel, Perimeter Center, Atlanta.

Sept. 27-30—Electronic Industries Association annual fall conference. Century Plaza hotel, Los Angeles.

Sept. 29-Oct. 2—Information Film Producers of America film and video communicators conference, trade show and Cindy Awards festival. Palm Springs Spa hotel, Palm Springs, Calif. Information: IFPA, 3518 Cahuenga Boulevard West, suite 313, Hollywood 90068; (213) 874-2266.

Sept. 30—Deadline for entries for 1976 Ondas Awards (eight for radio and four for TV in Spain; five for radio and television in Latin-America; four for radio and four for TV in other countries). Awards are for programs, organizations and individuals for professional achievement between September 1975 and September 1976. Awards will be conferred at Grand Radio Gala in Barcelona, Spain, Nov. 14. Contact: *Premios Ondas*, Calle Caspe 6, Barcelona 10.

Sept. 30—Seminar on advertising law, problems and trends, jointly sponsored by *American Advertising Federation*, *Federal Bar Association* and *International Library* (publishers of *National Advertising Law Anthology*). Hyatt Regency hotel, Washington.

■ **Sept. 30—Deadline** for entries for Forum Award, given annually in print and electronic media for significant contributions to public understanding of peaceful uses of nuclear energy. *Atomic Industrial Forum Inc.*, 7101 Wisconsin Avenue, N.W. Washington 20014, attention MaryEllen Warren.

October

Oct. 1—Deadline for entries, *U.S. Television Commercials Festival*. Eligible are film or taped commercials produced or aired in U.S. within 1976. Information: 1008 Bellwood Avenue, Bellwood, Ill. 60104. (312) 544-3361.

Oct. 1—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017; (212) 749-8038.

Oct. 1—Regional convention and equipment show, *Society of Broadcast Engineers, Chapter 22*. Syracuse-Hilton Inn, Syracuse, N.Y. Information: Paul Barron, WCNY-TV-FM, Syracuse.

Oct. 1—FCC's deadline for comments on amendment of noncommercial FM broadcast rules. Reply comments are due Nov. 16. FCC, Washington.

Oct. 1-3—Massachusetts Broadcasters Association annual convention. Veteran radio personalities Bob Elliott and Ray Goulding will receive MBA's Distinguished Service Award. Sheraton-Boxborough Inn, Boxborough. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752.

Oct. 1-3—American Women in Radio and Television Northeast area conference. Gideon-Putnam hotel, Saratoga Springs, N.Y.

Oct. 2—Seminar of *California Trial Lawyers Association* for Southern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hyatt International, Los Angeles International Airport.

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- \$30 million revenue market
- Prestige fulltime AM/FM combo
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Priced at approximately 6½ x cash
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The reality of 5 footcandles.



Film. The ideal low-light news medium. For fast-breaking news, dramatic documentaries, on-location commercials.

Real life isn't always bright sunlight or floodlight. Sometimes, when you're on a terrific assignment, the light situation may be not-so-terrific.

Eastman Ektachrome video news film is capable of providing broadcast quality images down to 5 footcandles (with forced processing).

And this can make the difference between picking up a good story beautifully—or having no story at all.

EASTMAN EKTACHROME Video News Film 7240 (tungsten), 7239 (daylight).

Film is good news.



Where the jobs are

EDITOR: In March you published some of our comments about the opportunities for beginners in the broadcasting industry. We had many comments which led us to run an experiment.

We ran three classified ads in BROADCASTING, each ad running for two consecutive weeks. We started with engineering, then sales and finally, have just concluded (Aug. 16) the ad for announcers. The results have been revealing.

In engineering over 75% of our response came from east of the Mississippi. Only three responses were from west of the Mississippi, namely, South Dakota, Colorado and Arizona. We hired the man from South Dakota.

In sales, the response was nil. We are still searching. We did have a couple of telephone inquiries from Massachusetts and Wisconsin, but none was really serious about traveling this far for a job.

In announcing, our answers were more scattered but we have only interviewed one man from that ad, strictly an entry-level man. We have had an inquiry from a man in Iowa, who is on his way out here, one in Arizona that may show and a couple from the Midwest that are still unknown. We had about six calls from Alabama, Minnesota and other eastern points that were obviously too far away to negotiate. We hope to talk to a few more West Coast applicants in the next few days, but nothing concrete.

In summary, the unemployed broadcasters are in the Midwest and East, not on the West Coast. In the West, there seems to be ample talent to man the major markets, but shortages in all the lesser markets.

In short, if you can't find a job in broadcasting, go west young man (woman), go west.—Cy Smith, manager, KLD-AM-FM Klamath Falls, Ore.

And he said

EDITOR: Robert Kizer's uninformed fortification of the "spill-in" concept through analysis of Park county, Mont., ("Monday Memo," Aug. 16), smacks of literary lethargy.

Mr. Kizer's "local" stations in Billings and the Butte-Missoula market do not place even a grade B signal over Park county. Livingston, the home of the only cable system in the county, and its population center, is separated from both these markets by substantial mountain ranges.

"Free" television is available through the graces of capricious transistors and towering antennas.

Mr. Kizer's reference to "all of it [imported signals] duplications of existing

service..." is whimsical nonsense. It would be impossible for the Montana stations to duplicate the independent and educational signals imported into Livingston.

Livingston Cable Television was born of the purest necessity, because of a lack of television service, and its acceptance by the people of the community substantiate this need.

I would encourage Mr. Kizer to read Richard Pinkham's comments in the Aug. 2 "Monday Memo" for an insight into the progressive advertiser's viewpoint. At least, Mr. Kizer, check on your facts—sometimes there is logic, where emotion rules.—Robert D. Towe, president, Montana Cable Television Association, Billings.

Mr. Kizer's response:

I would refer Mr. Towe to the complete testimony I and others gave before the House Subcommittees on Communications in July relative to the effects of deregulation of cable and unlimited importation of distant signals. The question of "free" versus "cable" television was given wide exposure as was the effect of carriage of signals in counties all over the U.S.

Falling barriers

EDITOR: Referring to your article on gays in television (Aug. 16), it is pleasing to know that a realistic portrayal of gay men will be a regular part of several programs beginning this fall, in addition to the continuance of the gay lovers in *Mary Hartman, Mary Hartman*. Hasn't it occurred to anyone, though, that there are gay women, too?

When one considers that, according to the Kinsey study of the late 1940's, one out of every 10 people that we come into contact with is homosexual, then it should not be difficult to accept gay people on a television program. For that same reason, it should not be difficult to accept us in real life, either.—Lawrence Benesch, nonprint media coordinator and newsletter editor, Gay Activists Alliance of New Jersey, South Hackensack.

Aldridge alumni?

EDITOR: We are planning a reunion for former employees of Mahlon Aldridge at KFRU(AM) Columbia, Mo. Literally hundreds gained their first practical broadcast experience working for him and attending journalism school at the University of Missouri. We'd like them to get in contact with us.—Ted Griffin, executive vice president, Missouri Broadcasters Association, 1800 Southwest Boulevard, Jefferson City, Mo., 65101; (314) 636-6692.

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BUREAUS

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Phone: 212-757-3260.
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Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.



Big brother to big brothers

It was nearing Christmas time and the Big Brothers of Wexford and Missaukee Counties of Northern Michigan needed toys and things for their little friends. The director placed a call to "Tell and Sell" a daily Monday through Friday "Swap-Shop" type program broadcast by the Fetzer Radio Station WWAM in Cadillac.

Within three weeks, sufficient toys were garnered to meet the needs of the organization, and the director called in and personally thanked the "Tell and Sell" audience for its efforts in "making the project a complete success."

Helping with projects like this is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WWTU Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City

**Twice
the jackpot.**

**Twice
the thrills.**

**The greatest
prize
in television
history.**

This September, we're rolling into production with the hottest, most exciting game show ever on television.

When you've got a cliffhanger, you don't need gimmicks.

We've gotten rid of all the flashing lights and clanging bells: "The \$128,000 Question" has got tension a-plenty. And audiences will love it. Which is why they'll tune in week after week to watch people like their next-door neighbors turn special areas of knowledge into a small fortune. (Small?)

What would you say to a 40% share?

"The \$128,000 Question" is born natural for prime access time. Not to mention being a ready-made format for a slot after 8pm. In fact, we **think** our expected 40% share may even be on the conservative side!

And now we want to ask you "The \$128,000 Question": Wouldn't your fall schedule hit the jackpot with the greatest prize in television history?



\$64,000 (HOST MIKE DAROW) \$64,000

"The \$128,000 Question" **from Viacom.**

"Captain Kangaroo"—like "The Three Bears," hide-and-seek, and tricycles—works its perennial way with one new generation after another. "Kangaroo" presented its 6,000th broadcast on August 27. Many young parents watched with their pre-school children as their parents had watched with them.

The creator of "Kangaroo" and its captain of child enchantment is Robert Keeshan, Litt.D (Dartmouth), DFA (Fordham). He holds the astonishing record of having nurtured the minds of more young children, face to face, than anyone else since Creation. With new young viewers every weekday since 1955, "Kangaroo" is a childhood memory of half the U.S. population.

"Kangaroo" has made a fine art of awakening young imaginations. Its fanciful characters, costumes, scenery, and sounds make sparkling entertainment. And inside this colorful wrapping is a rich curriculum of lessons.

The pedagogy can't fail. How could a child resist the wise transactions of monkeys and fleas? Or a sonata played by a rabbit? Or a fairy-tale ballet? Or a Mr. Greenjeans, Mr. Moose, or Grandfather Clock? Or the talents of guest stars Imogene Coca, Pearl Bailey, Gwen Verdon, Jack Gilford, Arte Johnson, and dozens more.

Over the years, the show has been a seedbed of ideas and talents for children's programs on other networks, commercial and educational. This influence has been one more reason for the many awards and honors that have stuffed the "Kangaroo" pouch.

But the award that's treasured most is the one you've read in children's faces, as they've watched the program any day in 6,000.



**AND NOW
THEY'VE SAID
"GOOD MORNING,
CAPTAIN"
FOR THE
6,000TH TIME**



THE CBS TELEVISION NETWORK ©

Top of the Week

Group W asks FCC to cut TV networks down to size

Among sweeping range of reforms sought in 50-page petition: government freeze on expansion of network time, including news

Westinghouse Broadcasting Co. took its case against the television networks to the FCC last week with a petition for a major rulemaking aimed at breaking up the networks' power. The company—next to the networks among the biggest broadcast groups in the business—portrayed itself and all other affiliates as victims of network "domination," helpless to negotiate better compensation or to resist network encroachments on their time.

Without new government restraints, said Westinghouse, the networks will continue to enlarge their roles and stations will be reduced to passive outlets for national programming.

The petition asked the commission to institute a "comprehensive" inquiry and rulemaking covering a wide range of network activities and practices which in total effect are "inconsistent with the spirit of the antitrust laws."

Among the specified targets were the amount of time occupied by network programming, the networks' affiliation contracts and affiliate-compensation practices, network procedures for affiliates' previewing of network programs, particularly as to their portrayal of crime and violence, and network influence on the program syndication market.

Westinghouse, fearful that one or more of the networks would soon make the widely expected move to expand network evening newscasts into station time, also called upon the commission to put an immediate freeze, at present levels, on the amount of regularly scheduled programming that networks may furnish in any given day part. This freeze, the petition maintained, should be kept in effect pending completion of the requested inquiry and "the imposition of whatever permanent measures of relief are found to be necessary."

Westinghouse also asked the commis-

sion to "announce that it would be appropriate for the affiliates of each network to act as a group in bargaining with the network on matters such as programing policies, program clearance procedures, network compensation for the carriage of programs and other matters of mutual concern." Such an announcement, the petition said, would dispel any notion that antitrust or other laws bar group action of this sort "and would hopefully encourage a more evenly balanced relationship between the networks and the affiliates as a whole."

Further, the petition said, to encourage a franker presentation of affiliate views, the commission in setting up the requested investigation should arrange to accept information from stations "on a confidential basis when requested by a licensee."

In addition, the petition asked the FCC to act promptly to promulgate a rule requiring that the networks, on request, provide a "reasonable" opportunity for affiliates to preview network programs before broadcast—at least four weeks before—to give an affiliate time both to arrange substitute programming if the network offering doesn't meet its standards and to promote the substitute programming to local audiences. Up to now, the petition said, networks have generally declined to permit previewing "sufficiently" far in advance, perhaps because they fear a loss in clearances would result.

Westinghouse said precise remedies would depend upon the inquiry's ultimate findings but that even now it appeared they should include "(1) some limitations on the amount of network programming in each day part; (2) adequate network program clearance procedures to enable licensees to exercise effectively their statutory responsibility for program selection and broadcast; (3) reform of the present rules governing affiliation contracts, and (4) standards to insure that network actions with respect to station compensation will be fair and reasonable."

At another point, in a section maintaining that the terms of affiliation contracts are "dictated" by networks and that affiliates have no real choice but to take the dictation, the petition suggested that the FCC "should consider requiring affiliation contracts to include an appropriate arbitration clause." This, it said, "would enable affiliates to bargain with their networks and, when necessary, adjust contractual terms on a fair and reasonable basis."

The petition, some 50 pages in length, essentially repeated and built upon the contentions advanced by Donald H. McGannon, chairman and president of



McGannon

“The networks dominate the television industry. They exercise effective control over most of the time on affiliated stations; they influence over-all advertising rates and practices; they absorb a disproportionate share of revenue and profits, and they work a major impact on economic conditions in the industry. The total effect of these actions and practices is inconsistent with the spirit of the antitrust laws which is reflected in the Federal Radio Act of 1927 and the Communications Act of 1934.”

Westinghouse Broadcasting, in the running battle he has waged against all three networks in recent months over the projected expansion of network evening newscasts, network "encroachment" on station time generally, network compensation practices and the networks' alleged

failure to provide time for previewing programs well in advance of broadcast (BROADCASTING, May 24, et seq).

"We have taken this action," he said of the decision to go to the FCC, "only after serious consideration of its implications and the circumstances involved. Were it not for the paramount public interest in a system of independent locally oriented stations, it might be argued that the questions we are raising are simply private matters, best left for resolution by the parties involved and the forces of the marketplace. Unfortunately, the industry has no effective means for dealing with the serious issues which have overriding public implications. During the past year, we have discussed these problems at length with each of the networks, without success."

He emphasized that Westinghouse "recognizes the contributions the three networks have made to the television industry and the American people over the last 30 years. This petition is prompted neither by a desire to injure the networks nor by a conviction that their role in television broadcasting should be drastically altered. Rather it is an effort to call attention to the imbalances and inequities existing today between the networks and their affiliated stations—imbalances which, if left uncorrected, could seriously weaken the locally oriented television broadcast system as we know it."

There must be "an appropriate balance of power and responsibility" between networks and stations, he said, "with the public interest being the overriding consideration."

Specifically, he said, the Westinghouse petition was prompted by a combination of network domination of the TV industry, "their impending unilateral decision to expand their evening news to one hour (at the expense of the audience-preferred local news), the excessive amount of violence and adult material in so many of their prime-time programs, the threatened take-over of more, already scarce local time despite the intent expressed in the prime-time access rule, and the distortions of economic relationships for over a decade."

Mr. McGannon, questioned in an interview, said Westinghouse is not advocating that networks be licensed but that, rather, the industry "return" to the concepts of the commission's Sixth Report and Order, issued in 1952, emphasizing the importance of local self-expression and therefore the importance of stations' serving as local outlets rather than primarily as outlets for national program services.

The petition noted that the FCC had once proposed legislation that would give it jurisdiction over networks, but that the legislation was not adopted. "The limited efforts of the commission since then (such as the prime-time access rule) have not been enough to reverse the trend [of network dominance]," the petition added. "It is time the commission inquired whether the purposes, goals and aspirations of the Sixth Report and Order and indeed the entire regulatory scheme of licensing local

"This petition is prompted neither by a desire to injure the networks nor by a conviction that their role in TV broadcasting should be drastically altered. Rather it is an effort to call attention to the imbalances and inequities existing today between the networks and their affiliated stations."

stations are being well served by today's network-dominated industry."

The petition also noted that in 1973 the FCC was reported to be considering moves to reduce network influence but abandoned them, after "a particularly strident attack on the networks by President Nixon," on the theory that the moves would look to be politically motivated. "No such impediment exists now," the petition asserted. "Watergate has passed into history, but the problems existing in 1973 have become even more pressing."

The nub of the Westinghouse complaint may be found in this paragraph:

"The networks dominate the television industry. They exercise effective control over most of the time on affiliated stations; they influence over-all advertising rates and practices; they absorb a disproportionate share of revenue and profits, and they work a major impact on economic conditions in the industry. The total effect of these actions and practices is inconsistent with the spirit of the antitrust laws which is reflected in the Federal Radio Act of 1927 and the Communications Act of 1934."

The FCC completed its last major study of network practices nearly 20 years ago—the so-called Barrow Report, in October 1957—and "there is little evidence that either Congress or the commission has been fully apprised of the importance" of changes that have occurred in relations between networks and affiliates since then, the petition said. Among the changes:

"The networks have almost completely altered their basic mode of operation from time sales . . . to sales of advertising announcements; they have gained complete control of the form and content of network programming, eliminating roles previously played by advertisers and their agencies; and they have inexorably expanded their programming into time periods previously programed by affiliated stations—without fairly compensating the stations for the additional time taken.

"This . . . has, in turn, led to a dramatic shift in the relative balance of power between the networks and stations. The quasi partnerships which once existed

have now all but dissolved. Major decisions on expansion of network schedules, the content of programming and compensation are now made unilaterally by the networks. Little incentive remains for serious consultation with or consideration of affiliates' views.

"The networks are trying to change local stations into mere extensions of the national network program pipeline. Each year local affiliated stations have less involvement in and responsibility for the totality of the programming carried over *their facilities* to the public in *their communities*. If this is allowed to continue, local affiliated stations will ultimately perform functions little different from cable TV outlets."

Despite cutbacks imposed by the prime-time access rule, the petition said, programming by the three networks increased from 434 half-hours a week in 1960 to 530 half-hours, or two-thirds of all available time on affiliated stations, in 1976—not counting sports overruns into station time or specially scheduled programs in the access periods.

(Why, the petition wanted to know, should CBS schedule its 13-week series of political broadcasts this fall in the access period rather than in network time? And why should an unnamed network tape an inconveniently timed golf tournament playoff and present it at 4:30 p.m., in local time, rather than in network time? Answering the latter question, the petition said affiliates "were put in the position of appearing to be 'villains' if they did not drop their own programs and carry the network's.")

If the networks now expand their evening news into, say, the 6-7 p.m. NYT hour, "the most important remaining 'station time'" will be gone, Westinghouse contended, because affiliates will have little choice but to clear the entire hour. "The networks understand these practical 'facts of life' and therefore are moving ahead with their plans despite significant affiliate opposition," the petition asserted.

Network "pre-emption" of that hour, the papers continued, "will have at least four very undesirable consequences for the viewing public and for local broadcasters: (1) a diminution of the station's ability to serve the public with local news programming; (2) a severe reduction in revenue to local broadcasters; (3) a still further arrogation of power to the three networks; and (4) a seriously adverse effect on the independent program sources now striving to service the 'access' market created by PTAR."

Westinghouse estimated that the three networks together would increase their profits by about \$75 million a year, or 36%, with a one-hour evening newscast. It said "this increase alone would be greater than the average combined income of the networks from 1964 through 1971," and "would increase total network income (including O&O's) to 50% of all industry income." Affiliates, on the other hand, would lose about \$75 million in combined income. Its own five TV stations would lose about \$5,085,000 a year in sales,

	Network (\$ millions)	National regional (\$ millions)	Local (\$ millions)
1964	1,045	721	302
1965	1,142	796	328
1966	1,302	882	373
1967	1,359	883	393
1968	1,424	1,010	482
1969	1,570	1,119	547
1970	1,551	1,103	589
1971	1,490	1,023	666
1972	1,687	1,177	810
1973	1,880	1,260	920
1974	2,001	1,336	1,012
1975	2,155	1,449	1,116

% Increase

1969 vs. 1964	50.2%	55.2%	81.1%
1975 vs. 1969	37.3%	29.5%	104.0%

In the numbers. Turnabout in the growth patterns of network and national spot TV sales is the point of the chart at left, one of several Westinghouse Broadcasting appended to its FCC petition. "While national spot sales grew more rapidly than network sales in the 1964 to 1969 period (55.2% vs. 50.2%)," the petition said, "this situation is now reversed. In the 1969-75 period, the national spot market experienced only a 29.5% growth, notably less than the 37.3% growth in network

Westinghouse estimated. A company official said that could mean a loss of \$4 million in profits, although that figure was not mentioned in the petition to the FCC.

The petition said 93 affiliates in 55 of the top-100 markets now carry at least an hour of early-evening local news which would have to be rescheduled to much less desirable periods—5-6 p.m. NYT (4-5 p.m. central time) or 7-8 p.m. NYT (6-7 p.m. CT)—if the networks "pre-empt" 6-7 p.m. NYT, or would be cut to a half-hour, in which case their "most important community service obviously will be reduced by 50%," in Westinghouse's words. "That is not a desirable alternative, particularly as local news programs are typically more widely viewed than the network news."

The public would be "the real beneficiary," Westinghouse continued, if the networks would use a high-audience network period for news expansion, making more national news available without pushing local news into less desirable times.

Complaints about increased incidence of crime, violence and adult material in network programming "are not without reason," the petition said. The problem could be reduced if stations had some input into network program decision-making or could at least provide "grass roots reaction" before final network decisions are made and, perhaps more important, if stations were given a chance to clear network programs well in advance of their air dates.

"There is no compelling reason why network program suppliers cannot meet earlier deadlines to accommodate review by affiliates," the petition declared. "The affiliate associations of each network could, with the cooperation of the networks, provide an effective forum for the expression of affiliates' views on program content. Unfortunately, this has not been the case and the prospects for the future

are not encouraging. Affiliate meetings seem carefully scheduled and orchestrated by the networks to minimize critical dialogue and the possibility of any significant influence on network practices. . . .

"If the networks know in advance that affiliates will have an opportunity to review and reject violence or otherwise tasteless and inappropriate programming, the networks will soon direct the program producers to avoid such content."

Not only do the networks control network programming, the petition continued, but they also "exercise an undesirable influence over alternative program sources," through the importance of network-owned stations to program syndicators.

"If this were the extent of the independent producer's problem, it would be difficult enough," said Westinghouse, which also operates Group W production and distribution arms. "However, when the network produces or causes to be produced its own show for nonnetwork distribution, the independent producer is at a hopeless disadvantage. The network show will be favored in the O&O schedule despite its merit. At least one and probably two networks have become involved in some form of such syndication activities."

The petition cited CBS and the *Dinah!* show specifically, saying CBS produced the series "for its O&O's and for distribution in the national first-run syndication market through another entity."

"Whether or not these activities violate the letter of the rule against network syndication activities," Westinghouse said, "they certainly run counter to its intent and illustrate the ability of the networks, through their O&O's, to hamper an important commission regulatory program if they so choose. This entire area requires careful scrutiny by the commission if its rules are to have any force and effect."

The networks, Westinghouse contended, increased their combined profits over the 1964-75 period by 246% and are

	Commercial Minutes	Length of Ann. % of all ann.		Number of commercials	Index
		30 sec.	60 sec.**		
1967	100,000*	6%	94%	103,000	100
1968	100,000*	7	93	103,600	101
1969	100,424	15	85	108,600	105
1970	99,372	20	80	110,400	107
1971	99,867	49	51	132,300	128
1972	104,289	68	32	158,000	153
1973	101,955	71	29	158,000	153
1974	105,622	76	24	170,400	165

* Estimate.

**Includes "piggy backs."

sales." Local, the chart also shows, grew faster than either network or national spot in both periods. ■ One of the factors that helped slow national spot's growth rate, in Westinghouse's view, was the proliferation of network commercials as summarized in the chart at right. The proliferation is charged to two developments: network "encroachment" on station time, which increased the total number of network commercial minutes (left column), and the 30-second commercial unit's gradual displacement of 60-second announcements as the basic length. The two center columns trace the rise of the 30 and parallel decline of the 60 as percentages of total network inventory. Net result, as shown in column at right: 65% increase in number of network commercials during this period.

expected to reach "well over a quarter-billion dollars" in profits this year. But the petition said their payments to affiliates have remained virtually static, or worse, actually declining 2.3% (to \$248.2 million) in a period (1969-74) in which network profits "soared 142.8%" (to \$225.1 million).

Westinghouse officials said that of 131 three-station markets reported by the FCC, station compensation represents the difference between profit and loss for one of the top-50 markets and 47 of the 81 other markets.

In addition to falling far short of offsetting stations' own rising costs, the petition continued, network compensation policies combined with other practices to produce additional damaging results:

"Increased network programming and the reduction in the basic network commercial time unit from 60 seconds to 30 seconds have increased the inventory of available network advertising units by 65% since 1967. Coupled with the more basic change in network sales from program-length time periods to commercial-length messages, the networks have moved directly into competition with the national spot advertising market. These changes have enabled the networks to reduce the cost-per-thousand to advertisers (C-P-M) to a point where it is now effectively below the national spot market C-P-M. (This is a goal the networks have long pursued. . . .)

"Not only have the networks achieved the ability to undersell their affiliates in the national advertising market, but this has been done, in part, by virtue of their leverage over the affiliates. Control of station compensation has enabled the networks to limit a major expense element of their C-P-M to advertisers. By holding down station compensation rates, thereby squeezing the revenues of stations from network activities, the networks are able to contain their expenses and decrease their C-P-M to advertisers. Conversely, because

inadequate network compensation payments must be offset by other sales, the station's C-P-M tends to become less competitive with that of the network.

"As a direct result, the growth in network sales to advertisers since 1969 (when the networks increased their commercial inventory) has been significantly sharper than the growth of national and regional sales by individual stations during the same period."

While network payments have declined from 17.3% of station revenues in 1964 to 9.1% in 1975, and national/regional sales declined from 58.3% to 51.3% of revenues in the same period, local sales increased from 24.4% to 39.5%—in part, Westinghouse said, "because the local advertising market is the only one the networks have not figured out a way to enter."

The FCC "has long recognized that compensation arrangements which restrain competition or run contrary to the public interest are within its regulatory jurisdiction," the petition asserted. "Not only has there been no regular study [of compensation, as recommended by the 1957 Barrow report (BROADCASTING, Oct. 7, 1957)] but it now appears that network abuses have developed which require corrective action, as predicted."

The petition continued:

"While traditionally the networks have taken the view that affiliates should share in the expenses of networking, they now take a contradictory position where network income is concerned. Operating costs of stations have increased in roughly the same proportion as the broad economic indices of recent years. There has been a corresponding increase in the value of station time, as indicated by the rising costs of both network and spot advertising time. Nevertheless, the networks steadfastly refuse to acknowledge this increased value in setting station rates and instead have maintained an artificially low and inequitable level of network payments in recent years.

"While network compensation can mean the difference between profit and loss for many affiliates, typically there is no real choice in the matter. The affiliate has no practical alternative to continuing the relationship, even on disadvantageous terms, because no other comparable source of programming exists . . .

"There is no realistic hope that a significant number of stations will ever achieve a proper measure of self-determination without the intervention of the commission or Congress. Furthermore, it is not the affiliated stations but the public which ultimately will suffer most if present trends continue.

"Most affiliated stations will survive on a minimal basis because their continued operation is essential to the networks. But as more and more of the broadcast day is programed by the networks, the local station's revenue base will shrink still further relative to the increasing costs of local programming. Local news and public affairs efforts (the bulk of all local programming) are bound to suffer in this process."

Actually, the petition asserted, network payments to stations no longer bear any relationship to network revenues from advertisers, and an affiliate's network hourly rate is virtually meaningless, with compensation "reduced to a small percentage" of the stated rate "through a series of decreasing steps" related not to the network programs carried by the affiliate but to the number of commercials in those programs.

The effect of "free hours" required by network affiliation contracts, Westinghouse asserted, "reduces over-all compensation paid to affiliates and tends to compel affiliates to clear as much network programing as possible . . . In light of the commission ruling barring network compensation plans which provide financial incentives for the carriage of a greater volume of network programs, a substantial question exists as to whether the current practice is consistent with the commission's rules."

More than that, the commission was told, "cut-in" commercial announcements that affiliates are required to carry for the networks "are directly competitive with the sale of spot advertising by stations." Westinghouse estimated that the compensation its stations receive for such cut-ins represents about 13% of what they could get from direct sales to the same advertisers. It appears, the petition continued, that "this growing practice may be inconsistent with the spirit, if not the letter, of the commission's rule barring the networks from representing their affiliates in the sale of national spot."

Specific subjects that Westinghouse asked the FCC to look into were the following, "among others":

"1. An examination of the present structure of the television industry to determine whether it is fulfilling the goals of the commission's Sixth Report and Order.

"2. The need for appropriate network program clearance procedures, particularly to deal effectively with the problem of crime and violence in television.

"3. A determination of the appropriate balance between network and local programming service.

"4. The consequences of the increasing economic domination of the television industry by the networks.

"5. The network-affiliate contractual relationship and its effect on the public.

"6. The reasonableness of network actions with respect to station compensation.

"7. The influence of the networks on the national syndication market and the effectiveness of pertinent commission rules and policies."

Westinghouse has stations affiliated with each of the three networks: WBZ-TV Boston and KYW-TV Philadelphia with NBC, KDKA-TV Pittsburgh and KPIX(TV) San Francisco with CBS and WJZ-TV Baltimore with ABC.

The petition was filed by John D. Lane, J. Carter McKaig and Ramsey L. Woodworth of the Washington law firm of Hedrick & Lane.

It's go, starting Sept. 23, for Great Debates II

Election commission hurdle cleared; candidates' lieutenants and League of Women Voters work out general terms for three presidential, one vice presidential confrontation; McCarthy and Maddox are knocking at the door, but they won't get in

The major obstacles to the planned series of televised debates between President Ford and Jimmy Carter were removed last week, and the candidates' first confrontation was set for Sept. 23. Negotiators for the Republican and Democratic presidential nominees and the League of Women Voters Education Fund agreed to that date and to two more Ford-Carter debates and one between the vice presidential candidates, Walter Mondale (D-Minn.) and Senator Robert Dole (R-Kan.), all on dates yet to be set, at a day-long session in Washington last Wednesday.

The Federal Election Commission had ruled earlier in the week that sponsorship of the debates by the league was legal, removing the last real complication to the league's plans.

There remained the possibility of legal challenges from at least four minor party candidates—former senator and independent candidate Eugene McCarthy, American party candidate Tom Anderson, American Independent party candidate Lester Maddox and Socialist Workers party candidate Peter Camejo—as well as the American Civil Liberties Union. The candidates all talked in vague terms about the possibility of court suits under equal time law and the fairness doctrine against the networks and the league if they are not included in the debates. Attorneys for Messrs. McCarthy and Maddox were contemplating joint action.

(By the end of the week, the American Civil Liberties Union had softened its approach. Instead of a suit against the networks or the league, which it had contemplated, it wrote letters Friday to all three networks urging them to give free access to third party candidates.)

None in fact will be included, according to Rita Hauser, co-chairman of the league's steering committee for the debates. At a press conference at the conclusion of the negotiations Wednesday, she said the league is not afraid of third party challenges to the debates. "We believe our legal position is sound in limiting the invitation to the candidates of the two major parties," she said.

Mr. McCarthy's campaign formally requested a berth in the debates program. A spokesman said Thursday that when it receives a formal "no," the campaign will file a complaint under the Communications Act to try to force an invitation. Failing that, he said the campaign will try to stop the debates altogether.

Any equal-time or fairness-doctrine



The negotiators. It took only two meetings to reach agreement on the essentials for the debates between President Ford and Jimmy Carter. At the conference table in Washington last Wednesday for Mr. Carter were (l to r) Carter TV adviser Barry Jagoda, media and advertising adviser Gerald Rafshoon and Press Secretary Jody Powell.



The League of Women Voters Education Fund, which is sponsoring the debates, was represented by its '76 Presidential Debate Project team (l to r): Jim Karayn, project director, and Rita Hauser and Newton Minow, former FCC chairman now a private attorney, project co-chairpersons.



President Ford's representatives were (l to r) William Ruckelshaus, former deputy attorney general; Dean Burch, former FCC chairman and Republican party chairman, now a private attorney, and Mike Duval, special counsel to the President.

complaint would have to begin at the FCC, and, although the commission has taken no public position in the controversy, an FCC attorney last week expressed doubt such a complaint could stop the debates. "There has never been a prohibition of a broadcast, that I'm aware of, for any reason," the attorney said. "He [McCarthy] can go to court, but I know of no way he can use 315 or the fairness doctrine to stop the debates."

Commission officials were saying privately last week that the debates, under League of Women Voters' sponsorship, are what the commission had in mind when it revisited its ruling to determine if debates are exempt as bona fide news events under the equal-time law. The proposed Ford-Carter debates, one official said, "are the news event of the year."

In contrast to the debates in 1960 between Richard Nixon and John Kennedy, which the networks produced and televised, the networks will take no part in arranging this year's confrontation—"none whatsoever," Mrs. Hauser said. They are prohibited from taking part by the FCC's most recent interpretation of Section 315, which permits broadcasters to cover candidate debates without having to give equal time to every other competitor in an election, but only if the debates are put on by someone besides the broadcasters.

The networks "are invited to cover our event," Mrs. Hauser said, "which is consistent with the ruling of the FCC under which these debates are taking place." The commercial networks have said previously that they will cover the debates; the Public Broadcasting Service last week said it will also.

PBS has hopes not only to cover the debates live, but also to rerun them the following day. PBS's decision may hinge on the FCC's reaction to a filing it plans this week asking a second look at the Broadcast Bureau's decision in the WILM(AM) Wilmington, Del., case. The bureau told WILM that it would lose immunity from equal-time requirements if it rebroadcast debates between Delaware congressional candidates.

But if the debates are not going to be the networks' event, it was not for lack of try-

ing on their part. CBS and NBC tried to convince Senator John Pastore (D-R.I.) and Representative Lionel Van Deerlin (D-Calif.), chairmen of the House and Senate Communications Subcommittees, to initiate legislation to suspend the equal time requirements for candidates for President and Vice President. CBS continued this appeal in meetings Monday between the senator and congressman and the network's Washington vice president, William Leonard.

Both chairmen adhered to their early positions, however, refusing to introduce bills to suspend 315 unless the league-sponsored debate arrangement breaks down (BROADCASTING, Aug. 30).

NBC, represented by its president, Herbert Schlosser, and vice chairman, David Adams, also paid visits to Senator Pastore and Representative Van Deerlin. But it was more concerned with trying to erase the impression that the networks were trying to undercut the league's initiative in arranging the debates. Privately, NBC officials blame former CBS President Frank Stanton and current CBS President Arthur Taylor for creating that impression in their original telegrams to Congress seeking suspension of Section 315. But CBS, like NBC, denied any intent to elbow the league out of the way.

Few of the details for the debates have been worked out yet. But the basic plan so far looks like this: Mr. Ford and Mr. Carter will meet for 90 minutes Sept. 23 in a city yet to be picked. Their remarks at that first encounter will be limited to domestic and economic policy. There will be a live audience, a moderator and three journalists to ask questions, an arrangement that will apply at the other three as well.

The second debate, the length and location of which are still undetermined, will focus on foreign policy and defense issues. The third presidential debate, the last in the four-debate series, will be open to all issues. The third in the series will be between the vice presidential candidates. Length, place and date for it are undecided.

The chief negotiators at meetings of the two major campaigns were former FCC Chairman Dean Burch and former Deputy Attorney General William Ruckelshaus for President Ford and Jody Powell and

Barry Jagoda, press secretary and TV expert, respectively, for Mr. Carter.

That the two campaigns were able to agree on that much after two meetings is somewhat remarkable when recalling that it took 12 meetings to set up the Kennedy-Nixon confrontation. Mrs. Hauser characterized the remaining questions as small technical details.

The green light given the debates after the negotiations Wednesday was preceded Monday by an FEC ruling that league sponsorship of the debates would not violate the law against presidential candidates accepting outside contributions in the general election campaign. The commission also ruled, however, that the league cannot use corporate or labor money to pay for the debates, which the league has said will cost about \$150,000. That will not stop the debates, the league said afterward; it will pay the bills with private individual contributions and money from its own till.

Ford to take the high road on campaign advertising

President's strategists, including two political scientists turned political advertising consultants, will stress his accomplishments and his stature as an incumbent

At 8:30 p.m. NYT on Tuesday, CBS will pre-empt a rerun of *Good Times* to present an edited film version of President Ford's acceptance speech in Kansas City, Mo., Aug. 19. The half-hour presentation will mark the kick-off of an advertising campaign designed to help the President win election in his own right, a campaign to which \$10 million has been committed.

Advertising, then, will account for almost half the \$21.8 million that President Ford, like his Democratic challenger, Jimmy Carter, will get in federal funds to reach voters. The Ford campaign is one for which skilled political advertising and press-relations people have been recruited and in which the prestige of the White



Bailey



Deardourff

House will be employed. It will stress what Ford backers see as the President's accomplishments in the last two years, as well as the contrasts between the President and Governor Carter—contrasts, presumably, that will reflect well on the President.

The film to be shown Tuesday on CBS—the President Ford Committee will pay between \$95,000 to \$100,000 for the time—seems aimed at setting the tone for the campaign. Ford partisans (as well as more objective observers) felt that the President was at his best in delivering his acceptance speech. "He proved he could be a powerful speaker," said David Gergen, who is director of the White House Office of Communications but who is taking an active role in the campaign. "It showed the will to win that some people thought was lacking. There was fire in his belly, and you'll see more of that in the campaign."

The film itself is the product of Campaign '76, the PFC's in-house advertising agency which is now being operated by two political scientists who have had a successful career in the high-risk business of political advertising. They are John Deardourff, 43, and Douglas Bailey, 42, partners in the Washington firm of Bailey, Deardourff & Eyre Inc., and holders of advanced degrees—Mr. Deardourff, an MA, and Mr. Bailey, an MA and a PhD—from the Fletcher School of Law and Diplomacy, a kind of joint venture of Harvard and Tufts Universities.

Mr. Deardourff is serving as chairman and chief executive officer of Campaign '76, but he shares with his partner the job of planning and implementing the advertising campaign, and both are on the executive committee that advises the President on over-all campaign strategy.

The campaign's concern with the media and advertising is reflected in other executive committee members, too. William Greener, brought in from the Pentagon, where he was the Defense Department's chief public affairs officer, is deputy chairman of the PFC for communications; his principal job is running the press office and helping to schedule the President's "advocates" (they are descended from the "surrogates" of President Nixon's 1972 campaign), high-level administration officials and party spokesmen who will speak in the President's behalf. And Robert Teeter, executive vice president of Market Opinion

Research, of Detroit, which has long been active in political polling, is deputy chairman in charge of research and polling. (Mr. Teeter and Stuart Spencer, a veteran of many political campaigns, who is deputy chairman for political affairs, suggested the Bailey-Deardourff team to the White House.)

Help can also be expected from outside the confines of the PFC. Mr. Gergen's Office of Communications, for instance, will continue to seek replacements from among cabinet officers for the President when he is unable to accept speaking engagements. Mr. Gergen also expects to revive the operation the President made so much use of in the primary season to reach voters: representatives of radio and television stations, as well as newspapers, will be invited to interview the President in the White House. "We've had an enormous number of requests for interviews," Mr. Gergen said last week.

But it is the advertising campaign—that and the Ford-Carter debates being arranged by the League of Women Voters—that the White House and the PFC are counting on to reach and influence the voters. For, Mr. Gergen said, the President does not plan to travel extensively during the campaign.

The White House views the debates as representing what Mr. Gergen said is "the best opportunity during the campaign to set forth the differences on the issues." And the advertising campaign will deliver the Ford message to the electorate with all the skill Campaign '76 can muster.

Campaign officials were unwilling or unable last week to discuss their advertising plans in detail. They said they will not reveal particulars of commercials before they run—except to say that President Ford will appear in many of them. And they said basic decisions on allocating funds among the media have not yet been made.

However, it was obvious that a substantial portion of the budget will be spent on television, and Mr. Deardourff said something more than half the money allocated to television will be spent on spot buys in areas where polling indicates they will be needed; the rest on networks. Campaign '76—which has a 15-member staff but which will contract for outside help, as needed—is preparing five-minute commercials as well as one-minute and 30-second spots for television, one-minute radio

spots, and newspaper ads.

Messrs. Deardourff and Bailey moved into their Campaign '76 jobs in Kansas City and began filming then; 20,000 feet was exposed at the site of the convention. (Some of that provided the footage for the film on the acceptance speech.) And filming will continue through the campaign, much of it focusing on the candidate—Mr. Bailey was busy filming at the White House last week—as Campaign '76 producers collect material for commercials.

The product will not show up on television screens until the end of September. "A lot of things are happening before then," Mr. Deardourff said last week. The acceptance-speech film will be aired this week. Mr. Ford is scheduled to open his campaign formally with a major address next week. And then, on Sept. 23, the first Ford-Carter debate will be held. So there is plenty of visibility for the campaign up until that point, "and we can marshal our dollars for use in the last five weeks" before the election, Mr. Deardourff said.

What kind of information is it that Campaign '76 hopes to help the Ford campaign to impart to the American people? As Mr. Deardourff sees it, there are four topics to be covered:

"We want to strengthen the personal dimension of the President. People have to know more about him—his roots, his family. He is an unelected President; he did not campaign. There are large gaps in the people's knowledge about him.

"We want to strengthen the leadership dimension—to explain the record of the last two and a half years, to compare where we are with where we were when he was thrust into the Presidency. We want to explain what his concept of the Presidency is.

"We have to demonstrate to voters where the President wants to go. He is not simply running on his record. He has a vision of where he wants the country to move.

"We want to make clear the contrast between the President and Mr. Carter, make visible the difference in terms of experience and general competence, the differences in approaches to the nation's problems."

That's the message. Now the question is how effectively Campaign '76 can transmit it with the resources \$10 million will buy.

Carter advisers fine-tune a plan to sell a new President

Jagoda says candidate's natural manner and articulateness will pay big dividends; Rafshoon sees his coolness as big factor in the debates

Jimmy Carter and some of his friends appeared on television last Thursday evening in the first commercial of the Democratic presidential nominee's fall media cam-



The Carter commercial on CBS Sept. 2.

CBS photos



Rafshoon



Jagoda

paign. The five-minute spot, run at the end of a *Barnaby Jones* rerun on CBS, offered the viewer/voter "reassurance that the man who had proved himself in the primaries would unite our country with strong leadership." There was Jimmy Carter, speaking at the Democratic convention in Madison Square Garden declaring there has been a "failure of leadership" in this country—again the word leadership—that the current administration is "tired and worn out" and that the country has "lived through a time of torment." The candidate's vice presidential running mate, Walter Mondale, appeared, but only to say that Jimmy Carter is "above all, a good man."

"Jimmy Carter and Walter Mondale," the narrator of the commercial concluded. "Leaders—for a change."

The copy is short on substance, but it frames—again and again—the message Mr. Carter wants the voter to carry to the polls Nov. 2: that Jimmy Carter is a competent leader and Gerald Ford isn't.

Jimmy Carter on the issues will come in later campaign ads, although the candidate is relying on the debates with President Ford to become the main platform for Mr. Carter's views.

What the campaign wants to do at the outset is saturate the networks with ads and expose the candidate to as many people as possible.

The Atlanta-based Gerald Rafshoon Advertising Inc. has already purchased on Mr. Carter's behalf \$1.2 million worth of advertising time on CBS (30 five-minute spots, half in prime time, the rest during daytime and weekend sports shows and 14 60-second ads) and plans ultimately to spend about \$3.6 million on the TV networks, about \$3 million on spot TV. The

remainder of the \$8.5 million the campaign has budgeted for advertising will go to radio and print, with the greater part of radio. Over-all advertising expenditures could go as high as \$10 million before the campaign is over. Buys on NBC and ABC are currently in negotiation.

The spot money will be spent on the areas that yield the most votes, states like California and New York and the "Industrial Heartland" including Michigan, Ohio and Pennsylvania. That budget is flexible at the moment, however, and the targets may change as more polling results begin to trickle in. Mr. Carter will continue to aim his appeal at blue collar workers and blacks, but will also try to draw in some of the liberal upper middle class that followed Morris Udall in the primaries.

The campaign will use a variety of commercial lengths, ranging from 30 seconds to five minutes, but the latter is the staple of the network strategy. There are two reasons for that: The five-minute ad became a habit at the beginning of the primaries because Mr. Carter was little known then and needed as much exposure as possible. But now that his recognition is high, the practice continues because Mr. Carter often takes a long time to answer questions. Mr. Rafshoon prefers to run the "good stuff" with as little editing as possible.

If Carter associates are to be believed, what comes across in the commercials is pure Jimmy Carter. There's nothing staged, nothing plastic. The style of Thursday's commercial and the five other five-minute efforts in the works is "cinema verite," according to the Rafshoon people. All the scenes in Thursday's commercial, for example, really happened at the Democratic National Con-

vention. Other ads will show the candidate in other campaign situations; nothing will be shot in a studio, Mr. Rafshoon says.

The Carter media people are boastful of their candidate's natural telegenic qualities. "The thing is, there'd be no story for Joe McGinniss in the Carter campaign," says Barry Jagoda, Mr. Carter's television expert. Joe McGinniss was author of the book, "The Selling of the President," an unflattering account of the elaborate production techniques used to create a TV image for then-candidate Richard Nixon. In contrast, Mr. Jagoda says, "all we're trying to do is show Carter as he really is—and that's straight." Mr. Jagoda works for Carter Press Secretary Jody Powell, as network TV news liaison, but his comment applies to the advertising side of the campaign as well.

He says Mr. Carter's natural manner is to be at ease, articulate, intelligent, smiling a lot. Viewers of the Democratic convention will recall the scene during the vote on the nomination of Mr. Carter sitting in his hotel room with his mother, daughter and granddaughter watching the voting of the delegates on three TV sets. Occasionally, he saw himself live, but during those moments he saw himself on screen, Mr. Jagoda insists, Mr. Carter's behavior changed not a whit. "He's just exactly the same in the study at home or watching TV as when he's in front of the cameras," Mr. Jagoda insists. He offers the names of three print reporters who were also with Mr. Carter in his hotel room that night to corroborate his observation.

Mr. Rafshoon concurs with Mr. Jagoda. "He's cool," that ad man says of the candidate. "He doesn't overwhelm you with oratory."

It is that trait that should prove most beneficial to Mr. Carter when he faces President Ford in the debates, which are scheduled to begin Sept. 23. Mr. Rafshoon, a participant in the negotiations the last two weeks that led to the setting of the debates (see story, page 26), downplays their importance to this campaign. The widely held view about the predecessor Kennedy-Nixon debates is that they were the critical in elevating John Kennedy to the then-Vice President Nixon's plane of recognition. In contrast, Mr. Carter has the recognition. Going into the confrontation slightly ahead of Mr. Ford in the polls, Mr. Carter's biggest concern is in not disappointing his following, Mr. Rafshoon says. "He doesn't have to destroy Ford."

All of the Carter campaign's advertising work except film production is done exclusively by the Rafshoon agency. The 42-year-old Mr. Rafshoon has handled all of Mr. Carter's campaigns since his first unsuccessful Georgia gubernatorial campaign in 1966. He is included in Mr. Carter's inner circle of advisers. His agency has done work on other political contests from local referendums to Senate races, but this is its first national political contest.

To match the task, Mr. Rafshoon has more than doubled his staff, which in normal times numbers 21. For the general

election there are now 50 staffers. The salaries of the added people represent an investment of about \$150,000, but that will even out, Mr. Rafshoon says. The agency makes a commission on all time buys for the candidate and he expects to make a profit.

The chief lieutenants under Mr. Rafshoon include Charlene Carl, vice president and media director; Susan Frazier, vice president for creative services, and Marc Schenker, writer.

All of the film work is contracted to Rod Goodwin of the film production firm, Magus Inc., Philadelphia.

DNC drops its request for quick decision in appeal of 315 ruling

Carter felt action now by Supreme Court could get in way of planned debates with Ford

Democratic presidential nominee Jimmy Carter last week removed a possible obstacle to his projected series of debates with President Ford by persuading the Democratic National Committee to withdraw its request that the U.S. Supreme Court give early consideration to the DNC's petition for review of the FCC's ruling exempting candidate news conferences and political debates from the equal time law.

The committee's concern, as reflected in its petition for review, is the provision of the ruling pertaining to news conferences. Mr. Carter, in announcing his request to the committee, said he still believes that provision of the ruling is "inherently unfair" because it gives an incumbent President free television time during a campaign.

But he said the request to forgo the petition for expedited consideration results from the feeling that the debate and news-conference issues are "so intertwined that it is impossible at this time to distinguish between them." And the debates, he said, "are essential to the electoral process."

Mr. Carter said the decision not to seek expedited consideration means he will be left with "no remedy other than public censure should the President continue to abuse the political process in this area."

Actually, there was no certainty that the court would have acted in time to have an effect on the campaign. Its summer recess does not end until the first week in October. The DNC, in its letter to the court, made it clear it was not withdrawing its request for review of the commission ruling on news-conference coverage.

Besides the DNC's petition for review there is pending one filed by Representative Shirley Chisholm (D-N.Y.) and National Organization for Women, as well as a friend of the court brief by the United Church of Christ. Those petitioners are seeking reversal of the commission ruling on debates as well as news conferences, but they have not sought expedited consideration.

In Brief

- Westinghouse Broadcasting Co. petition to FCC for **sweeping investigation of television network practices** (see page 23) brought comment from John A. Schneider, president, CBS/Broadcast Group, that Westinghouse had "bitterly opposed" possibility of longer network news and "in order to get its way, it is now inviting government intervention on the basis of allegations that are totally without merit." NBC spokesman said only that record showed "a continued course of improvement in network service to affiliates and audience." ABC had no immediate comment.
- Long-threatened **fairness complaint against CBS** on ground it has **underplayed U.S. defense needs** ("Closed Circuit," May 26) is ready for filing. American Security Council Education Foundation, of Boston, Va., will ask FCC Sept. 8 to order CBS "to begin providing fair and balanced coverage of national security viewpoints" and "to provide compensatory coverage for the viewpoint neglected in the past." ASCEF's predecessor, Institute for American Strategy, published book, "TV and National Defense," analyzing CBS News coverage in 1972 and 1973; complaint is based on that and updated research.
- **Eugene McCarthy**, running for President as independent, won't let Messrs. Ford and Carter have networks to themselves (see pages 26-29). He has purchased five minutes on NBC-TV at 10:55 p.m., NYT Sept. 7, reportedly for \$15,000.
- Stations sold late last week: **WZZM-FM-TV** Grand Rapids, Mich., by West Michigan Telecasters Inc. to Wometco Enterprises, Miami, for \$14 million. FM will be spun out to third party to comply with FCC rules against acquisitions of co-located TV and radio stations. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr., president. Wometco is publicly traded broadcast group, vending system operator, Coca-Cola bottler and theater owner and recently bought WBTB-TV Newark, N.J., for pay-TV operation (BROADCASTING, Aug. 30). WZZM-TV is ABC affiliate on channel 13. WZZM-FM is on 95.7 mhz with 50 kw and antenna 175 feet above average terrain. Broker: Avpro Inc. ■ **WJW(AM)** Cleveland by group owner Storer Broadcasting Co. to Arthur B. Modell and Richard P. Bremkamp for \$2.5 million cash. Mr. Modell is owner of Cleveland Browns football team; Mr. Bremkamp is wjw general manager. Neither has other broadcast interests. Storer will retain co-owned wjw-TV Cleveland. WJW is on 850 khz with 10 kw day and 5 kw night. Broker: R.C. Crisler & Co. ■ **KMMJ(AM)** Grand Island, Neb., by United Communications Inc. to Forum Communications Inc., Fargo, N.D., for \$630,000 cash plus noncompetition agreement of \$41,000. Seller is owned by Rex H. Lathen, William J. Stenson Jr. and six minority stockholders. Principals in seller have no other broadcast interests. Buyer is group owned by Forum Publishing Co. (*Fargo Forum*) of North Dakota. KMMJ is 10 kw daytime on 750 khz. Broker: Hogan-Feldman Inc.
- ABC-TV made-for-TV **movie about teen-age prostitution**, "Little Ladies of the Night," scheduled for broadcast Sept. 18 (9-11 p.m.), has been withdrawn. Many affiliates said after closed circuit preview they would delay it for late showing on grounds it was too strong for prime time. It's Spelling-Goldberg production.
- **August C. Meyer Sr.**, president of Midwest TV Inc., Champaign, Ill., since its founding in 1952, becomes board chairman. His son, **August C. Meyer Jr.**, until now partner in own law firm, becomes president. **Jack B. Everette**, assistant to president, becomes executive vice president and treasurer and remains engineering director. Midwest TV is licensee of WCIA-TV Champaign, WMBD-AM-FM-TV Peoria, Ill., and KFMB-AM-FM-TV San Diego.
- Erstwhile presidential hopeful **Ronald Reagan** taped the first installments of his revived radio series, now called **Ronald Reagan**, last Wednesday in Los Angeles. Daily, five-minute program will return to air Sept. 13; former California governor gave up broadcasts last fall when he announced candidacy for Republican nomination (BROADCASTING, Nov. 24, 1975). Syndicator Harry O'Connor said that 105 stations had signed for **Reagan** and he expects up to 500 to take it eventually (the station count had grown to 305 before Mr. Reagan's return to politics).



Exchange of terms clears way to FCC for White, Fogarty

Revamped nominations give two-year appointment to White House aide, seven years to Hill counsel

Obstacles were removed from the confirmation of Joseph Fogarty and Margita White as members of the FCC by a surprise move last week that resulted in their proposed terms being switched.

Mrs. White, a Republican and assistant news secretary and director of the White House Office of Communications, was originally nominated to a full seven-year term to succeed Democrat Glen O. Robinson. But last week the President withdrew that and instead nominated her to the two years remaining in the unexpired term of Charlotte Reid, a Republican, who resigned from the commission in June. Mr. Fogarty, counsel to Senator John Pastore's (D-R.I.) Communications Subcommittee, was renominated to the seven-year term.

The resulting arrangement was the one workers in both the Senate and the White House had thought the President would put forward originally. Done last week at the suggestion of the Senate Commerce Committee, it is expected to pass that body in an open executive session this week.

The idea for the switch of terms originated with Senator Wendell Ford (D-Ky.) in a gathering of Commerce Committee members Tuesday. Assembled for an executive session, but lacking a quorum, the members present discussed the White nomination "informally," Senator Pastore said. He said before Senator Ford suggested the switch, it appeared the Demo-

crats on the committee might block the White nomination for political reasons, seizing as an excuse the possible conflict of interest that has haunted Mrs. White's nomination almost from the start. Mr. Pastore was the first to raise the issue, but has denied that his motive was tinged with political considerations.

The question of conflict arises from Mrs. White's husband's partnership in a law firm, Hamel, Park, McCabe & Saunders, that does some work before the FCC. Although he is a tax specialist who takes no part in the firm's communications practice, the two Whites offered to take corrective steps to cure the problem. That included a promise that Mrs. White as a commissioner would disqualify herself on cases in which her husband's firm participates, and Mr. White volunteered to cut himself out of any income deriving from his firm's communications practice.

Those steps cure the legal problem of conflict, Mr. Pastore said, but not necessarily that of appearance of conflict. He cited an opinion from the General Accounting Office backing that position (BROADCASTING, Aug. 30).

Senator Pastore said giving Mrs. White the two-year term alleviates the difficulty because it gives Congress an opportunity to monitor her. With the seven-year term, he said, "you'd lose the handle," but with the two-year term, "she's now in a position of a trial, a testing period."

Mr. Pastore said he is confident a majority of Democrats will now join the Republicans on the committee to support Mrs. White for the FCC. There has never been any resistance in the Senate to Mr. Fogarty's nomination.

The committee's compromise solution failed completely to satisfy one critic. Former FCC Commissioner Nicholas Johnson, chairperson of the National Citizens Committee Lobby, said in a letter to Senator Pastore that the appointment to a two-year term does not eliminate "the very real, stark serious conflict of interest problems she raises."

NAB assignments are completed by reform group

Hulbert heads new station services; Krasnow named general counsel; search on for TV and PR VP's

The National Association of Broadcasters executive committee and special task force put some finishing touches last week on reforms that have brought changes in most of the association's top jobs.

By the end of meetings Tuesday in Washington the following moves had taken place:

■ James Hulbert, executive vice president for public relations, was named senior vice president for the newly named station services department, an amalgam of parts of his old department and the station relations department, formerly under Executive Vice President Burns Nugent (BROADCASTING, Aug. 9). Mr. Nugent left the NAB last week with intentions to return to broadcast management. A successor to Mr. Hulbert in public relations has yet to be picked.

■ Erwin Krasnow, a Washington communications attorney with the firm of Kirkland, Ellis & Rowe, was named general counsel for the association ("Closed Circuit," Aug. 30), succeeding John Summers, who is the new NAB executive vice president and general manager (BROADCASTING, Aug. 2).

■ The post of vice president for television was created but not filled. NAB President Vincent Wasilewski said last week a search was on for "a new face."

Other posts still to be filled include the head of the NAB field staff, a job from which Alvin King was dismissed in May (BROADCASTING, May 24), and at least one field staffer or regional manager.

The executive committee also recommended there be a third meeting annually for each of the two boards, radio and TV, to be held in Washington in the fall at different times. The main idea of that action is to give the separate boards more autonomy than they now feel they have. The third meeting would begin in the fall of 1977. Up to now the boards have held separate and joint meetings at the same places in January and June.

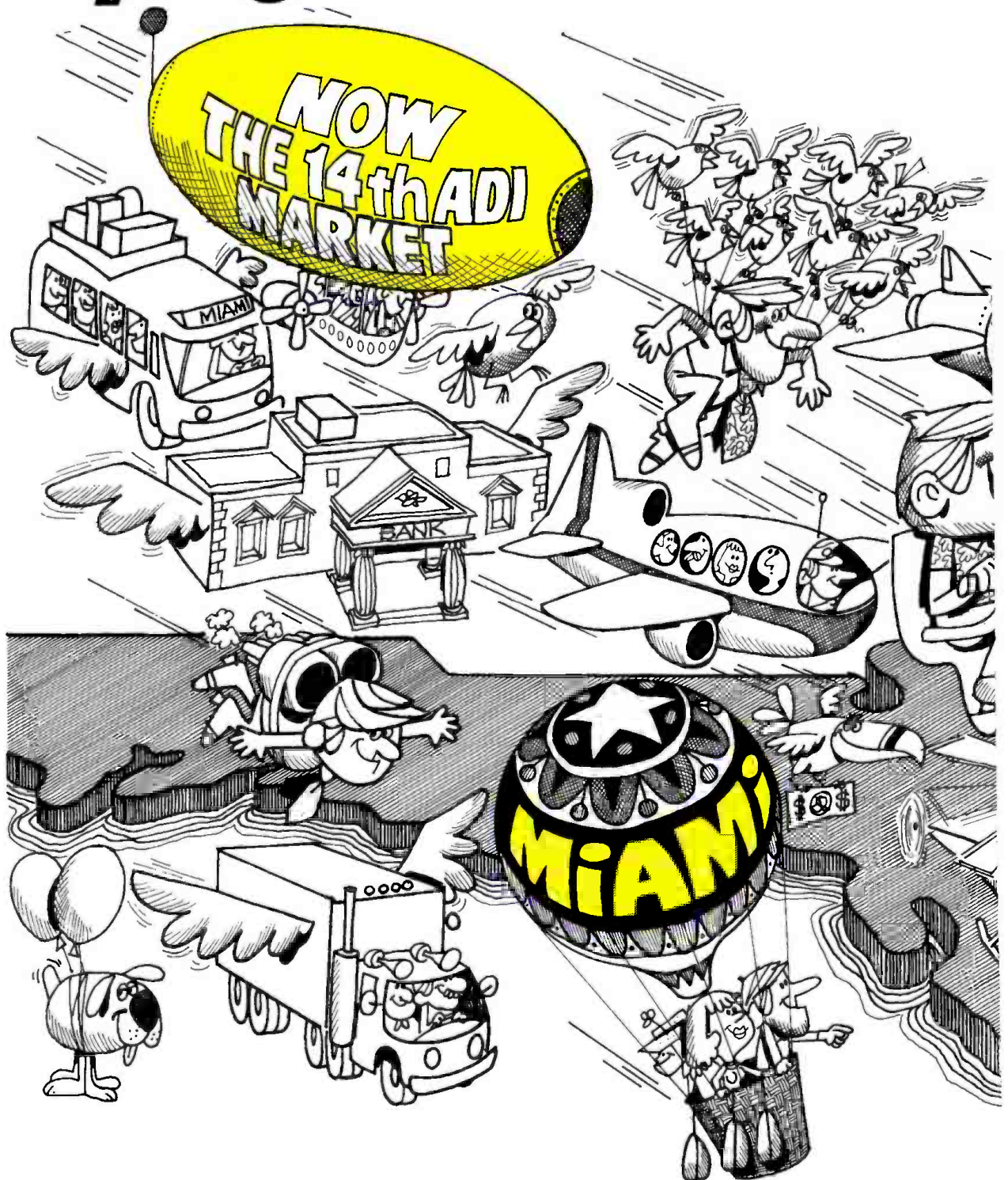
The executive committee adopted a second recommendation which, like the first, is a product of the reform task force, to establish a mechanism for setting one-year and five-year goals. The goals will be written by the joint board at its January meeting after consulting station members through mail questionnaires and personal contacts at the regional conferences in the fall.

The task force and executive committee will meet again Oct. 4, to make refinements in its new organization chart and study the impact of the changes on the budget. But the greater part of the reorganization is finished, the product of



Mrs. White, Mr. Fogarty at their confirmation hearings two weeks ago.

Flying South. And no



Miami NSI, May, 1970—May, 1976, sign on/sign off. Sales Management's Survey of Buying Power, 1970-1975. All figures are estimates only, subject to methodology limitation stated by each source.

t just for the winter.

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Business Week says so.

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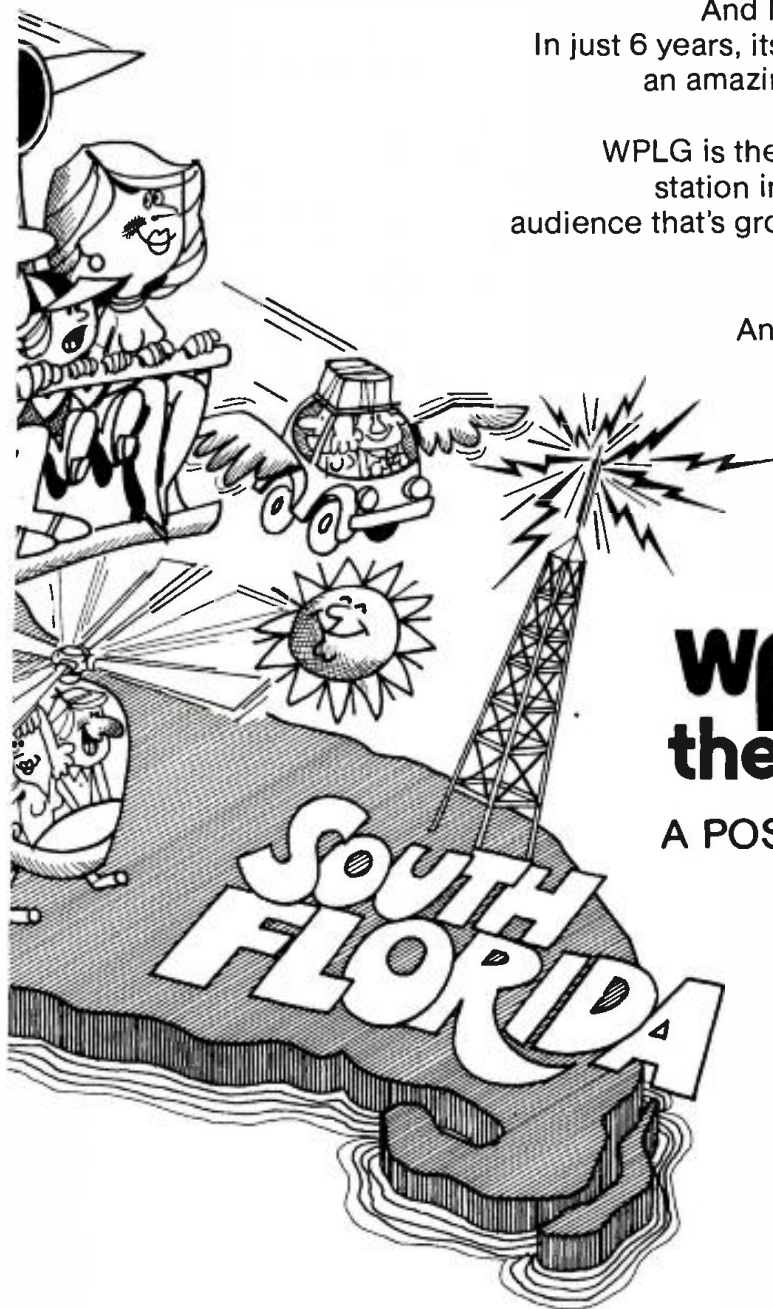
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Sweet and sour served to GCC

FCC law judge recommends approval of purchase of Chicago FM outlet, but commission's review board injects trafficking issue into case

GCC Communications of Chicago Inc., which has been struggling since December 1972 to make stick an FCC decision approving its purchase of WEFM(FM) Chicago from Zenith Radio Corp., had reason to be happy last week—but not without reservation. An FCC administrative law judge who had presided at the hearing the U.S. Court of Appeals in Washington had ordered in the celebrated format-change case issued an initial decision recommending approval of the sale. But there looms the possibility that the hearing will be reopened to examine an allegation that GCC or its parent, General Cinema Corp., is attempting to traffic in WEFM's license.

At issue in the case is GCC's proposal to change WEFM's format from classical to contemporary music. A local group—the Citizens Committee to Save WEFM—bitterly opposed the proposed switch and persuaded the appeals court in Washington that the commission had erred in approving the \$1-million sale without holding a hearing on whether the proposed change would serve the public interest. The group held that the city would be losing a unique service. The commission ordered the hearing, as directed. But the decision—following several others like it—led the commission to initiate an inquiry into whether it should, or has the constitutional authority, to interfere in broadcasters' format decisions. It concluded the inquiry in July with a report answering those questions in the negative (BROADCASTING, Aug. 2). The resulting policy statement is being challenged in court, and the WEFM case is being considered on the basis of the court's remand.

The FCC judge in the case, Bryon Harrison, in recommending approval of the sale, concluded not only that the WEFM format was not unique but that it was the reason the station had been operating in the red for years. Lack of uniqueness and financial losses attributable to a format are tests the court has established for determining whether a station sale resulting in a loss of format should be approved.

Judge Harrison noted that WFMT(FM) and WNIB(FM), both Chicago, are classical music stations and that several other AM and FM stations in the market play classical music on a regular part-time basis. Consequently, he said classical music fans have a number of reasonable substitutes for WEFM's classical music programming.

The citizens committee was aware of the programming of the other stations. But it argued that there are differences in the programming of the stations that make WEFM's format unique. Judge Harrison, however, said that by that test "every apple in a basket of apples can, in some

months-long deliberations that began at the board meeting last January when radio board member George Brooks of KCUE-AM-FM Red Wing, Minn., tacked a list of 16 grievances on other board members' doors. For a short while, Mr. Brooks headed a reform committee, which was later turned over to Donald Jones of PSB Radio Group, Fond du Lac, Wis., now vice chairman of the radio board. The committee's recommendations led to the formation of the task force, composed of the executive committee plus four other board members, with key roles for Mr. Jones and the radio board chairman, Donald Thurston of WMNB(AM) N. Adams, Mass.

President Wasilewski has a new number two, John Summers, 45, former NAB general counsel who joined the legal department in 1967 after working in the general counsel's office at the FCC. Mr. Summers's new role is patterned after that of Grover Cobb, senior executive vice president until he died in March 1975.

Mr. Summers's replacement as general counsel, Erwin Krasnow, 40, is a former administrative assistant to the late House Communications Subcommittee Chairman Torbert Macdonald. He is a graduate of Boston University and of Harvard and Georgetown law schools, is active in bar associations and has headed several national bar committees dealing with communications issues. Mr. Krasnow is also a prolific writer of articles on law, co-author of a book entitled "The Politics of Broadcast Regulation" and has lectured on communications law at Ohio State University and American University. He and Harry (Chip) Shooshan III, counsel to the House Communications Subcommittee, will share duties this fall as visiting professors at Temple University on the subject of "Access to the Media." Mr. Krasnow begins his NAB duties Oct. 5. Among his immediate priorities: continuing the NAB's "aggressive role on First Amendment issues" and increasing the level of legal services to NAB members.

Donald Zeifang, also 40, a former Washington communications attorney who has been at the NAB since 1973, continues as head of the NAB government

relations department, although with a new title, senior vice president, to match the designations of the heads of public relations and station services. The government relations department's beat, almost exclusively Congress up to now, is enlarged to include the regulatory agencies. Contacts with the agencies were previously the legal department's job.

James Hulbert, 50, who has been at the NAB since 1954, takes half of the public relations department with him to the new station services. The radio vice president, Charles Jones, will continue to report to him, as will the new TV vice president. The NAB publications, *Highlights* and *Radioactive*, will also remain under his control and so will the community affairs office.

In addition, Mr. Hulbert will guide the field operation which concentrates on membership sales, and will be responsible for planning and development, including the programming of the annual convention.

The vice presidents for research and engineering, John Dimling and George Bartlett, respectively, who have reported to the station relations head, will not report to Mr. Hulbert. Instead they will report to Mr. Summers.

Harold Niven, vice president for planning and development, retains that title and is given the added responsibility of supervisor of the annual convention, a title that reflects what he has already been doing in recent years. In that capacity he coordinates the whole project, from Mr. Hulbert's programming operation to exhibits and physical arrangements.

The new public relations senior vice president will be an outsider with public relations training, a reflection of the executive committee's desire to more strongly promote NAB before the general public. The committee is concerned that public awareness of the NAB's function and activities is below par.

The job of hiring the public relations senior vice president and TV vice president falls to Mr. Wasilewski and Mr. Summers, who say they have set no timetable, but want to fill the slots as soon as possible.

sense, be said to be unique. Each one has a different weight, texture, color, etc." Judge Harrison said that neither the court nor the commission defined unique in terms of minor differences.

On the financial question, Judge Harrison found that Zenith lost \$2,146,952 in operating WEFM as a classical music station from 1966 to 1972 and that GCC, which began operating the station on Jan. 10, 1973, with the same format, had lost \$1,517,320 through November 1975. And he said there was no evidence the losses resulted from mismanagement of the station either by Zenith or by GCC. The losses, he said, resulted from the classical music format.

Judge Harrison also ruled in favor of GCC on a misrepresentation issue. It involved allegations that five persons contacted in the leadership survey were told that there would be a change in the program format and that GCC lied to the commission regarding the time it decided to change the format. Judge Harrison concluded that the community leaders were not told at the time of their interviews that the format would be changed. And he said the evidence on record indicates that GCC did not decide to change the format until after the surveys were completed.

Judge Harrison, in accord with the commission's hearing order for an expedited proceeding, certified his initial decision and the record in the proceeding to the commission.

However, on the same day that he signed his order, Aug. 20 (it was not released until Aug. 30), the review board was adding the trafficking issue at the request of the citizen committee. The committee based its request on a statement in General Cinema's 1975 annual report announcing the corporation's decision to withdraw from the communications field generally and its intention to sell all of its radio stations, including WEFM.

GCC has said it intends to operate WEFM for an indefinite period or, at a minimum, for three years following final approval of its purchase of the station. It said General Cinema's intention to withdraw from the communications field eventually was not final or incompatible with a desire to operate WEFM profitably. The review board, however, did not agree.

GCC officials and attorneys last week were considering whether to appeal the review board's order to the commission.

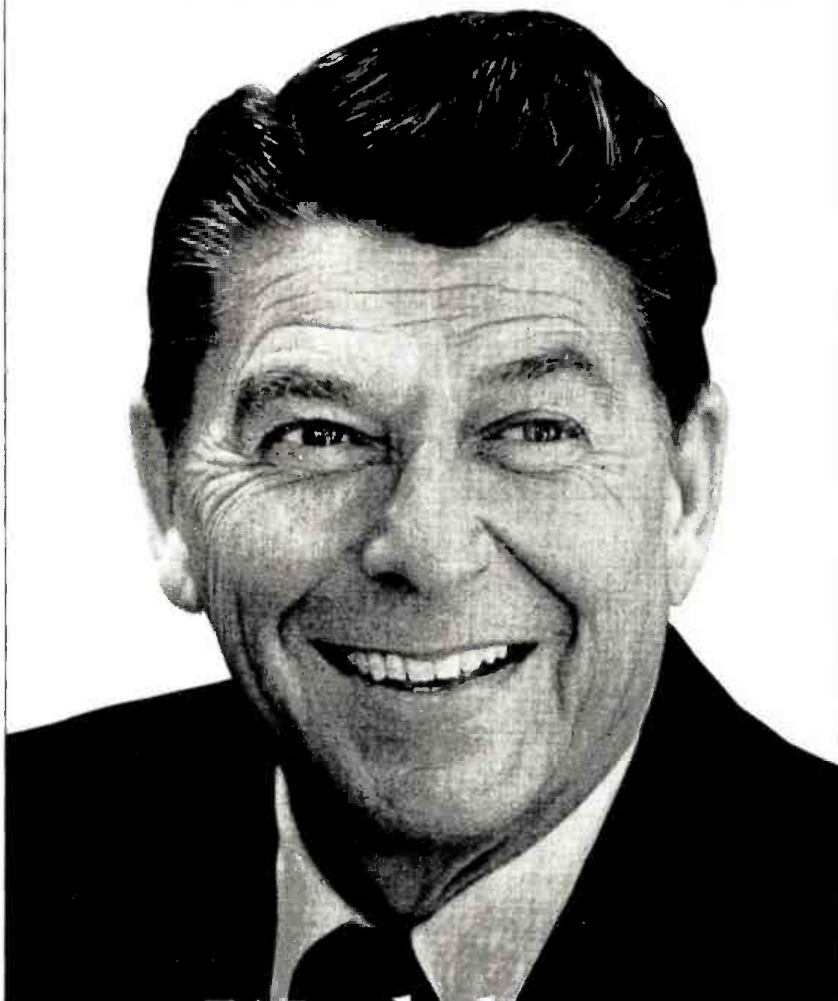
Star Stations loses again with FCC

Company is turned down by commission for interim operation and then is denied appeal

The FCC last week denied Star Stations Inc. permission to continue operation of the stations for which it has lost licenses until the commission names an interim operator and lost a court appeal seeking to block the FCC turnaround.

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		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Ampex.....	3 mo. 7/31	65,449,000	+ 2.8%	1,812,000	+16.2%	.17	63,655,000	1,559,000	.14
Harris Corp.....	Year 6/30	513,883,000	+ 7.2%	26,838,000	"	4.25	479,058,000	852,000 ¹	.14
Marvin Josephson.....	Year 6/30	28,504,100	+53.9%	3,711,000	"	1.91	18,520,600	20,200 ²	.01
McI Communications.....	Year (3/31)	28,430,216	+315.3%	(27,789,903)	"	(1.66)	6,845,096	(39,289,056)	(2.88)
New York Times.....	6 mo. 6/30	220,675,000	+11.2%	8,866,000	+ 5.9%	.78	198,298,000	8,367,000	.76
Scientific-Atlantic.....	Year 6/30	45,336,000	+26.8%	2,020,000	+61.9%	1.33	35,734,000	1,247,000	.89
Tele-Communications.....	6 mo. 6/30	22,312,000	+14.0%	386,000	"	.04	19,555,000	(499,000)	(.13)
Wrather.....	6 mo. 6/30	11,760,260	+27.6%	467,629	"	.21	9,213,211	6,106	.00

¹Includes loss of \$18,607,000 from discontinued operations.

²Includes charges of \$2,470,000 due to expense of items associated with acquisition of Creative Management Associates and sale of athletic rep subsidiary.

*Change too great to be meaningful.

KOIL(AM)-KEFM(FM) Omaha, and KISN(AM) Vancouver, Wash., were ordered to cease operation at 12:01 a.m. on September 2, in a commission decision which has held steady despite repeated requests by Star for extension of the cut-off date (BROADCASTING, Aug. 2). The commission stripped Star of its licenses last year (BROADCASTING, Feb. 3, 1975).

The FCC had filed papers in the U.S. Court of Appeals in Washington against Star's request and said it would act quickly on interim applications which have been filed at the commission for the Star facilities.

The commission, in denying the request said that no new issues had been raised which were not previously considered. Star statements that its employees and the listening public would be unduly deprived of the Star facilities were sufficiently considered and dealt with earlier, the FCC said, and that while it is aware that some disruption in listening habits will be experienced by audiences in the affected areas, it said it is acting quickly on interim applications for the facilities.

Michigan, Ohio stations hit by denial petitions

Fetzer stations blanketed by NABET protest over labor policies; discrimination charged in Ohio

A long series of labor disputes between Fetzer Broadcasting Co. and the National Association of Broadcast Employees and Technicians, AFL-CIO, has erupted in a petition the union filed with the FCC urging denial of renewal of Fetzer's licenses for seven stations in Michigan—WKZO-AM-TV Kalamazoo, WWTW(TV), WWAM(AM) and WKJF(FM), all Cadillac; WWUP-TV Sault Ste. Marie and WJFM(FM) Grand Rapids.

The union, which is bargaining agent for Fetzer employees in Cadillac, said it is not submitting labor disputes to the FCC

for resolution. Rather, it recited a number of cases in which it said Fetzer was found guilty of violating the federal labor laws as a result of disputes with the Cadillac bargaining unit.

The list of cases goes back to 1961, when the National Labor Relations Board directed Fetzer to stop refusing to bargain with the union in good faith—an order that was upheld by federal appeals court. The list also included cases decided by NLRB administrative law judges in which Fetzer was found to have refused to bargain in good faith and to have fired employees for union sympathies—decisions that were affirmed by the NLRB and ordered enforced by the appeals court.

With that kind of record, NABET argued, Fetzer is not qualified to be a licensee. The company's conduct in violating the labor laws "is an essential element in its 'modus operandi' and ... there is no reasonable possibility of any change in the future," NABET said, adding: The only effective remedy is to deny the applications for renewal of Fetzer's stations in Michigan.

Two other stations, both in Ohio, were also hit with petitions to deny last week—NBC's WKYC-TV Cleveland and WHLO(AM) Akron.

Alleged antiblack discrimination in employment figured in the petitions that an employee filed against WKYC-TV and that 61 residents of Cleveland, all of them representatives of local groups, filed against the Akron station.

Elsa Ransom, who serves as a news program producer, on-air field reporter and part-time and substitute anchorperson, claimed discrimination is the basis of the station's refusal to grant her request to serve as a permanent anchorperson. She supported her complaint with a finding by the regional office of the U.S. Equal Employment Opportunity Commission that there is reasonable cause to believe the station was guilty of discrimination and with the charges of discrimination that four other WKYC-TV employees have filed with the EEOC.

The petitioners in Akron contended that WHLO has engaged in "a pattern of subtle and sophisticated racial discrimination in

violation of the commission's EEO rules." Essentially, the discrimination takes the form of "active indifference," the petition contended, with black employees hired in intern programs but given no training. The petition notes that in a city whose population is 22% black, blacks have accounted for no more than 3% of the station's employees since 1974.

The petitioners also contend that the station has failed to meet the programming needs of the city's blacks. And they say that failure results from a "mischaracterization" of the findings of its 1976 community leader survey. For instance, the petition says that expressions of concern about discrimination "in housing" translates into the broad area of "housing."

Sunshine bill goes to Ford

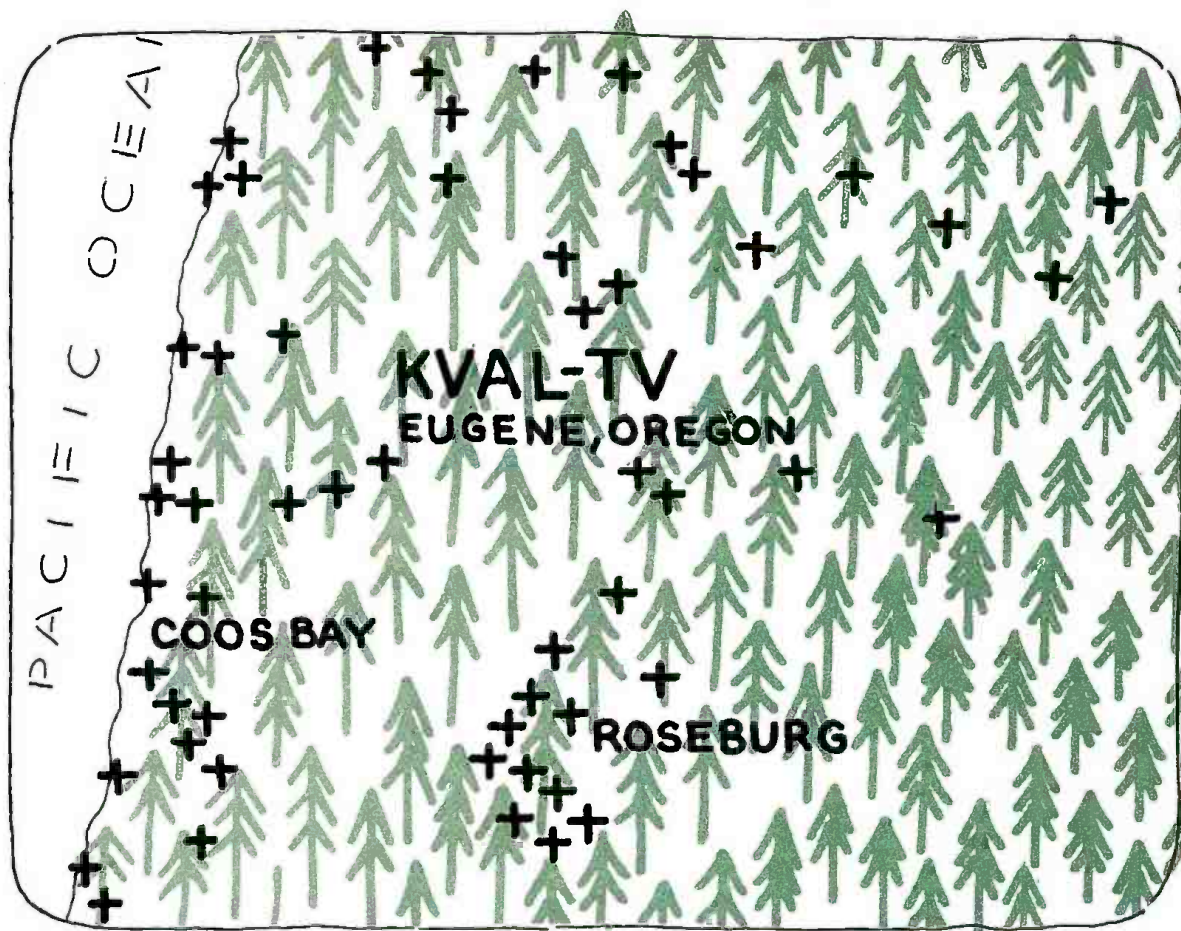
FCC, among other agencies, will have meetings opened to public

The reconciled version of the so-called sunshine bill, opening most meetings of government agencies such as the FCC and the Federal Trade Commission, passed both houses of Congress last week (BROADCASTING, Aug. 16). It becomes law when the President signs it, as he is expected to do this week.

The House's vote on the measure last Tuesday was 384 to 0. The Senate approval was by voice vote.

The bill would open most, but not all agency meetings. Specific exemptions are accorded meetings involving national security, trade secrets, internal personnel matters, investigatory matters, cases in hearing and matters that might lead to financial speculation. Transcripts would have to be kept of closed meetings—or minutes in the case of adjudicatory proceedings and financial information—and all but the sections specifically exempt would have to be made public.

The bill also requires one-week advance public notice for all regularly scheduled meetings and prohibits ex parte communications, as does current FCC policy.



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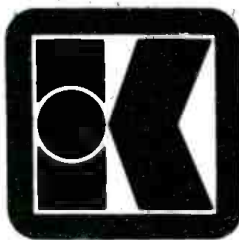
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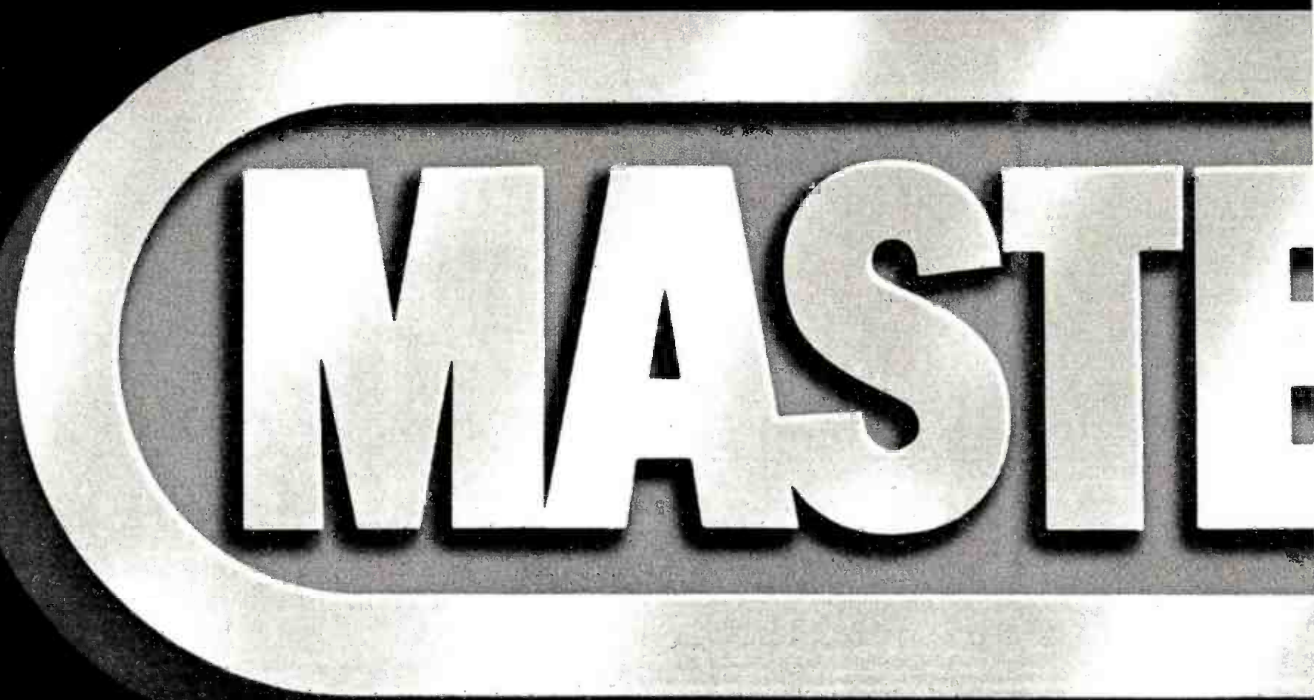
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D. / **KGFX**-Pierre, S.D. / **KOVC**-Valley City, N.D. / **KWAD**-Wadena, Minn. / **KBMW**-Wahpeton, N.D. / **KKOS**-Carlsbad, Ca.

Pros and cons on PSA proposal

**Comments at FCC are divided
between broadcasters and
citizen groups over merits
of rulemaking plan**

Broadcasters and public interest groups came to opposing conclusions in comments submitted to the FCC last week on a commission inquiry and proposed rulemaking on the airing of public service announcements by broadcast licensees (BROADCASTING, May 31).

Most broadcasters agreed with the National Association of Broadcasters that government coercion in the airing of public service announcements (PSA's) would begin "one of the most intrusive and inappropriate invasions of broadcasting to date."

NAB said the commission would be reversing a long-standing policy of noninterference in broadcaster discretion if it were to issue a rulemaking supporting requests of groups including the Public Media Center and the United Church of Christ. Those groups, who initiated the petition for the FCC inquiry, NAB said, complained of a "general vagueness and lack of specificity in the present PSA requirements," which, NAB said, is in reality fully consistent with FCC rules. Commission rules, NAB said, leave pro-

gramming, commercial time and news judgment to the discretion of the licensee. "So, too," NAB said, "are the decisions on when and how to deal with controversial issues of public importance left to the individual broadcaster."

The Ohio Association of Broadcasters, which claimed to represent "approximately 175 radio stations, 22 television stations, and 35 related entities in Ohio," agreed with NAB that the public interest groups' plan threatened to infringe upon First Amendment rights. OAB said additional PSA requirements are unnecessary because the broadcasting industry already does "a meritorious job in furthering the general health, welfare and safety of citizens through a multitude of PSA's broadcast each week."

Public interest groups took sharp exception to this opinion, however. One comment filed by a group of 71 petitioners including a range of individuals and groups from Congresswoman Shirley Chisholm (D-N.Y.) and Congressman Les Aspin (D-Wis.) to Action for Children's Television, the Sierra Club and the National Gay Task Force called the FCC's present PSA requirements "too vague." The joint comment said the commission's PSA definition is first at fault. One category in the definition, the group said, is limited to federal, state and local government agencies. Another category concerns PSA's for nonprofit service organizations like the United Givers Fund and the Red Cross. The final

category, the group said, is delegated to "other announcements" into which most of the petitioners in the group fall. The FCC's definition, the group said, should not suggest or imply that "only the large, charitable nationally-known and non-controversial groups" should get PSA time.

The joint comment called for a minimum number of PSA's and PSA minutes to be broadcast per hour, including prime time, during each day of broadcast operation.

The United Church of Christ agreed with the joint petitioners that many licensees are "abdicating their responsibility for public service announcements" to outside agencies like the Advertising Council which provide broadcasters with "expensively produced, non-controversial" PSA's.

Changing Hands

Announced

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

- KEAR(FM) San Francisco: Sold by Family Stations Inc. to CBS Inc. for \$2 million (see page 41).
- KMPX(FM) San Francisco: Sold by National Science Network to Family Stations Inc. for \$1 million (see page 41).
- KCBS-FM San Francisco: Sold by CBS Inc. to Golden Gate Radio Inc. for \$850,000 (see page 41).

■ WALG(AM)-WWCW(FM) Albany, Ga.: Sold by Radio Albany Inc. to Albany Radio Inc. for \$575,000. Seller is The First National Bank of Columbus, Columbus, Ga., as trustee of the will of Allen M. Woodall, who died in 1965. Buyer is owned by Allen M. Woodall Jr. (75%) and Bernie Barker (25%). Buyers also own WEIZ(FM) Phenix City, Ala. (Columbus, Ga.), and Mr. Woodall owns WDAK(AM) Columbus. WALG is on 1590 khz with 5 kw day and 1 kw night. WWCW(FM) is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ WYAM(AM) Bessamer, Ala.: Sold by Brandon-Robison Broadcasting Corp. to Mel Allen Broadcasting Inc. for \$375,000. Seller is owned by Anthony S. Brandon, his wife, Carol D. Brandon, John H. Robison Jr. and two other stockholders. Mr. Brandon is son of Lawrence Brandon, who is president of WYAM and a principal in group owner Universal Broadcasting Stations. Carol Brandon is wife of Lawrence Brandon. Sellers also own KERN(AM) Bakersfield, Calif., Carol and Lawrence Brandon have minority interests in KEST(AM) San Francisco. Principals in buyer are Mel Allen, television and radio sports personality living in Stamford, Conn., and Harold Reiner. Mr. Reiner owns WYPR(AM) Danville, Va., and WEXT(AM) West Hartford, Conn. WYAM is on 1450 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ KOYY-AM-FM El Dorado, Kan.: Sold by

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96

Neosho County Broadcasting Inc. to KIKZ Inc. for \$320,000. Principals in seller are Dale W. McCoy Jr., W.R. Murfin and E. Glenn Strange. Seller also owns KKQY-AM-FM Chanute, Kan., and Mr. McCoy owns 10% of KTTR(AM)-KZNN(FM) Rolla, Mo. Principals in buyer are Michael Horne (51%) and Guy P. Russell (49%), who also own KIKZ(AM) Seminole, Tex. Mr. Horne owns KARV(AM) Russellville and KWCK(AM)-KSER(FM) Searcy, both Arkansas. KOYY is 500 w daytimer on 1360 khz. KOYY-FM is on 99.3 mhz with 3 kw and antenna 135 feet above average terrain. Broker: George Moore & Associates.

■ KPJA(AM) Ironton, Mo.: Sold by Iron County Broadcasting Co. to Mid-America Corp. for \$155,000 cash. Seller is owned by Gaylon Watson who has no other broadcast interests. Principals in buyer are Robert Thompson and John Coleman, salesmen for WMAZ(AM) Springfield, Ill. KPJA is 5 kw daytimer on 1480 khz. Broker: The John D. Stebbins Co. & John H. Vondell Jr.

■ Other sales reported at the FCC last week include: WELY(AM) Ely, Minn.; KLGR-AM-FM Redwood Falls, Minn.; WKRI(AM) West Warwick, R.I.; KWLW(FM) San Angelo, Tex. (see page 59).

Approved

The following transfers of station ownership were approved last week by the FCC:

■ KFDA-TV Amarillo, Tex.: Sold by Bass Broadcasting Co. to Panhandle Telecasting Co. for \$2.8 million. Principals in seller are Perry R. Bass and sons, Robert M., Sid R., Edward P. and Lee M. Bass family has been selling broadcasting properties to devote resources to oil and gas exploration (BROADCASTING, Aug. 16) and has no stations left. Buyer principals are Ray Herndon, owner of KMID-TV Midland, Tex., and R.H. Drewry, who owns KSWO-TV Lawton, Okla. KFDA-TV is CBS affiliate on channel 10 with 302 kw visual, 30.2 kw aural and antenna 800 feet above average terrain.

■ KOAX(FM) Dallas: Sold by Able Communications to Metroplex Communications Inc. for \$1.7 million. Seller, owned by Louis Marx, also owns KJOI(FM) Los Angeles. Buyer is owned by Norman Wain and Robert C. Weiss, 50% each, who were former owners of WIXY(AM)-WDOK(FM) Cleveland, which they sold in 1971. Original sale of KOAX was made to Penton Broadcasting, subsidiary of Penton Inc., Cleveland-based publishing company (BROADCASTING, Dec. 8, 1975). Mr. Wain, president of Penton Broadcasting, and Mr. Weiss took over deal after publishing company bowed out. KOAX is on 105.3 mhz with 100 kw and antenna 1,560 feet above average terrain.

■ Other sales approved by the FCC last week include: KKAP(AM) Aptos-Capitola, Calif.; WLVA(FM) Hartford, Conn.; WRAJ-AM-FM Anna, Ill.; KIFG-AM-FM Iowa Falls, Iowa; KOOO-AM-FM Omaha (see page 59).

Three-way deal in San Francisco nets CBS better FM facilities

KCBS-FM to black group, KEAR to CBS, KMPX to KEAR owners

Three San Francisco FM stations were traded last week in a deal involving CBS Inc. and almost \$4 million.

KCBS-FM, CBS owned-and-operated partner of KCBS(AM) was sold to Golden Gate Radio Inc. for \$850,000. In the same transaction, CBS bought KEAR(FM) for \$2 million, and the owners of KEAR bought KMPX(FM) from the National Science Network for \$1 million. Sam Cook Digges, president of CBS Radio, said CBS's interest in the purchase was the improvement of facilities CBS will inherit with the acquisition of 82 kw KEAR. KCBS-FM is currently a 35 kw station. Mr. Digges also said CBS "is delighted" that Golden Gate's purchase of KCBS-FM "will result for the first time in a black-owned broadcast station in northern California."

National Science Network is now out of the broadcasting business. Executors of the estate of Ludwig W. Frolich, owner of National, have sold National's other broadcast properties and received FCC

approval for the sale of KMPX to motion picture screenwriter-director-producer Francis Ford Coppola (BROADCASTING, Nov. 10, 1975). That deal fell through when another business plan of Mr. Coppola's went awry.

Family Stations Inc., present licensee of KEAR, is a group owner with six FM stations in California, Maryland and New Jersey, and a shortwave station in Scituate, Mass. Family Stations plans to retain the KEAR call letters and construct new studios in San Francisco while purchasing the KMPX transmitter and antenna. Harold Camping, president of Family Stations, said that the station would continue as a noncommercial religious-programing station operating full time.

Golden Gate is a newly formed company and will apply for new call letters and operate from the former KMPX studio and offices. Lloyd Edwards, president of Golden Gate, said the station's format will be decided after ascertainment of community needs. Mr. Edwards was previously a member of the board of directors of San Francisco public stations KQED(TV) and KQED-FM and has banking interests in Oakland and San Francisco.

Mr. Edwards and his wife, Barbara, will own the station and are in the process of searching for qualified station personnel. Mr. Edwards said he will "certainly be sensitive" to the needs of minorities in the station's employment and programing practices.

KEAR is on 97.3 mhz with 82 kw and an-

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tenna 1,100 feet above average terrain. KCBS-FM is on 98.9 mhz with 35 kw and antenna 640 feet above average terrain. KMPX is on 106.9 mhz with 80 kw and antenna 1,120 feet above average terrain. Brokers that negotiated the three-way sale were Blackburn & Co. for CBS Inc. and Hogan-Feldman Inc. for the National Science Network.

FCC urged to take another look at its format ruling

Commission charged with failing to let citizen groups know about rights to have their say

Charges of failing to inform the public of opportunities to participate in FCC proceedings were leveled by citizen groups against the commission in petitions calling for reconsideration of the FCC's decision in its format inquiry (BROADCASTING, Aug. 2).

In that decision, the FCC held that the government should not get into the business of telling broadcasters what format they can program.

The WNCN Listeners' Guild wanted the matter reopened because, it said, the commission "did not adequately seek or encourage the participation of persons and groups most interested in the outcome of the inquiry." That also was the opinion of the Action Alliance of Senior Citizens of Greater Philadelphia.

In addition, the alliance wants the decision reconsidered because it said that the present system in which broadcasters "skew their programming to the audiences for which advertisers pay the most..." results in senior citizens, being denied "the degree of attention in program selection that younger adults enjoy."

Senior citizens are not the only group discriminated against by the present method of choosing formats. A joint petition filed by the United Church of Christ and several Spanish-American groups said that under the FCC's policy, "Spanish-language and Spanish-culture formats could be obliterated with no recourse available to the people they currently serve."

WNCN Listeners' Guild also complained that material the commission used in reaching its decision was not available to the public, hence the proceeding should be reopened.

Citizens Communications Center asked the commission to accept now its petition for reconsideration that was filed in February. It also filed a Freedom of Information request for material relating to the proceeding.

Media Briefs

Open files. FCC will allow United Television Company of New Hampshire, licensee of WMUR-TV Manchester, N.H., and KECC-TV El Centro, Calif., and Carmine Patti, former director of station rela-

tions for ABC, access to FCC's nonpublic docket on possible bribery of network officials by licensee. United was ordered to sell stations by FCC administrative law judge following charges that licensee had paid \$11,750 to Mr. Patti in 1969 during negotiation for better affiliate agreements for United's stations (BROADCASTING, Jan. 20, 1975). Commission will accept additional pleadings from two, filed under seal without public disclosure. FCC said that, in this case, public interest outweighs privacy interests of individuals who testified in bribery docket.

Plus three. ABC-TV announced three new stations as affiliates, effective with their air dates: WGTO-TV Sault Ste. Marie, Mich. (ch. 8), that was scheduled to start Sept. 1; WECA-TV Tallahassee, Fla. (ch. 27), Sept. 15; KDUB-TV Dubuque, Iowa (ch. 40), said to be returning about Sept. 6 after being off air.

Dialing NBC. NBC, New York, has changed its telephone number to (212) 664-4444.

NAB says CB could be a broadcasting ally

Citizen band transmissions could serve for weather, traffic reports and call-in shows if rules were relaxed, association tells FCC

The National Association of Broadcasters has asked the FCC to allow broadcast stations to rebroadcast certain citizen band radio transmissions.

FCC rules presently do not permit rebroadcast of any CB transmissions because the commission believes broadcast services are adequately served by remote pickup stations and that CB congestion makes it an impractical service for use with a broadcast station.

NAB said that if these rules were relaxed, stations could enhance their public service potential. CB operators could help report traffic and weather conditions more efficiently than most stations, NAB said, and could provide information useful to the public such as local fishing and skiing conditions.

NAB said the FCC should prohibit CB broadcasts more appropriately handled by remote pickup services, and that station personnel should not be allowed to use CB as a substitute for remotes in the normal course of their duties.

Members of the public, however, can provide additional information which will not duplicate material available to remote pickup stations, NAB said. NAB compared CB transmission use to the present use of the telephone, stating CB could provide another means of transmitting news stories to the station and providing an additional outlet for audience participation in "call-in" shows. More people could "express their views on issues of public concern," NAB said, and broadcast stations would benefit from an added "dimension [to their] coverage of local news and public affairs."

Added pressure to open Congress to radio and TV

Report from commission studying Senate operations says image benefits override objections to live congressional coverage

The staff of the Commission on the Operation of the Senate has recommended that the body remove its bar against broadcasting floor proceedings "as a means of sharpening public awareness of the co-equal role of Congress in the American political system."

Resolutions to permit daily live broadcast coverage of the Senate have been pending in the Rules Committee there since the beginning of the present Congress but have received no attention despite endorsement by Majority Leader Mike Mansfield (Mont.) and Minority Leader Hugh Scott (Pa.).

As has the House, the Senate has resisted broadcasting inside its chamber since 1945 when now-Representative Claude Pepper (D-Fla.), then a senator, introduced legislation to permit radio microphones in the Senate. This latest report of the staff of the Commission on the Operation of the Senate chronicles that resistance, but concludes that the Senate has "blackened itself out from the view with the greatest impact on millions of Americans... the picture which comes directly into their homes, day in, day out, with a Cronkite, a Chancellor, a Reasoner, with countless local anchormen, with 'instant' news specials, weekend magazine programs and periodic documentaries."

Noting that broadcasting has worked in the United Nations and in the legislatures of 44 states, the report recommends testing radio and TV broadcasting in the Senate and suggests four alternative methods: a pool made of the commercial networks and the Public Broadcasting Service, PBS by itself, Senate-paid technicians or a nonprofit corporation created by the Senate to do the job.

A resolution using the network pool approach was tried in the House in March but was rejected by the Rules Committee.

It is not likely anything further will happen in either house this session on broadcast resolutions. The Senate staff report will probably be taken up later this year by the Commission on the Operation of the Senate, a body of mostly non-senators formed by the Senate to examine the workings of the Senate. One of its functions, the one which prompted the report, is to study the Senate's image as it comes across in the news media.

The report was written by Len Allen—former news executive at NBC News in Washington, now managing director of the Radio Television News Directors Association—earlier this year while he was a consultant for the commission.

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Because the Coast Guard's the smallest service, much of what we do often goes unheralded. Well, our responsibilities are broadening. Yes, we're still saving lives at sea and during natural disasters. But we're also intercepting narcotics traffic. Improving vessel traffic safety in major ports. Monitoring the new 200-mile fisheries conservation zone. Maintaining aids to navigation. And promoting recreational boating safety.

What all this means is that we need the finest young

men and women to help us do these jobs. Officers to carry out our charge. Cadets at the Coast Guard Academy preparing for command. And that means more young people have to know about us.

So the next time you hear about something new that we're doing, you may even want to pass it on yourself. The Coast Guard Academy just might be the best way for these young people to get where they want to be in life.

The Coast Guard.



That's a switch. In a reversal of his role at previous Republican conventions—as White House communications director answering news-men's questions—Herb Klein (above, center) was asking the questions at this year's GOP gathering. Mr. Klein, now a Metromedia vice president, was "convention analyst" for Metromedia's KMBC-TV Kansas City, Mo. On one of the station's daily news/public affairs show, *Kaleidoscope*, Mr.



Klein joined host John Price (l) to talk to former Texas Governor John Connally (r). Other Republican newsmakers and members of the press interviewed included (clockwise from top left): Secretary of Commerce Elliot Richardson; political cartoonist, Bill Mauldin; Tennessee's Republican Senator, Howard Baker, and President Ford's former campaign manager, Rogers Morton.

Running up the tab in Schorr inquiry

House Ethics Committee asks for additional \$100,000 to discover source of leak; staffers think request may kill investigation

The House Ethics Committee last week voted to request an additional \$100,000 for its search for the person who leaked the secret Central Intelligence Agency report to CBS correspondent Daniel Schorr.

The committee has already spent close

to \$150,000 on the investigation, which has as yet borne no fruit, and in a meeting last week two committee members suggested the additional money request might provoke the House into abandoning the entire project.

The task has been controversial from the start, and two weeks ago steered into hotter waters when the committee voted to subpoena Daniel Schorr. Mr. Schorr said he will appear at the hearing scheduled for Sept. 15 but will not disclose his source (BROADCASTING, Aug. 30). His refusal to respond to the committee could lead to a First Amendment crisis of major proportion and could conceivably land Mr. Schorr in jail for contempt of Congress.

The irony of the situation is that the committee thinks it knows who gave the embargoed document to Mr. Schorr. But, said Chairman John Flynt (D-Ga.), there is not enough evidence to make an accusation.

Two members of the Ethics panel last week cautioned against asking for another \$100,000. Representative Albert Quie (R-Minn.) said, "Schorr says he won't tell us his source. Are you going to cite him for contempt? The House may not vote us any more money if it is to be used to subpoena Schorr."

Representative Charles Bennett (D-Fla.), said the size of the request might serve as a "rallying point" for opponents of the investigation.

Despite those warnings the committee voted to request the \$100,000. Later, a senior staff member predicted that although the House might cut the sum by as much as half, the committee would get enough to hold the Schorr hearing and one other and to complete a report on the investigation.

Another prominent member of the Ethics committee, F. Edward Hebert (D-La.) has said he would not join in pressing Mr. Schorr for his source. A newsman for 23 years, Mr. Hebert said he is sympathetic to the need to protect sources. Without them, he said, he could not have broken a story about a scandal involving former Louisiana Governor Huey Long, a

story which helped Mr. Hebert get elected to Congress.

Pre-election programing

NBC News plans seven half-hour weekly pre-election programs, *The Campaign and the Candidates*, to air on Saturday or Sunday evenings from Sept. 12 through Oct. 23, all but one taking the 6-6:30 p.m. (NYT) time period. In addition, a one-hour prime-time election preview is scheduled for Monday, Nov. 1, 10-11 p.m.

NBC's program schedule: Sunday, Sept. 12, 10:30-11 p.m. (pre-empts *Bull in a China Shop*); Sunday, Sept. 19, 6-6:30 p.m.; Saturday, Sept. 25, 6-6:30 p.m.; Sunday Oct. 3, 6-6:30 p.m.; Saturday Oct. 9, 6-6:30 p.m.; Sunday, Oct. 17, 6-6:30 p.m., and Saturday, Oct. 23, 6-6:30 p.m.

CBS News plans pre-election coverage in special half-hour programs, Fridays at 7:30 p.m., beginning Sept. 10 through the election.

ABC News plans six pre-election half-hours, titled *The Battle for the White House*. The first three are to be anchored by Howard K. Smith, the second three co-anchored by Harry Reasoner and Barbara Walters. Additionally, an hour pre-election special will be co-anchored by all three, at a time to be announced. The schedule for the first three: Friday, Sept. 3, 10:30-11 p.m.; Sunday, Sept. 12, 10:30-11 p.m., and Saturday, Sept. 25, 6:30-7 p.m.

CBS News indexed

An index to all CBS News daily, special and public affairs broadcasts in 1975—nearly 12,000 stories in all—has been published. The 578-page "CBS News Index" for 1975 is in one volume; subsequent editions will be published quarterly. Annual subscriptions to the index is \$60; broadcast transcripts on microfilm or microfiche are available for \$395 annually. Orders and inquiries should be directed to Microfilming Corp. of America, 21 Harsington Road, Glen Rock, N.J. 07452.

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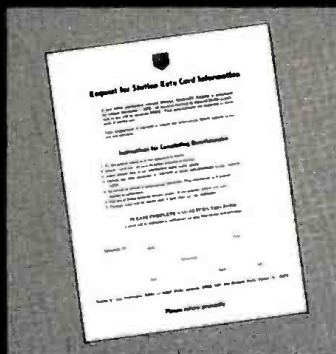
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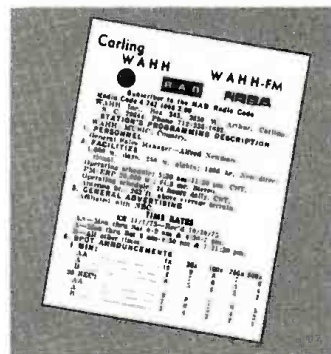
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Station listing information will be presented as in the sample shown.

Small market station listings in monthly Spot Radio Rates and Data will be adjusted as follows:

Stations which continue to qualify for full listing will have their information expanded to match the major market station report (inclusion of more personnel and programming data).

But stations which fail to qualify for full listing will be identified only with call letters and a reference to SPOT RADIO SMALL MARKETS EDITION.

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**Subscription price: \$25 per year.
Estimated circulation: 700.**

Big-oil critics called off base in fairness case

Complaint against Texaco spots lacks substance and was filed too late, networks, stations say

The Energy Action Committee's complaint that CBS and ABC as well as WRC-TV and WTOP-TV, both Washington, violated the fairness doctrine in airing a Texaco commercial promoting the advantages said to flow from the company's integrated operations misses the mark, the FCC was told last week.

ABC, WTOP-TV and NBC, the last speaking for itself as well as its owned station, WRC-TV, all contended in responding to the complaint that the Texaco spot did not address a controversial issue of public importance and, thus, raised no fairness-doctrine issue.

The commercial shows a jigsaw puzzle consisting of the various components of an integrated oil company operation, from oil well to service station. An on-camera announcer emphasizes, as the pieces are fitted together, how efficiently a company like Texaco operates because it is "in all phases of the business."

The EAC and Senators Birch Bayh (D-Ind.) and James Abourezk (D-S.D.), who are sponsoring legislation to break up the nation's 18 largest oil companies, contend the commercial constitutes an editorial against the legislation and say the networks and stations involved should be required to make time available for contrasting views (BROADCASTING, Aug. 16).

The commercial was apparently aired sparingly. NBC said it carried a 60-second version of the spot on four occasions between February and April, while WRC-TV twice carried a 30-second version, and ABC said it aired the 30-second version three times between January and April. WTOP-TV said it aired both 60- and 30-second spots from January until mid-April but did not say how often.

In any case, the three respondents said the commercial is not the kind that the commission, in its 1974 fairness report, said would cause it to review a licensee's judgment on whether a fairness issue is involved. The commission said in the report it was concerned with "an obvious participation in public debate and not a subjective judgment as to the advertiser's actual intentions."

And, as NBC said, while the divestiture debate was concerned with high prices, oligopoly power, competition and predatory practices, "the commercial touched on none" of those issues. "It took no position on divestiture legislation. The complaint itself concedes that divestiture was not mentioned."

The respondents also said that, regard-

less of whether the commercial raised a controversial issue of public importance, they had aired considerable programming on the pro-divestiture side. NBC, among other things for instance, cited an interview with actor Paul Newman, one of the organizers and backers of EAC, at the Democratic national convention, that dealt with the committee and his views favoring divestiture.

EAC contended that regular reporting is not adequate to meet a fairness-doctrine obligation—a position the respondents disputed. In making that argument, ABC said, EAC seems to suggest that the commission must not only dictate that ABC carry more programming, "but more programming that, in AEC's judgment, would be more specifically related to the Texaco spot." ABC said such an intrusion into its discretion "would far transcend the normal procedures and standards associated with the fairness doctrine."

WTOP-TV made another point. It noted that it (along with NBC and ABC) stopped carrying the commercial at about the time the issue allegedly involved began heating up, in April. And it was not until three and a half months later, the station said, that EAC filed its complaint with the commission. "Three and a half months is too long for a fairness complaint to languish," WTOP-TV said, "particularly when the commercial in question was discontinued for the entire period and its effects, if any, have dissipated."

Spiderman vitamins won't be on kids' TV

FTC, Hudson settle on complaint by ACT on use of hero figure

The Federal Trade Commission unanimously accepted a consent agreement prohibiting Hudson Pharmaceutical Corp. from directing advertisements for its Spiderman vitamins toward children.

The action resulted from a complaint against the firm by Boston-based Action for Children's Television (BROADCASTING, Dec. 1, 1975). ACT claimed the use of the Spiderman comic book and television character could cause children to take excessive amounts of the vitamin, causing poisoning.

In the consent order, the FTC and Caldwell, N.J.-based Hudson agreed that the company would not use advertisements for any of its products "whose dominant appeal is to a child." In addition it cannot advertise the children's vitamins on any TV show where children make up more than 50% of the audience. Also forbidden are ads shown on TV between 6 a.m. and 9:05 p.m. that use "a hero figure, including but not limited to, Spiderman, which has a special appeal for children" and which directly or indirectly endorses, demonstrates, uses or appears with the product.

The FTC said "the use of a hero figure from a popular children's television program in advertising has the tendency to

blur for children the distinction between program content and advertising and to take advantage of the trust relationship developed between children and the program character."

Also prohibited by the order are print ads primarily appealing to children, ads in comic books and direct mail ads addressed to children.

Advertising Briefs

To markets, to markets. Peters Griffin Woodward, TV station rep firm, has issued 12th annual "PGW TV Market Analysis," based on FCC market-by-market financial figures for 1975 and also including Nielsen Station Index data on homes and Arbitron Television data on homes, prime-time audience, net weekly circulation, CATV households and total retail sales. Copies are also available from John R. Thayer, research director, PGW, Olympic Tower, 645 Fifth Avenue, New York 10022.

Retail reinforcements. Free monthly co-op service to provide retail advertising sales data to affiliated stations has been established by NBC Radio. First mailing of "Co-op Data Service" being made this month, will include Christmas marketing tips listing national manufacturers' offerings for local retailers.

Special people. Formation of two more specialized networks has been announced by Keystone Broadcasting System, New York and Chicago. Senior Citizens Network comprises 446 noninterconnected affiliates in 446 counties in which 18.5% of population is 65 or older. Keystone Military Network consists of 192 noninterconnected KBS affiliates that serve all major continental U.S. military establishments, excluding only those with "A" counties. Nicholas Gordon, KBS president, said that creation of those and other KBS specialized networks "are the result of greater and greater advertiser interest in 'C' and 'D' county America where more than one-third of the people in the U.S. live."



Welcoming committee. Jim Agnew (kneeling), McCann-Erickson senior vice president, was greeted as the new general manager of the agency's Los Angeles office at a luncheon given by M-E's Media Investment Service. On hand were local agency and TV station sales people, including (standing, l-r) Clark Ford, Marchalk; Mark Fritz, KABC-TV; Ed Hawkins, KCOP; Connie Williams, KHJ-TV; Ken Sorensen, KNBC; Gerry Velona, KTLA; Jim McCallum, KNXT; and Dennis Brown, KTTV. With Mr. Agnew are Jackie Anderson and Sandy Weggeland of Media Investment Service.

⚡Sep27

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Everything's in place, once again, for fall season

CBS decides to stay with what it's got after other two make unprecedented last-minute changes in their new program schedules

Industry insiders were still shaking their heads last week over the unprecedented prime-time schedule changes engineered late last month by ABC and CBS.

But the consensus is that there will be no more tinkering between now and the official fall starting date of Sept. 20. "NBC's changes don't affect us in any material way," said Bud Grant, the vice president for programs at CBS. "And ABC's changes might even help us in a couple of time periods. So we're standing pat."

Sources at ABC and NBC said one key reason for some of their changes centered on the fact that they had seen a few episodes of scheduled series and found that they were either better than they'd anticipated (*Rich Man, Poor Man—Book II*) on ABC and the first *Best Sellers* novel for television, "The Captains and the King," on NBC) or worse (NBC's *Snip*, which, for example, started in the pilot with a divorced couple having a child; when that situation didn't work, the producers just wrote the child out of subsequent episodes as if it never existed).

"Book Two of *Rich Man, Poor Man* was just a card on the board when we scheduled it for Saturday at 10 p.m. back in April," said Fred Silverman, the president of ABC Entertainment. But when Mr. Silverman and his staff got a look at the first completed episodes "we saw that it maintains the same look and flavor of Book I," which hauled in consistent mid-40's shares when ABC telecast it as a 12-hour miniseries last winter.

So Mr. Silverman moved *Rich Man, Poor Man—Book II* to Tuesday at 9 p.m., where the sets-in-use figure is much higher than Saturday at 10 and where, in terms of counterprogramming, the series will offer viewers an alternative to two comedies on CBS (*M*A*S*H* and *One Day at a Time*) and a cop show on NBC (*Police Woman*).

Meanwhile, Mr. Silverman went on, by moving two new ABC sitcoms, *The Tony Randall Show* and *The Nancy Walker Show*, out of competition with *M*A*S*H* and *One Day at a Time*, both of which are proved ratings getters, ABC is giving them a better chance to get that all-important initial audience sampling.

ABC's shift of *Tony Randall* and *Nancy Walker* was one of the maneuvers that convinced NBC to return to the drawing boards with its fall schedule. Irwin Segelstein, NBC's executive vice president for programs, says he's very high on the first two *Best Sellers* (which was originally

scheduled to run Thursdays from 10 to 11 p.m.)—a nine-hour adaptation of Taylor Caldwell's "The Captains and the Kings" and a nine-hour adaptation of Anton Myrer's "Once an Eagle." Mr. Segelstein adds that by moving the *Best Sellers* time slot up an hour, to Thursday at 9, he'll give it a chance to take off against ABC's rookie sitcoms and a possibly tired (going into its ninth year) *Hawaii Five-O* on CBS.

Mr. Segelstein says he's also convinced that the new 60-minute lead-in to *Best Sellers*, *The Gemini Man* (shifted from Monday at 8 p.m.), "has the same potential as *The Six Million Dollar Man*—it has a strong lead in Ben Murphy and the invisibility of the character is only used in jeopardy situations."

The hold in *Gemini Man*'s vacated time period on Monday will be filled by *Little House on the Prairie*, a Waltons-type sentimental drama going into its third year, which Mr. Segelstein regards as classic counterprogramming strategy, putting a drama against two sitcoms on CBS (*Rhoda* and *Phyllis*) and a variety hour on ABC (*The Captain and Tennille*).

NBC surprised industry insiders when it decided to scrub *Snip* and *Gibbsville* from the fall schedule (the plan is to bring back at least *Gibbsville* as a second-season replacement) and, in effect, replace them with an umbrella 90-minute made-for-TV anthology called *NBC Movie of the Week*, which has been slotted against what industry people regard as CBS's weakest half-hour sitcom, *Ball Four*, on Wednesday at 8:30 p.m.

CBS's Bud Grant says he's not losing any sleep over NBC's move, however. "That time period will be nothing but smoke for NBC," he says. Michael Eisner, vice president for prime-time production and development at ABC, agrees, adding, "It took us 18 months to build up a proper backlog before we began our *Tuesday Movie of the Week*," back in the 1960's.

NHL's goal is to net national TV network

Boosted by success of playoff coverage, hockey teams try for Monday night coverage in 1977

The National Hockey League, which put together an ad hoc network for the telecasting of its Stanley Cup playoff games last season, will try to line up stations and sponsors for a series of regular-season Monday-night games beginning next January.

Carl Meyers, the vice president of the NHL's broadcast division, said in New York that WOR-TV New York has already signed for the proposed schedule of 13 prime-time Monday games, the opener to be a Philadelphia at Montreal contest on Jan. 3, 1977.

Stations in NHL cities that have contracts with NHL teams for local telecasts will get first crack at the network schedule, Mr. Meyers continued, adding that he

hopes to end up with a 70% U.S. coverage figure.

Hockey has traditionally suffered from feeble ratings, with CBS and NBC in years past both taking red-ink baths when they tried to put together weekend schedules of games for telecasting to their full networks. But the NHL is counting on the Monday-night sports habit built up in the 1970's by ABC with its pro football games from September through December and by both ABC and NBC with major-league baseball games during the summer, according to various sources.

Films and specials make up ITC's new program selections

London-based firm changes name, sells miniseries and movie offerings to the three networks

ITC Entertainment Inc., New York, has laid out \$60 million for television projects, plus another \$100 million or so for theatrical motion pictures.

This latter investment prompted the company to change its name last month from the Independent Television Corp. to ITC Entertainment. Lord Lew Grade is chairman of the board, based in London, and Abe Mandell, the president, has his headquarters in New York.

Although ITC hasn't sold any weekly series to the three networks for their prime-time schedules, it has a batch of miniseries and specials upcoming, in addition to *The Muppet Show*, a new prime-access half-hour, which all five CBS-owned TV stations will carry, and the second year of *Space: 1999*, a first-run syndicated series that ITC distributes worldwide.

To sum up ITC's recent activity at the three networks: It has sold two miniseries to ABC, one miniseries to CBS and one miniseries and two specials to NBC.

The first miniseries for ABC is *The Roots of the Mafia*, a multi-part film tracing the evolution of the Sicilian organization from its 13th century origins. It was filmed in Sicily with a cast headed by Rod Steiger, Ben Gazzara and the late Lee J. Cobb.

The second ABC miniseries, tentatively titled *Shakespeare*, is being shot in England as a six-hour biographical drama.

CBS has picked up six two-hour biographical dramas called *The Royal Victorians—Victoria, Albert and Edward*, starring John Gielgud. Telecast dates will be announced later.

ITC's biggest miniseries production, already sold to NBC for telecast during late-winter/early-spring 1977, is the \$12.5 million, multi-hour adaptation of *The Life of Jesus*. With RAI of Italy as co-producer, the dramas will be directed by Franco Zeffirelli and will star, among others, Peter O'Toole, James Mason, Laurence Olivier and James Earl Jones.

Two one-shot ITC specials that NBC will schedule are "Peter Pan," a new two-hour musical version of the James Barris play

with Mia Farrow in the title role and Danny Kaye as Captain Hook (it'll be Hallmark Cards' Christmas 1976 presentation), and "The Man in the Iron Mask," a January 1977 *Bell System Family Theater* program.

Programing Briefs

Out of the closet. What is said to be first regularly scheduled, commercially sponsored TV show produced by and for gay community airs Oct. 25 for 13 weeks on WKID(TV) Fort Lauderdale, Fla. Don Embinder, publisher of gay magazine, *Blueboy*, will conduct weekly half-hour show, *Blueboy Forum*, offering interviews, features and national gay news.

From temperance to TV. National Women's Christian Temperance Union at its 102d annual convention in Richmond, Va., adopted resolutions urging that sex, violence and portrayals of homosexuals be kept off television.

The big-money games

NBC follows on Viacom's news of '\$128,000 Question' with two new shows with \$50,000 and \$20,000 prize limits

Big-money quiz shows are creeping back onto the airwaves. A week after Viacom Enterprises said it was changing the name of its syndicated *\$64,000 Question* to *The \$128,000 Question* (BROADCASTING, Aug. 30), NBC-TV has weighed in with the announcement that a new Ralph Andrews-produced game show called *50 Grand Slam* will begin its daytime run on Monday, Oct. 4 (12-12:30 p.m., NYT). Following the title, the top prize will be \$50,000.

NBC also said it would premiere a new word-clue game called *Stumpers* (with \$20,000 as the prize limit) on the same day (11:30 a.m.-noon). *Stumpers* is the first show Lin Bolen has sold to NBC since she resigned her NBC daytime vice president's job earlier this year to go into independent production on the West Coast.

These new shows will replace *Celebrity Sweepstakes* (a Ralph Andrews production) and *The Fun Factory* (from Columbia Pictures Television), both of which expire on Friday, Oct. 1. Accompanying these changes, NBC will move *Hollywood Squares* forward an hour, to 10:30 p.m., on Oct. 4.

'Billy Jack' to NBC

NBC-TV has bought "Billy Jack," one of the biggest grossing films of all time, for airing this fall. The movie, which starred Tom Laughlin (who also produced and directed it), was released by Warner Bros. in 1971 and immediately developed a mass-audience cult of young people. "Billy Jack" was also one of the forerunners of the kung fu movies that had their vogue between, roughly, 1972 and 1975.

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Crossfire on legislation for pole attachments

Telephone and electric companies deny need for such a law; state regulators think they can handle; cable says the measure is needed

The House Communications Subcommittee last Tuesday heard conflicting testimony regarding proposed pole attachment legislation. A mark-up session on the bill had been scheduled for the following day. However, pending submission of more material especially in the area of present state jurisdiction, the session was postponed until this Wednesday (Sept. 8).

The bill—introduced by Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and encompassing legislation proposed by Representative Timothy Wirth (D-Colo.)—would have the FCC set minimum standards for pole attachment agreements between cable operators and utility companies but would encourage that actual regulation be handled by the states (BROADCASTING, Aug. 30). The bill also would authorize the FCC to fine cable systems for rule violations. Testimony on that aspect had been given before the subcommittee earlier (BROADCASTING, Aug. 2) and forfeiture legislation has already passed the Senate.

Tenney I. Deane Jr., speaking on behalf of the National Association of Regulatory Utility Commissioners, claimed that pole attachment disputes most likely could be handled by state public commissions. Mr. Deane, chairman of the North Carolina Utilities Commission, asserted that his commission has that power and that other commissions generally have the same authority. He claimed federal standards should not be applied unless states chose not to set their own. The subcommittee asked that NARUC supply information on which states would have the authority to act on disputes.

Amos Hostetter, executive vice presi-

dent of Continental Cablevision, however, challenged the contention that individual states may be able to exercise jurisdiction. Mr. Hostetter, former chairman of the National Cable Television Association and now its utility relations committee chairman, noted that certain state public utility commissions have mandates regarding cable, but that most do not. Specifically, he said, New York and California have been shown not to be able to solve disputes.

Accompanying Mr. Hostetter was David Kinley, vice president-planning and development for American Television & Communications and former FCC Cable Television Bureau chief. Earlier this year, ATC had some of its North Carolina cable plant temporarily disconnected in a rate dispute with Carolina Telephone & Telegraph. When asked why ATC didn't turn to Mr. Deane's commission for relief, Mr. Kinley said the courts were thought to provide a better forum.

While supporting the need for federal regulation Mr. Hostetter said that it is not necessary for the FCC to "concern itself with the issue of access or construction of new facilities." He said utilities shouldn't be required to build new poles for cable or give communications space if they haven't already done so.

Several times during the testimony, it was emphasized by the subcommittee that the bill would only require utilities to grant space for cables if poles are already used for communications purposes.

Thomas J. O'Reilly, a Washington attorney appearing on behalf of the United States Independent Telephone Association, argued that federal standards are unwarranted since "there appears to exist at the moment a dispute between a few companies in a few isolated areas..." He suggested that there are only four cases where disputes exist between cable systems and power companies and that this is "woefully insufficient" to prompt legislation.

Mr. O'Reilly argued that the telephone companies and the CATV industry are capable as businessmen of coming to agreement without federal intervention.

Mr. Van Deerlin, however, suggested that there exists a "feeling of uncertainty and vulnerability" throughout the cable

industry. And in his testimony Mr. Hostetter asserted that a dispute with a single utility company can affect 100 cable systems and that between one-fifth to one-third of all systems are operating "under duress."

Morgan D. Dubrow, staff engineer of the National Rural Electric Cooperative Association, requested that rural electric cooperatives be exempt from federal jurisdiction regarding pole attachments. He was told by the subcommittee that they would be exempt and if necessary the bill would be reworded to spell out that exemption more clearly.

Northcutt Ely, general counsel for the American Public Power Association, an organization of publicly owned electric utilities, claimed that the federal government should not intrude on municipally owned power system. He said the Congress would be "giving the FCC authority that it has deliberately withheld from the Federal Power Commission." If the bill is passed, however, he said an amendment should be included to exempt municipally owned facilities from FCC jurisdiction.

During Mr. Ely's testimony, another member of the subcommittee, Representative Charles Carney (D-Ohio) stressed his opposition to FCC involvement in pole attachment matters.

The subcommittee later last week was also to have heard from FCC Chairman Richard E. Wiley. His testimony had originally been scheduled during the cable hearings (BROADCASTING, Aug. 2) and was rescheduled for Sept. 2. It was once again postponed, until Sept. 22, because of a conflict with a full Commerce Committee meeting.

Columbia Pictures sets up division to market movies to pay-cable systems

Columbia Pictures Industries has decided to form a separate division to sell its theatrical movies to pay-cable systems. The division, to be called Columbia Pictures Pay Television, will also explore the possibility of producing original programming for pay cable.

Angela P. Schapiro, vice president and general manager of the new division, said that a concert by a comedian like Robert Klein is something Columbia could originate "for \$200,000 or less." She added that Columbia could also purchase for pay cable ballet and opera presentations and children's programs already taped or filmed by European broadcasting entities.

These are the kinds of shows the commercial broadcasters, both networks and syndicators, tend to stay away from "because they don't generally have mass-audience appeal," according to Ms. Schapiro.

In addition to pay cable, she said, her job will involve keeping abreast of the long-range developments in video-tape cassettes of movies for home-TV use and of video-disk programming.

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Comments split on merits of license exams

Broadcasters and engineers disagree as to value of FCC's tests for station operators

Opinions were about evenly divided in comments filed at the FCC last week on its inquiry into the relevance of its license requirements for broadcast station operators.

Although the FCC has granted a request by the National Association of Broadcasters and the Electronics Industries Association to extend the time for filing comments to Nov. 1, opinions have come in from some operators, licensees of stations and broadcast engineering firms.

Many operators agreed with Lloyd Mintzmyer, director of engineering for the Nebraska Television Network that technical problems which arise at stations should be handled by licensed technicians who hold their licenses for five-year terms. Mr. Mintzmyer said there is a distinction between service operators, who should be responsible only for equipment operation, and licensed technicians who deal with equipment problems.

George W. Jeffrey, vice president and general manager of KKTV(TV) Colorado Springs, called, however, for an end of the "troublesome and meaningless exercise of operator licensing." Mr. Jeffrey said the examinations provide licenses to too many incompetent operators who have proved only that they have good memories for short periods of time.

Bill G. Walters, general manager of WIEL(AM) Elizabethtown, Ky., said that "otherwise superbly talented people are kept out of the field" because they cannot, or fear they cannot deal with the technically complex Element Nine of the FCC's third-class examination. Clint Formby, part owner of six Texas radio stations, added that "licensing requirements have hindered expansion of radio opportunities to minority groups." Mr. Walters, Mr. Formby and many other broadcast licensees and station operators said that the licensee should be held responsible for operating the station within FCC rules.

The Washington Executive Broadcast Engineers, however, called for even more stringent examinations. WEBE said the presently used multiple choice exams should be replaced with essay exams which would weed out those students who have merely learned answers to questions rather than the theory and mathematics "which provide the basis for adequately trained personnel." Many operators and engineers supporting an examination process agreed with WEBE that the FCC exams should include questions on the latest broadcast technology.

Decca Survey Systems Inc., and in-

dustrial radiolocation licensee added that it trains its own technicians because present FCC requirements for passing the licensing exams do not insure the company of the "high degree of specialized sophistication it requires." Decca said it must use licensed operators in any adjustment, maintenance or repair of its equipment, but that operators who have passed the commission's exams by taking "crash courses" often can't make the grade.

Technical Briefs

Time-saving expedient. As result of flood of applications for new AM stations and changes in existing ones before FCC's six-month freeze takes effect, commission adopted new simplified method of computing nighttime service area for class II and III AM stations to speed up processing of applications. New method adopts proposal by Association of Federal Communications Consulting Engineers to eliminate use of complicated "clipping points" to compute service area and use site-to-site computations instead.

At 1.5 kw. Wilkinson Electronics, Trajner, Pa., has received FCC type acceptance for its new 1.5 kw FM transmitter model FM-1500E. Designed for standard class A stations, transmitter uses single amplifier tube and requires 15 w of drive.

Deal. Marconi Electronics, Atlanta, has signed contract with Newhouse Broadcasting Corp. for early fall delivery and installation of nine Marconi Mark VIII-B fully automatic color television cameras and ancillary equipment at WSYR-TV Syracuse, N.Y.; KOIN-TV Portland, Ore., and WAPI-TV Birmingham, Ala. Equipment is valued at about \$750,000.

Keep going. FCC has granted Data Transmission Co. (Datran) authority for emergency discontinuance of its common carrier service, but delayed effective date of halt to Sept. 15. Datran is in financial trouble and filed \$285 million antitrust suit against AT&T in Federal Court in Washington charging AT&T with trying to keep it out of information transmission market. FCC said Datran, Vienna, Va.-based company, and its parent Wyly Corp.,

Dallas, must keep service functioning to 21 cities it serves until Sept. 15 or until alternative service can be obtained, whichever occurs first.

Moonbounce. American Radio Relay League (ARRL), Newington, Conn., is hailing West Windsor, N.J., man as first ham operator to complete two-way communication with all six continents by radio signals reflected off moon. Though signal was characterized as "little more than weak," ARRL says, Allen Katz communicated with Philadelphia group on expedition in Barranquilla, Colombia. Mr. Katz used 28-foot dish antenna in his backyard to send and receive signal on 432 mhz. Similar equipment was used by group in Colombia. According to ARRL, there are some 100 moonbounce enthusiasts in various parts of world but technique had never before been used to contact, in South America.

Men for March. National Association of Broadcasters last week announced make-up of its 1977 engineering conference committee. Members are Doyle D. Thompson, Landmark Broadcast Division, Greensboro, N.C., chairman; Robert J. Butler, NBC, New York; Ellis Feinstein, KMED-AM-TV Medford, Ore.; Joseph P. Gill Jr., WDSU-TV New Orleans; William B. Honeycutt, KDFW-TV Dallas; James D. Parker, CBS-TV New York; R. LaVerne Pointer, ABC, New York; Leonard A. Spragg, Storer Broadcasting, Miami Beach; A. Paul Willey, WMNB-AM-FM-TV North Adams, Mass.; William Wisniewski, Mutual, Washington, and Wally Nelskog, KIXI-AM-FM Seattle. Engineering conference will be held in Washington March 27-30 next year in conjunction with NAB convention.

Biggest sale. ABC has made deal with Micro Consultants, Palo Alto, Calif., for purchase of up to 12 of firm's Quantel DFS 3000 digital framestore synchronizers. Purchase, valued at more than \$1 million, is said to represent largest U.S. order for such equipment. First two units already have been delivered, were used for baseball telecasts and for Olympics coverage. ABC is using equipment to synchronize feeds from minicams and other non-synchronous sources such as disk recorders and slant-track tape recorders.

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Books

Introduction to Mass Communications, by Warren K. Agee, Phillip H. Ault and Edwin Emery. Harper & Row, \$7.95, 453 pp. This fifth edition of a classic journalism text contains new or updated chapters on all phases of mass communications. Beginning with a general overview and historical background of the theories of communications, the book progresses to studies of contemporary issues and problems including discussions on Watergate, the fairness doctrine and sex and violence on TV. The final 12 chapters take a specific industry (newspapers, radio-TV, magazines, PR, etc.), explain the different jobs and processes involved in each and offer a brief summary of job opportunities and salary levels.

In Our View, by Robert Vainowski. Tresgatos Enterprises, Belmont, Calif., \$12.95, 176 pp.

This is a book about broadcast editorials. It covers the topic from a general overview-history to chapters on the nuts-and-bolts techniques for coming up with ideas, researching, writing, airing the finished product and keeping community leaders and others informed so they can offer rebuttals.

The author wrote more than 1,200 editorials during his 11 years at KCBS(AM)

San Francisco and is a part-time college lecturer and free-lance editorial consultant for radio and television stations. In addition, he is a member and has served as vice president of the National Broadcast Editorial Association.

The book is more than just instructions. It discusses questions such as whether stations should endorse political candidates and the various fairness doctrine ramifications that should be considered if they do. An appendix is included on how to conduct a "continuing ascertainment" program and how to address the ascertained needs and problems through vigorous editorializing.

Broadcast Operator Handbook, prepared by Field Operations Bureau, FCC. Available from Superintendent of Documents, Government Printing Office, Washington \$2.60, 103 pp.

This manual has been compiled as a study guide for those interested in obtaining the radiotelephone third-class operator permit and also as a concise reference for operators already in broadcasting. It offers one chapter each on basic law and basic operating practice, the information covered in elements one and two on the third class operator examination.

To obtain the third class permit, applicants must complete examination elements one, two and nine. Element nine, basic broadcast, has been detailed in the

remaining 14 chapters and seven appendices. Beginning with who the operator is and what his responsibilities are, and ending with a sample examination in element nine, these sections explain basic broadcasting rules and procedures, offering illustrations, charts and formulas.

The Network Jungle, by David Levy. Major Books, Chatsworth, Calif., \$1.95 (paperback), 336 pp.

Originally released in 1964 as "The Chameleons," the revised and enlarged edition is still interesting for its clues to the mechanism of network and government. The fictionalized look at the more-often-than-not ruthless tactics of broadcast and programing executives revolves around a story in which a headline-seeking senator probes the mass media.

In delineating his characters, Mr. Levy has drawn on his own long experience in the agency, network and program production field (he was with such organizations as Young & Rubicam, NBC, Four Star International and is now with Wilshire Productions). So much so, that the general reaction of readers has been to try to identify the major characters in "The Network Jungle" with people in broadcasting, entertainment and government.

Limo, by Dan Jenkins and Edwin Shrake. Atheneum, New York, \$8.95, 308 pp.

There's this programing vice president at an imaginary fourth network who came up through news at WCAU-TV and CBS, who is being divorced by his wife (she's staying in the Connecticut home while he moves to the duplex overlooking Central Park), who hangs out at Clarke's and Elaine's and, when he can't avoid it, at "21," who is having an affair with the TV critic at *New York* magazine, who jogs two miles a day and who has to implement an off-the-wall programing concept handed down by the aging chairman of the network. So far, pretty much real life. But this vice president is also an unreformed Texas good ole boy with a liking for Willie Nelson tunes and the occasional joint and snort of cocaine. He's chauffeured in a silver Rolls limousine by his boyhood friend from Dallas, who packs a pistol in his boot and is opening a country-music club. And this vice president is not above covertly living up the action in *Just Up the Street*, a live, three-hour look at the ordinary evenings of several ordinary American families. Which is why this novel is fairly funny, although not as funny as Dan Jenkins's sports novels, "Semi-tough" and "Dead Solid Perfect."

Vic and Sade, The Best Radio Plays of Paul Rhymer, edited by Mary Frances Rhymer, Seabury Press, \$12.95, 238 pp.

The second volume of verbatim scripts of the *Vic and Sade* radio series, this collection is a tribute to Mr. Rhymer's humor and skill. His timeless characters, settings and plots capture middle American small-town life in the post-Depression years and bring the reader to a realization that although the times and circumstances have changed, people, our moods, conflicts and interests, have not.



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Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	1	1	1	1
2	2	Let 'Em In (5:08) Paul McCartney & Wings—Capitol	2	3	2	3
3	3	You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	3	4	3	2
5	4	You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	5	6	5	6
7	5	A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	7	5	4	5
6	6	I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	6	2	9	4
4	7	(Shake...) Shake Your Booty (3:06) K.C. & Sunshine Band—TK Records	4	7	6	7
9	8	Play That Funky Music (3:12) Wild Cherry—Epic	8	8	8	8
10	9	Lowdown (3:15) Boyz n the City—Columbia	10	11	7	9
12	10	If You Leave Me Now (3:40) Chicago—Columbia	9	10	11	12
8	11	Afternoon Delight (3:10) Starland Vocal Band—WindSong	12	9	13	10
11	12	With Your Love (3:33) Jefferson Starship—Grunt	14	12	12	11
21	13	Devil Woman (3:21) Cliff Richard—Rocket	13	17	10	13
13	14	Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	11	13	16	16
15	15	Summer (3:59) War—United Artists	15	15	14	14
14	16	Say You Love Me (3:58) Fleetwood Mac—Reprise	16	14	15	15
18	17	Getaway (3:38) Earth, Wind & Fire—Columbia	17	16	17	17
17	18	Kiss and Say Goodbye (2:24) Manhattans—Columbia	18	18	19	18
24	19	Still the One (3:42) Orleans—Asylum	19	19	18	20
20	20	Baby, I Love Your Way (3:28) Peter Frampton—A&M	20	20	20	19
19	21	Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	21	21	21	21
23	22	A Little Bit More (2:56) Dr. Hook—Capitol	22	22	23	22
26	23	Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots—RSO	23	23	24	25
27	24	Wham Bam Shang-A-Lang (3:32) Silver—Arista	24	24	25	24
32	25	I Only Want to Be with You (3:20) Bay City Rollers—Arista	27	32	22	23
22	26	Get Closer (3:45) Seals & Croft—Warner Bros.	25	25	27	27
16	27	This Masquerade (3:17) George Benson—Warner Bros.	26	28	28	28
34	28	Do You Feel Like We Do (14:15) Peter Frampton—A&M	28	27	29	29
35	29	Magic Man (2:45) Heart—Mushroom	38	39	26	26
30	30	She's Gone (3:24) Hall & Oates—Atlantic	30	26	33	31
—	31	Rock 'N' Me (3:05) Steve Miller Band—Capitol	31	31	30	32
37	32	Fernando (4:11) Abba—Atlantic	33	29	31	30
29	33	Young Hearts Run Free (3:51) Candi Staton—Warner Bros.	29	33	32	33
31	34	I Can't Hear You No More (2:49) Helen Reddy—Capitol	32	30	34	35
—	35	Beth (2:45) Kiss—Casablanca	37	35	35	34
36	36	Don't Stop Believin' (3:24) Olivia Newton-John—MCA	34	38	37	38
—	37	That'll Be the Day (2:32) Linda Ronstadt—Asylum	36	37	36	37
39	38	Who'd She Coo (3:18) Ohio Players—Mercury	40	34	40	*
—	39	The Wreck of the Edmund Fitzgerald (5:57) Gordon Lightfoot—Reprise	*	*	*	*
—	40	You're My Best Friend (2:49) Queen—Elektra	35	*	38	*

Playback

Off and running. Steve Miller Band is back with this week's fastest moving debut, *Rock 'N' Me*. Capitol Records released this single, from the album *Fly Like An Eagle*, in July. "Incredible. It's already sold a million copies... a commercial rocker that's got the beat," says Freddie Brock of Capitol. Steve (Guitar) Miller made his name with *Gangster of Love* in 1973; his most recent single success was *Take the Money and Run*. Stations adding Miller this week include KFRC(AM) San Francisco, WAPE(AM) Jacksonville, Fla., and WPGC(AM) Washington. **Also running.** Another fast mover is Kiss's *Beth* (Casablanca). Group breaks its musical tradition with this slow ballad, which is part of the record's appeal. "It's different from what Kiss usually does. It's a more non-electric sound," explains Doug Weldon of WRAW(AM) Reading, Pa. **Getting started.** *The Wreck of Edmund Fitzgerald* (Reprise) by Gordon Lightfoot is another pick by Mr. Weldon. "It's picking up older requests, and adults aren't usually moved to call in that much." Record-breaking WCOL(AM) Columbus, Ohio, also added the shipwreck story. **Daybreak.** Linda Ronstadt reworks the old Buddy Holly hit, *That'll Be the Day* (Asylum), including a guitar solo. Al Resler of WGAR(AM) Cleveland describes it as "a little harder than the original version, but it's a clean sounding rock n' roll record."

Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	(I'm a) Stand By My Woman Man (2:57) Ronnie Milsap—RCA	2	1	2	1
20	2	All I Can Do (2:23) Dolly Parton—RCA	1	8	1	5
10	3	If You've Got the Money... (2:05) Willie Nelson—Columbia	4	2	6	2
—	4	Here's Some Love (2:59) Tanya Tucker—MCA	3	3	5	7
24	5	I Don't Want to Have to Marry You (3:03) Jim Ed Brown & Helen Cornelius—RCA	5	5	3	4
12	6	Can't You See (3:43) Waylon Jennings—RCA	6	7	4	3
3	7	Misty Blue (2:36) Billie Jo Spears—United Artists	8	4	7	8
6	8	One of These Days (3:03) Emmylou Harris—Reprise	9	6	8	6
4	9	Bring It on Home to Me (2:20) Mickey Gilley—Playboy	10	9	10	9
9	10	I Wonder If I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	7	10	11	10
5	11	You Rubbed It In All Wrong (2:32) Billy (Crash) Craddock—ABC/Dot	12	12	9	11
17	12	Here I Am Drunk Again (2:27) Moe Bandy—Columbia	11	13	13	15
8	13	Golden Ring (3:01) George Jones & Tammy Wynette—Epic	13	11	12	12
14	14	I Met a Friend of Yours Today (3:09) Mel Street—GRT	15	14	14	14
25	15	See You on Sunday (3:33) Glen Campbell—Capitol	14	15	15	17
11	16	Rocky Mountain Music (3:32) Eddie Rabbitt—Elektra	17	17	16	13
2	17	Say It Again (2:56) Don Williams—ABC/Dot	16	16	17	18
13	18	Cowboy (3:10) Eddy Arnold—RCA	19	19	18	16
16	19	Here Comes That Girl Again (2:54) Tommy Overstreet—ABC/Dot	21	20	20	19
—	20	The Night Time and My Baby (2:16) Joe Stampley—ABC/Dot	18	18	22	20
7	21	Afternoon Delight (2:56) Johnny Carver—ABC/Dot	20	22	19	24
—	22	Don't Stop Believin' (3:24) Olivia Newton-John—MCA	25	23	21	23
23	23	The Letter (2:53) Conway Twitty & Loretta Lynn—MCA	22	24	25	*
—	24	I've Loved You All of the Way (2:58) Donna Fargo—Warner Bros.	*	21	*	21
15	25	Teddy Bear (5:03) Red Sovine—Starday	24	*	23	25

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

Media

Peter A. Kizer, general manager, WWJ-AM-FM-TV Detroit, and VP of owner, Evening News Association, appointed VP/broadcast division for Evening News Association. He replaces **Don F. DeGroot**, who retires after nearly 35 years with company. Broadcast division includes Detroit stations; KTVY-TV Oklahoma City; WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz.



Kizer



Varholý

Joseph R. Varholý, station manager, WKYC-TV Cleveland, joins WSPA-TV Spartansburg, S.C., as general manager.

Tony Lupo, director of corporate sales, Crawford Broadcasting, Dallas, named VP. Crawford is group owner of five AM's and six FM's.

Maurice Morten, business affairs VP, MGM, Culver City, Calif., joins ABC-TV, Hollywood, as associate director of business affairs.

John R. Lees, manager, NBC-TV daytime and sports pricing and evaluation, business affairs, New York, named director, pricing and financial evaluation, business affairs. **Noel Engler**, manager of production, on-air advertising, named director, on-air promotion.

William P. Dix Jr., sales manager, WPBR(AM) Palm Beach, Fla., joins WGMW(FM) Riviera Beach, Fla., as VP/general manager.

Douglas Donoho, co-owner/operator, WAKC(AM) Normal, Ill., appointed general manager, WAXY(FM) Fort Lauderdale, Fla.

Irwin Starr, program manager, WMAL-TV Washington, promoted to director of broadcasting. **Stan Pederson**, promotion manager, appointed station operations director.

Gene Brendler, KPTV(TV) Portland, Ore., program host, appointed public affairs director.

Larry LaMotte, news director, KRXX(AM) Fort Worth, promoted to executive VP.

Christine Dobberty, assistant promotion director, KSFO(AM) San Francisco, appointed publicity director.

Ged Young, operations manager, WTRF(FM) Wheeling, W.Va., named public relations director, WTRF-FM-TV.

Stan Wilson, president, KFJZ(AM)-KWXI(FM) Fort Worth and Texas State Network, appointed general manager, Radio Southwest Corp., Dallas-based regional radio network.

Rudy Frank, national sales coordinator, WELI(AM) New Haven, Conn., appointed assistant to general manager.

Connie Martin, sales manager, WRCV(FM) Mercedburg, Pa., promoted to general manager. **Ted Genevish**, production manager, named operations director.

Jan G. Dragin, promotion manager, WJBC(AM)-WBNO(FM) Bloomington, Ill., joins WEEI(AM) Boston as director of information services.

Pat Michaels, KWIZ-AM-FM Santa Ana, Calif., elected first president of Orange County Broadcasters Association. **David Mathews**, KAPX(AM) San Clemente, Calif., elected VP and **Susan Livingston**, KWIZ-AM-FM, named secretary.

Joan E. Mathers, director of personnel, Faulkner hospital, Boston, joins RKO General stations there (WRKO(AM)-WROR(FM)-WNAC-TV) as personnel manager.

Susan Harmon, general manager, noncommercial WAMU-FM Washington, elected board chairman, National Public Radio there. **Peter Garvie**, University of Texas-Austin, re-elected to second term as vice-chairman. Re-elected to three-year terms as public members were **Josie R. Johnson**, executive assistant to lieutenant governor of Colorado, and **Deborah Dillingham Vogel** of Honolulu.

Robert M. Gordon, acting general manager, noncommercial KNME-TV Albuquerque, N.M., named general manager.

Albert L. Hulsen, radio project director, Hawaii Public Broadcasting Authority, Honolulu, appointed station manager, noncommercial WGUC(FM) Cincinnati.

Michael Lazar, operations manager, noncommercial KXCV(FM) Maryville, Mo., joins noncommercial WNIU-FM DeKalb, Ill., as station manager.

Ted Sullivan, promotion director, noncommercial WUSF-TV Tampa, Fla., appointed public information coordinator, noncommercial WEDU(TV) there.

Broadcast Advertising

Thomas J. Yobbagy, VP/creative management supervisor, Doyle Dane Bernbach, New York, elected senior VP.

Frances Devereux, personnel director; **Kathy Feakins**, research group head, and **Barbara Smith**, account supervisor, Ogilvy & Mather, New York, elected VP's.

Ronald Mitchell and **William Tausch**, VP's/

senior account supervisors, Campbell-Ewald, Detroit, appointed senior VP's/associate management supervisors on Chevrolet account.

Hans L. Carstensen Jr., senior VP and director of marketing, media and research, N.W. Ayer ABH International, New York, elected executive VP.

Peter A. Greene, account supervisor, Benton & Bowles Canada, Toronto, elected VP.

Derrick M. O'Dea, executive VP, D'Arcy-MacManus & Masius's New York office, named general manager, DM&M/New York, and member of its newly created management committee, which will be headed by **Frederick P. Harvey**, senior VP. Other management committee members will include **Charles J. Prince**, president and chief operating officer of New York office (and member of corporate board of directors), who plans to concentrate on client relations, agency policy and business development; **William G. Johnston**, executive VP, who will work with Mr. Prince in these areas, and **David Krutchik**, VP, named chairman of newly formed creative review board. **Barton Blum** and **Charles Blustain**, also VP's, and Mr. Krutchik were also named creative directors. **Gregg E. Brumm**, VP/corporate assistant treasurer, DM&M Bloomfield Hills, Mich. appointed assistant to Harold F. Stephenson, corporate executive VP/secretary/chief financial officer.

Jack Kraft, controller, worldwide agency operations, Leo Burnett, Chicago, named VP.

Karen Poydenis, retail sales assistant, CBS-TV stations division, New York, named manager of sales promotion, CBS Radio network, there.

Robert P. Kipperman, account executive, CBS-TV network sales, New York, named director, nighttime sales, CBS-TV network sales, succeeding **Herbert Gross**, named director of CBS Sports (BROADCASTING, July 19).

Sarah M. Weber, research department associate, Kaiser Broadcasting Spot Sales, New York, named research director. **Serge Valle**, media research analyst, Cunningham & Walsh there, joins Kaiser Broadcasting Spot Sales as program research director.

Carlos Delgado, media supervisor, Young & Rubicam International, New York, joins Botsford Ketchum, San Francisco, in same capacity.

Larry D. Postaer, senior VP and creative director, Stern, Walters & Simmons, Chicago, named senior VP and group creative director, Needham, Harper & Steers, there. **Micheline Polk**, head of media department, Haddon, Burns & Cohen Advertising, Chicago, joins Needham, Harper & Steers there as media supervisor. **Sandra Stadnicki**, budget coordinator, NH&S, and **Jay Tolman**, media assistant, promoted to assistant media supervisors.

Frank Leoce, VP/New York sales manager, Metro Radio Sales (Metromedia's national sales representative firm), named VP/Eastern zone manager.

James Beavers, VP in charge of program development, Four-D Productions, Los Angeles, joins Kraco Enterprises, CB radio manufacturer there, as advertising director.

Ralph Smith, network coordinator, Radio Southwest Corp., Dallas-based regional radio network, promoted to director of sales.

Ron Moran, VP/account executive, Geer-Murray advertising, Oshkosh, Wis., joins William Eisner & Associates, Hales Corners, Wis., as account executive.

Helene Kirsch, media buyer, Keyes, Martin & Co. advertising, Springfield, N.J., promoted to media supervisor.

Mary Lou Carrier, media supervisor, Reach Creative Consultants, Chicago, joins WFLD-TV there as sales coordinator.

Monte L. Jones, account executive, KSTP(AM) Minneapolis-St. Paul, appointed local sales manager.

Claude P. Locke, public relations broadcast specialist, Cranford/Johnson/Hunt & Associates advertising/marketing/public relations, Little Rock, Ark., appointed director of broadcast.

Susan McDonnell, salesperson, Katz Television, New York, joins Blair Television's New York NBC station division sales unit as account executive.

Mike Conway, sales manager, WINS(AM) New York, joins WERE(AM)-WGCL(FM) Cleveland as general sales manager.

Bob Dovlichak, account executive, WRAU-TV Peoria, Ill., named local sales manager co-owned KCAU-TV Sioux City, Iowa.

Connie Martin, account executive, KPTV(TV) Portland, Ore., promoted to new business director.

Stanley Shields, local sales manager, WELI(AM) New Haven, Conn., promoted to general sales manager.

Allen Hundley, Radio Advertising Bureau VP/Southwest manager, resigns.

Frank Iorio Jr., local sales manager, WEEP-AM-FM Pittsburgh, joins WEZE(AM) Boston as sales manager.

Jeff Williams, account executive, KABC(AM) Los Angeles, joins KGBS-AM-FM there as sales manager.

executive VP, 20th Century Records and 20th Century Music Corp.

Lloyd H. Gaynes, formerly director of daytime programs, West Coast, ABC-TV, named director, prime time variety programs, ABC Entertainment. **Wally Weltman**, formerly director of late night programs, West Coast, ABC-TV, named director of daytime programs, ABC Entertainment, Hollywood.

Russell W. McCorkle, assistant controller of Westinghouse Broadcasting Co., named to new post of controller of company's Group W Productions, New York, effective Sept. 15.

Dennis Considine, program analysis director, CBS-TV, New York, appointed associate director, program development. **Fred Rappaport**, associate director, special programs, named director, special programs, reporting to Tony Converse, VP-special programs.

Joe Morgan, sales representative/field engineer, International Video, Atlanta, joins LBJ Productions, Chattanooga, as chief engineer.

Phil Jacobs, sports director, WRNG-TV Binghamton, N.Y., joins Empire Sports Productions, formed with Wasser-Conklin Advertising there, as executive producer.

Natalie Christian, advertising/sales promotion product manager, Polaroid Corp., Cambridge, Mass., joins WLVI-TV there as news/public affairs director with production and on-air responsibilities.

John Smith, executive producer, KPHO-TV Phoenix, appointed production manager.

Kenneth F. Corcoran, producer/director, WLVI-TV Cambridge, Mass., named production manager of commonly owned WKBS-TV Burlington, N.J.

Robin Reibel, publicist/account supervisor/office manager, Diane Davis Associates public relations, Boston, joins WCVB-TV there as press/promotion coordinator for its nationally syndicated series, *Good Day*.

Robin Mitchell, program director, WSAI-AM-FM Cincinnati, joins WIFE(AM) Indianapolis in same post.

Scott De Lucia, sports director, WTAW-AM-FM College Station, Tex., joins KCEN-TV Temple, Tex., in same capacity.

special projects, NBC News, Washington. Mr. Jordan will oversee transition from film to electronic coverage in that bureau.

Ralph Penza, WCBS-TV New York newsman, moves to CBS-owned WCAU-TV Philadelphia beginning Sept. 13, as co-anchor with **Joan Dinerstein**, reporter/weekend anchor. They replace **Jack Jones** and **Michael Tuck**, who will stay on as weekend anchormen and general assignment reporters.

Paul A. Thompson, editor/news manager, KCRA-TV Sacramento, Calif., appointed news director, KMGH-TV Denver. **John W. Haralson**, newscast producer/executive news producer, WMC-TV Memphis, joins KMGH-TV as executive news producer.

Nancy Richman KOA-TV Denver news producer, appointed reporter.

James Fulbright, reporter, WPVI-TV Philadelphia, joins WSM-TV Nashville, as co-anchor/reporter.

Bob Richardson, news director, KRGV-TV Westaco, Tex., joins WKBN-TV Youngstown, Ohio, as executive news producer, succeeded by **Rick Diaz**, KRGV-TV assistant news director.

John Coleman, weather forecaster, ABC-owned WLS-TV Chicago, given additional weather forecasting duties for ABC-TV *Good Morning, America* program, appearing Mondays and Fridays.

Les Charles Brecht, co-anchor, KVRL-TV Houston, **Janet Mason**, graduate Iowa State University, Ames, and **Paul McCaye**, freelance writer/producer, Neenah, Wis., named reporters, WSAU-TV Wausau, Wis.

Kaye Gaddy, youth counselor and former reporter/anchor, KOSA-TV Odessa, Tex., joins WROC-TV Rochester, N.Y., as reporter/weather forecaster.

Gene Holmes, news director, WRAU-TV Peoria, Ill., appointed director of news development. **Howard Hansen**, anchorman, promoted to director of news operations. **Kay Hartzell**, graduate, Southern Illinois University, Carbondale, named WRAU-TV reporter.

Robert VanCleve, editor/anchorman, WTLV(TV) Jacksonville, Fla., named reporter/anchorman, KCAU-TV Sioux City, Iowa.

Ann Neufeld, graduate, Northwestern University, Evanston, Ill., appointed reporter, WMTV(TV) Madison, Wis.

Bob Jordan, news director/anchorman, WKRG-TV Mobile, Ala., takes same post at WFTV(TV) Orlando, Fla.

James A. Miklaszewski, news editor, KRXX(AM) Fort Worth, named news director, succeeding **Larry LaMotte** (see "Media").

Adrian (Specs) Munzell, assistant program manager/producer, noncommercial WJWJ-TV Beaufort, S.C., joins WCBD-TV Charleston, S.C., as news producer/assignment editor. **Nancy McKenzie**, news/weather reporter, WLOX-AM-TV Biloxi, Miss., joins WCBD-TV as reporter/photographer. **Gail Fendley**, from WOKE(AM) Charleston, appointed WCBD-TV reporter/photographer/news assistant.

Jim Smith, meteorologist, WPTA(TV) Roanoke, Ind., named to same post, WDBO-TV Orlando, Fla.

Anthony Hennes, reporter, WBAP(AM) Fort Worth joins KCEN-TV Temple, Tex., as reporter.

Programing

Richard Harper, VP, international syndication, 20th Century-Fox TV, Beverly Hills, Calif., promoted to VP, worldwide syndication. **William J. Immerman**, senior VP, administration/worldwide business affairs, 20th Century-Fox feature film division, Beverly Hills, Calif., assumes additional responsibility as corporate VP, business development. **Emile Buyse**, VP, continental Europe, 20th Century-Fox, Paris, appointed VP, international distribution, based in Los Angeles. **W.P. Donnelly**, VP, planning and budgets, Beverly Hills, named VP/controller, entertainment group and will function as

Broadcast Journalism



Fouhy



Jordan

Edward M. Fouhy, producer of *NBC Nightly News*, named director of news, NBC News' Washington bureau, effective immediately. He replaces **Frank J. Jordan**, named director,

John Zalanka, reporter/anchor, WJRC(AM) Joliet, Ill., promoted to news director.

Franz Laubert, anchorman, WJAR-TV Providence, R.I., named news director, WKFD(AM) Wickford, R.I.

Cable

Frank H. Nowaczek, VP, Blackburn & Co., Washington, joins Warner Cable Corp. as VP/manager of newly formed Mid-Atlantic region, based in New York.

Barry D. Lemieux, regional manager, Continental Cablevision Corp., Springfield, Ohio, appointed director of corporate development for subsidiary, Continental Cablevision of Ohio, Findlay.

S.J. DeLuca, certified public accountant, joins Magnavox CATV division, Manlius, N.Y., as finance manager.

Equipment & Engineering



Cervon

Lawrence J. Cervon, VP/general manager, communications equipment division, Microwave Associates, Burlington, Mass., appointed president, Broadcast Electronics, Silver Spring, Md.

David J. Edmonds, international marketing manager, International Video Corp., Sunnyvale, Calif., named

director, Eastern hemisphere operations, Reading, England. **Dennis J. Sheehy**, IVC corporate treasurer, promoted to director of finance, Eastern hemisphere.

Fred M. Samuel, marketing director, broadcast/closed circuit division, Calvert Electronics International, New York, appointed national marketing/sales manager.

Ronald Boliman, national sales manager, Burwen Laboratories, Burlington, Mass., joins TDK Electronics Corp., Garden City, N.Y.-based magnetic tape manufacturer, as Midwest regional manager, based in Chicago.

Al Norcott, audio visual planning engineer, Western Electric, Princeton, N.J., joins WRAU-TV Peoria, Ill., as chief engineer.

John Egan, Northeast district manager, Anixter-Pruzan, equipment supplier to CATV industry, Pine Brook, N.J., promoted to Eastern regional manager.

Watt Hairston, chief engineer, Gulf Central Radio Network, Columbus, Miss., named WMAK(AM) Nashville chief engineer.

Lance Greenfield, KCBS(AM) San Francisco intern, joins KDFC(FM) there as engineer.

Joachim P. Diermann, Development engineer, Ampex Corp., Redwood City, Calif., appointed chief engineer, audio-video systems division.



Award for Ford. President Ford becomes an honorary member of the Mississippi Broadcasters Association as MBA's first vice president, Chuck Cooper of WNLA-FM Indianola, presents Mr. Ford with a plaque last month at a Republican reception in Jackson, Miss. Watching are First Lady Betty Ford (l) and an MBA board member, Marie Perkins of WNAI(AM)-WGNZ(FM) Natchez.

Allied Fields

Henry L. (Jeff) Baumann, reviewing attorney, FCC Broadcast Bureau renewal branch, appointed chief of that branch, succeeding **James Hobson**, who was named chief of FCC cable television bureau (BROADCASTING, April 19).

David A. Clanton, legislative assistant to Senator Robert P. Griffin (R-Mich.) and former minority counsel to Senate Commerce Committee, sworn in Aug. 26 as member of Federal Trade Commission (BROADCASTING, Aug. 2).

Debbie Jansen, media estimator, Air Time Inc., media services company, New York, named media group supervisor.

Robert W. Thomas, director of FM radio, University of Missouri-St. Louis/general manager of school's noncommercial KWMU(FM), joins Western Iowa Technical College, Sioux City, as director of broadcasting/general manager of its noncommercial KWIT(FM), responsible for designing, building staffing, and managing facility.

Richard F. Fatlin, certified public accountant, Arthur Young & Co., New York, joins Atwood Richards barter firm there as VP/chief financial officer.

Walter M. Bastian Jr., associate director for policy and plans, U.S. Information Agency, Washington, promoted to deputy director in charge of policy and plans.

Brien Williams, graduate Northwestern University, Evanston, Ill., appointed assistant professor, Department of Telecommunications, Indiana University, Bloomington, teaching television production. **Jacob Wakshlag**, graduate student, Michigan State University, East Lansing, joins Indiana University's Department of Telecommunications as lecturer, teaching audience analysis, programing and social effects.

Herbert S. Schlosser, president/chief operating officer, NBC, New York, and **Patricia J. Grace**, community affairs director, National Association of Broadcasters, Washington, elected trustees to serve on board of National Urban League for three- and two-year terms, respectively.

Louis A. Day, assistant professor, Central Michigan University, Mount Pleasant, joins University of Oklahoma, Norman, as assistant

professor of journalism, teaching broadcasting and newswriting.

Deaths

Dr. Paul Lazarsfeld, 75, celebrated Columbia University sociologist well known in broadcasting for pioneering work in radio audience research, died Aug. 30 of cancer at New York hospital. In 1930's and 1940's Dr. Lazarsfeld and Dr. Frank Stanton, then CBS's research head, later its president and vice chairman, conducted number of studies of Americans' radio-listening habits that subsequently became classics. They also developed Stanton-Lazarsfeld Program Analyzer, device for studying radio program preferences of listeners, which is still in use by CBS, though now in TV. Dr. Lazarsfeld also was credited with originating logging system used by Broadcast Music Inc. for keeping track of performances of BMI music. Survivors include his wife, Patricia, and son, daughter and mother.

Richard P. Gifford, 53, VP, communications projects, General Electric Co.'s special systems and products group, died while vacationing in Santa Maria, Switzerland, Aug. 27. He is survived by his wife, Alice, and three daughters.

Ken Sydnese (Kennedy), 64, station/production manager, WDAY Inc. (WDAY-AM-FM-TV) Fargo, N.D., died there Aug. 18. He joined WDAY(AM) in 1933 as announcer. Survivors include his wife, Jeanette, two sons and one daughter.

Harold Weinberger, 48, president of Dobbs Advertising, New York, since 1972, died Aug. 20 in New York's Sloan Kettering Institute for Cancer Research, after long illness. He is survived by his wife, Francine; two sons, Clifford and Jeffrey, and daughter, Carol.

Gloria Chandler, 78, former public service manager and producer of children's programing, KING-TV Seattle, died there Aug. 16. She joined station in 1953 and retired in 1968.

Wayne Malone Nelson, 76, owner/general manager, WHIP(AM) Mooresville, N.C., died after heart attack Aug. 26 in Concorde, N.C. Survivors include his wife, Helen, one son, one stepson and one stepdaughter.

Benjamin M. McKelway, 80, third president of AP and retired editor of *Washington Star*, died of kidney failure Aug. 30 at Sibley hospital there.

As compiled by BROADCASTING for the period Aug. 23 through Aug. 27 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV actions

- *WCOT-TV Akron, Ohio—CP authorization canceled and call letters deleted, due to failure to construct. Ann. Aug. 27.
- Dallas—United Television Broadcasting Corp. At request of applicant, Broadcast Bureau dismissed application for ch. 27 (548-554 mhz); ERP 1,122 kw vis., 224 kw aur., HAAT 1668 ft. Ann. Aug. 21.
- Volga, S.D.—Dakota-North Plains Corp. seeks 910 khz, 1 kw-D, 500 w-N P.O. address: Box 317 Aberdeen, S.D. 57401. Estimated construction cost \$191,555; first-year operating cost \$40,000; revenue \$100,000. Format: MOR. Principals: Applicant is licensee of KKAQ(AM) and permittee of KQAA(FM), both Aberdeen, S.D., and is owned by L. T. Laustsen (81.99%) and 5 other stockholders, none of whom have other broadcast interests. Ann. July 1.

AM applications

- Vancouver, Wash.—Dudley Communications Ltd. seeks 910 khz, 5 kw. P.O. address: 1305 Third Ave., 7th Floor, Seattle. Estimated construction cost: Dudley Communications wishes to acquire facilities of KISN(AM) Vancouver; revenue not given. Format: Top 40. Principals: Dudley Communications, owned by 49 partners, owns Carl-Dek Inc., d/b/a KYAC AM/FM; application for sale of KYAC-FM Seattle is presently on file at FCC. Ann. Aug. 25.
- Vancouver, Wash.—Rose Broadcasting Co. seeks 910 khz, 5 kw. P.O. address: 3640 Southwest 44th Ave., Portland, Ore. 97221. Estimated construction cost not

given; Three months operating cost \$150,000; revenue for three months \$225,000. Format: Popular music. Principals: Sol Rosinsky (56%), Phil Jackson (14%), and 6 other stockholders. Mr. Rosinsky is on board of directors of KISN(AM) Vancouver. Mr. Jackson has realty interests, and was until recently director at Radio Corvallis, licensee of KFLY(AM) Corvallis, Ore. Ann. Aug. 25.

AM action

- Unalaska, Alaska—Commission conditionally granted City of Unalaska authority to construct, own and operate 50 w AM station to operate on 1450 khz at Unalaska and rebroadcast programs of American Forces Radio Network (AFRN) headquartered in Anchorage. AFRN programs will be received by telephone line from Draftwood Bay White Alice facility and serve estimated 500 persons in Unalaska-Dutch Harbor area. Agreement between Unalaska and AFRN allows station to be identified by its call sign (KIAL) whenever network makes its own identification. Action Aug. 24.

AM start

- KXQR Clovis, Calif.—Authorized program operation on 970 khz, 500 w-D. Action Aug. 4.

FM applications

- Tucson, Ariz.—Golden State Broadcasting Corp. seeks 107.5 mhz, 100 kw, HAAT 1,644 ft. P.O. address: 2307 E. Broadway, Tucson 85719. Estimated construction cost \$220,003; first-year operating cost \$332,550; revenue \$167,634. Format: Adult contemporary. Principal: Golden State is licensee of KHYT(AM) Tucson. Joseph R. Scholz (91.67%) is also beneficial owner of trust owning stock in Concept Advertising. Ann. July 7.
- *Grand Junction, Colo.—Pear Park Baptist Schools seeks 88.5 mhz, 250 w, HAAT 431 ft. P.O. address: 3120 E Rd., Grand Junction 81501. Estimated construction cost \$16,789; first-year operating cost \$3,000. Format: Religious. Principal: Applicant is nonprofit, religious, educational institution. Ann. Aug. 24.
- Fowler, Ind.—Northwest Indiana Communications seeks 98.3 mhz, 2.2 kw, HAAT 346 ft. P.O. address: Box 282, Rensselaer, Ind. 47978. Estimated construction cost \$55,486; first-year operating cost \$53,140; revenue \$72,000. Format: Variety. Principals: Robert R. and wife Janice Becker (14.29% each), Thomas F. Jurek and Anthony DiCarlo (28.57% each), and two other stockholders. All have interests in WRIN(AM) Rensselaer, Ind. Mr. DiCarlo also has interests in WCGO(AM) Chicago Heights, Ill. Ann. Aug. 23.
- Kalkaska, Mich.—Kaltrim Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 39 George

Vth Ave., Crosswell, Mich. 48422. Estimated construction cost \$25,016; first-year operating cost \$10,000; revenue \$12,000. Format: Country and Western. Principals: Robert P. and brother George E. Benko (50% each) also have interests in Sanilac Broadcasting Co., licensee of WMIC-AM-FM Sandusky, Mich., and George Benko owns Gladwin Broadcasting Co., licensee of WJEB(AM) Gladwin, Mich. Brothers have also applied for CP for standard station in Kalkaska. Ann. Aug. 18.

FM starts

- KSUE-FM Susanville, Calif.—Authorized program operation on 92.7 mhz, ERP 160 w, HAAT 1050 ft. Action Aug. 18.
- *KWDM West Des Moines, Iowa—Authorized program operation on 88.9 mhz, TPO 10 w. Action Aug. 18.
- *WVSP Warrenton, N.C.—Authorized program operation on 90.9 mhz, ERP 50 kw, HAAT 500 ft. Action Aug. 18.
- *WCXL Dayton, Ohio—Authorized program operation on 88.7 mhz, TPO 10 w. Action Aug. 6.
- *WMHK Columbia, S.C.—Authorized program operation on 89.7 mhz, ERP 60 kw, HAAT 410 ft. Action Aug. 17.
- *KYDZ Cody, Wyo.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Aug. 11.

Ownership changes

Applications

- KZAZ(TV) Nogales, Ariz. (ch. 11)—Seeks assignment of license from I.B.C. to Roadrunner Television for \$1,985,000 plus assumption of \$187,000 in mortgage payments and liabilities. Principals: Seller is limited partnership owned 53.030% by television personality Danny Thomas; 17.677% by partnership of brothers Paul, Leo and Lester Ziffren; 17.929% by Carlotta Kurkeby; 5.682% by television personality Monty Hall and 5.682% by Stefan and Shirley Hatos. Sellers have no other broadcast interests. Buyer is limited partnership with Eugene D. Adelstein and Edward B. Berger as general partners and 110 other limited partners. Mr. Berger is Tucson, Ariz., attorney and Mr. Adelstein is general manager of KZAZ. Ann. Aug. 3.
- KYOR-AM-FM Blythe, Calif. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 100.3 mhz, 35 kw)—Seeks assignment of license from KYOR Inc. to Blythe Radio for \$335,000. Principals: Seller is owned by Robert B. Roddy who also owns KPAG(AM) Pagosa Springs, Colo. Buyer is owned by Robert R. Hull, former Los Angeles regional membership executive of Associated Press, who has no other broadcast interests. Ann. Aug. 18.
- KACY(AM) Port Hueneme, Calif. (1520 khz, 50 kw-D, 1 kw-N)—Seeks assignment of license from KACY Inc. to Western States Radio Corp. for \$866,000. Principals: Seller is owned by Lincoln Deller and wife. Buyer, subsidiary of Children's Television Workshop, New York, invests in cable TV and radio properties. Ann. Aug. 23.
- WCNX(AM) Middletown, Conn. (1150 khz, 1 kw-D)—Seeks assignment of license from Middlesex Broadcasting Co. to WCNX Inc. for approximately \$300,000. Principals in seller are William J. O'Brien, Jr. and brother Richard J. O'Brien (50% each) who have no other broadcast interests. Buyer also owns WKVT(AM) Brattleboro, Vt. Ann. Aug. 18.
- WNPS(AM) New Orleans (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Greater New Orleans Educational Television Foundation to Sun Broadcasting Partnership for \$280,000. Principals:

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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Seller is nonprofit organization, and is also licensee of WYES-TV New Orleans. Buyers: Lonnie Murray and Claude Anderson, general partners, have interests in WOWD(FM) Tallahassee, Fla. Ann. Aug. 23.

■ **WELY(AM)** Ely, Minn. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Northern Lakes Corp. to BIL Broadcasting Corp. for \$175,000. Seller: Principal stockholders are Vincent T. and Elaine J. Hallett, who have other business interests. Buyer: Jeanne A. Larson (75%) and Bradley S. Jones (25%). Ms. Larson has clothing and sporting goods interests. Both Mr. Jones and Ms. Larson have been employed at WITQ(AM) Manistique, Mich. Ann. Aug. 18.

■ **KLGR-AM-FM** Redwood Falls, Minn. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw)—Seeks transfer of control of Redwood Broadcasting Co. from Eugene G. Randolph to Eugene G. Randolph and Melvin Paradis. Consideration: \$117,000. Principals: Eugene G. Randolph (100% before, 50% after), who has no other broadcast interests, wishes to sell interest in licensee to Melvin Paradis (none before, 50% after), station manager at KLGR-AM-FM. Ann. Aug. 23.

■ **WKRI(AM)** West Warwick, R.I. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Consolidated Communications, debtor in possession, to Algonquin Broadcasting Co. for \$150,000. Principals: Seller is owned by Harold E. Carpenter (61.81%) and twelve other stockholders, none of whom have other broadcast interests. Buyer, owned by Richard H. Hallett (50% as trustee) and Robert A. Belmonte (50%), is licensee of WMLO(AM) Beverly, Mass. Ann. Aug. 23.

■ **WBAC(AM)** Cleveland, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WBAC Inc. to Thomason Broadcasting for \$530,000. Principals: Seller is Citizens & Southern National Bank (Atlanta) as executor of estate of James W. Ayers. Estate includes sole ownership of WZAP(AM) Bristol, Va. Buyer is owned by Clyde W. Thomason, vice president of WBAC and applicant for new FM in Cleveland. Ann. Aug. 23.

■ **KROW(AM)** Dallas, Ore. (1460 khz, 5 kw-D)—Seeks assignment of license from KROW Broadcasters Inc. to KROW Radio Inc. for \$140,000. Principals: Seller is owned by Sheldon E. Robbs (28.28%) and wife, Patricia K. Robbs (21.76%), Authur Johnstone (16.02%) and wife, Anne E. Johnstone (15.62%), and two other minority stockholders. Sellers have no other broadcast interests. Financially troubled station is requesting waiver of FCC's three-year rule. Buyer is owned by Lloyd B. Ericsson (52%) and Edward P. Charapata (48%), neither of whom has other broadcast interests. Mr. Ericsson is Portland, Ore., attorney and Mr. Charapata is nursing-home operator in Molalla, Ore. Ann. Aug. 18.

■ **KWLW(FM)** San Angelo, Tex. (93.9 mhz, 34 kw)—Seeks assignment of license from West Texas Broadcasting Corp. to Angelo Broadcasting for \$151,249. Principals: Seller is owned by John G. Bolen, Richard C. Stoeber, Harold D. Eakman (30.35% each), and Maurice J. Voity Jr. (8.95%), who have no other broadcast interests. Buyer, licensee of KTEO(AM) San Angelo, is owned by O. P. Bobbitt and Arthur R. Ruple Jr. (50% each), who have no other broadcast interests. Ann. Aug. 23.

Actions

■ **KKAP(AM)** Aptos-Capitola, Calif.—Broadcast Bureau granted assignment of CP from Progressive Broadcasting Co., owned by James B. Fenton, Grant R. Wrathall Jr., Lawrence M. Wrathall and Loretta Wrathall Pollock (25% each) to KKAP Broadcasting Co., owned by Grant and Lawrence Wrathall (50% each). Consideration: \$12,996. Principals: Messrs. Wrathall have bought out interests of Mr. Fenton and Ms. Pollock (BAP-843). Action Aug. 9.

■ **WKJZ(AM)** Bridgeport, Conn.—Broadcast Bureau granted transfer of control of WDJZ Broadcasting Co. from Daniel J. Fernicola (50% before, 100% after) and Salvatore A. Bontempo (50% before, none after) to Daniel Fernicola. Consideration: Mr. Bontempo is held harmless from all obligations incurred by company prior to surrender of his shares. Principals: Mr. Bontempo surrendered his shares in permittee company to Mr. Fernicola (BTC-8095). Action Aug. 12.

■ **WLVH(FM)** Hartford, Conn.—Broadcast Bureau granted acquisition of positive control of WLVH Inc. by Jose Grimalt (50% before, 100% after) through transfer of stock to licensee corporation by Alton J. Lenoce (50% before, none after). Consideration: \$191,401. Principals: Mr. Lenoce sold his share of licensee corporation to Mr. Grimalt (BTC-8058). Action Aug. 5.

■ **WRAJ-AM-FM** Anna, Ill.—Broadcast Bureau granted transfer of control of Anna Broadcasting Co. from Donald C. Michel (50% before, 100% after) and F. Ernest Lackey (50% before, none after) to Donald C. Michel. Consideration: \$75,000. Principals: Mr. Lackey sold his share of licensee to Mr. Michel (BTC-8076). Action Aug. 6.

■ **KIFG-AM-FM** Iowa Falls, Iowa—Broadcast Bureau granted transfer of control of PBW Broadcasting Corp. from John P. Whitesell (50% before, 100% after) and Dwight M. Brown (50% before, none after) to John Whitesell. Consideration: \$200,931. Principals: Mr. Brown sold his interest in licensee to Mr. Whitesell for health reasons (BTC-8081). Action Aug. 6.

■ **WVLK-AM-FM** Lexington, WYNN(AM) Louisville, both Ky.; WHOO-AM-FM Orlando, WFFG(AM) Marathon, both Fla.—Broadcast Bureau granted transfer of control of Bluegrass Broadcasting Co. from Central Bank and Trust Co., executor of estate of Garvice D. Kincaid, to Mid-Central Investment Co., also chiefly owned by estate of Mr. Kincaid. Principals: Transfer indicates corporate reorganization to pay taxes and expenses on estate (BTC-8106). Action Aug. 9.

■ **KDXT(FM)** Missoula, Mont.—Broadcast Bureau granted assignment of CP (BPH-9664-new station) from Rex K. Jensen to Jensen Broadcasting Co. Principals: Rex K., wife Alice S., brother Jack H. and sister-in-law Penni Lee Jensen have joined to form company. Rex and Alice Jensen also have interests in Magicland Broadcasting Co., licensee of KBRJ(AM)-KBBK-FM Boise, Idaho, which they are in process of selling (BAPH-593). Action Aug. 12.

■ **KOOO-AM-FM** Omaha—Broadcast Bureau granted acquisition of positive control of Pier San of Nebraska by Mack Sanders (45% before, 55% after) through purchase of stock from M. Crawford Clark (10% before, none after) for \$38,093. Action Aug. 9.

■ **WCNC(AM)** Elizabeth City, N.C.—Broadcast Bureau granted acquisition of positive control of Albemarle Broadcasting Co. by Joseph L. Lamb Jr., individually and as executor of estate of Joseph L. Lamb Sr. Principals: In accordance with will of Mr. Lamb Sr. (50% before, none after) control of licensee is transferred to Mr. Lamb Jr. (33.4% before, 83.4% after), individually and as executor of estate (BTC-8089). Action Aug. 12.

■ **WGCL(FM)** Cleveland (98.5 mhz, 40 kw)—Broadcast Bureau granted assignment of license from GCC Communications of Cleveland to Oliva-Neuhoff Broadcasting for \$2.5 million. Principals: Seller, owned by Alexander M. Tanger, president (100% common stock), and publicly held General Cinema Corp. (100% preferred stock), has been involved in years of litigation before courts and FCC to acquire WEFM(FM) Chicago and has been selling off other properties to cover Chicago losses (BROADCASTING, March 15). Seller also owns WIFT(AM) Philadelphia, and General Cinema owns 97% of WCIX-TV Miami, with Mr. Tanger as station's president. It owns major theater chain, 21 bottling and canning plants and other enterprises. Buyer is owned by Paul F. Neuhoff, vice president and general manager of WERE(AM) Cleveland, and George Oliva Jr., who owns WPAX(AM) Thomasville and WSIZ(AM) Ocilla, both Georgia, and WIPC(AM) Lake Wales and WAKA(AM) Gainesville, both Florida. Buyer has application pending for purchase of WERE (BROADCASTING, April 26). Action Aug. 9.

■ **KOAX(FM)** Dallas (105.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Able Communications of Texas to Metrolplex Communications for \$1,700,000. Selling organization, owned by Louis Mars, also owns KJOI(FM) Los Angeles. Buyer is owned by partners Norman Wain and Robert Weiss, who have no other broadcast interests (BALH-2239, BASCA-728, BALST-295). Action Aug. 24.

Facilities changes

TV action

■ ***WTF-TV** Hershey, Pa.—Broadcast Bureau granted CP to change ERP to 1100 kw vis. (Max.), 437 kw (H); 43.7 kw aur; change type trans. and make changes in ant. structure; ant. height 1420 ft.; condition (BPET-537). Action Aug. 6.

AM action

■ **KJCK** Junction City, Kan.—Broadcast Bureau granted CP for change of studio location to Ash St. at U.S. Highway 77, Junction City (BP-20491). Action Aug. 19.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KAHU Waipahu, Hawaii (BP-20,334), Aug. 13; KPRT Kansas City, Mo. (BP-19,952), Aug. 12; WKPM Princeton, Minn. (BP-20,084), Aug. 12; WTZE Tazewell, Va. (BP-20,049), Aug. 17.

FM actions

■ **WXEN** Cleveland—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 480 ft.; condition (BPH-9572). Action Aug. 24.

■ ***KCFV** St. Louis County, Mo.—Commission waived "closed" season on filing new and major change AM and FM applications for CPs to process application of Junior College District of St. Louis-St. Louis county. Junior College proposes to change frequency and increase power from 89.5 mhz (ch. 208), 10 w, to 91.1 mhz (ch. 216), 870 w. In support of request for waiver, KCFV cited need to receive funding from Department of Health, Education and Welfare (HEW) to implement proposed changes. In absence of waiver, KCFV might be delayed in receiving funds from HEW. Action Aug. 24.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KLFD-FM Litchfield, Minn. (BPH-9698), Aug. 13; KPXI Mount Pleasant, Tex. (BPH-9275), Aug. 12; KTOM-FM Clovis, N.M. (BPH-9857), Aug. 18; WEAU-FM Eau Claire, Wis. (BPH-9849), Aug. 18; WEFA Waukegan, Ill. (BPH-9790), Aug. 12; WGGC Glasgow, Ky. (BPH-9393), Aug. 12; WLIL-FM Lenoir City, Tenn. (BPH-9888), Aug. 18; WROW-FM Albany, N.Y. (BPH-9815), Aug. 18; WWCFS-FM Hagerstown, Md. (BPH-8604), Aug. 16; *KOLU Pasco, Wash. (BPED-214), Aug. 17; WIAN-FM Indianapolis (BPED-2017), Aug. 17; WICN Worcester, Mass. (BPED-1782), Aug. 16.

Summary of Broadcasting

FCC tabulations as of July 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,454	4	23	4,481	45	4,526
Commercial FM	2,773	0	53	2,826	137	2,963
Educational FM	815	0	31	846	70	916
Total Radio	8,042	4	107	8,153	252	8,405
Commercial TV	699	1	7	707	56	763
VHF	509	1	3	513	10	523
UHF	190	0	4	194	46	240
Educational TV	233	9	11	253	18	269
VHF	90	3	5	98	6	104
UHF	143	6	6	155	10	165
Total TV	932	10	18	960	72	1,032

*Special temporary authorization

**Includes off-air licenses

In contest

Case assignment

■ **Honea Path, S.C., FM proceeding:** FM 103 Inc. and Radio Inc., competing for 103.1 mhz (Docs. 20882-3)—Commission designated ALJ Lenore G. Ehrig to serve as presiding judge; scheduled prehearing conference for Oct. 5 and hearing for Nov. 16. Action Aug. 23.

Procedural rulings

■ **WEFM-FM Chicago, FM proceeding:** assignment of license from Zenith Radio Corp. to GCC Communications of Chicago Inc. (Doc. 20581)—Review Board, on request of Citizens Committee to Save WEFM added issues to determine whether GCC, or its parent General Cinema Corp., is attempting to traffic in license to WEFM-FM and plans of its parent corporation to withdraw from communications field and effect on GCC's qualifications, and whether grant of assignment of WEFM-FM license to GCC would serve public interest. Action Aug. 20.

■ **WHAM(AM)-WHFM(FM) Rochester, N.Y., renewal proceeding:** Rust Communications Group (Doc. 20477)—ALJ Reuben Lozner scheduled hearing for Nov. 8 in Rochester. Action Aug. 24.

Initial decision

■ **Edna, Tex., AM proceeding:** International Broadcasting Corp. (KWKH[AM] Shreveport, La.) petition to deny Cosmopolitan Enterprises (KWBY[AM] Edna) CP for 5 kw (Doc. 20075)—ALJ John H. Conlin denied application by Cosmopolitan for CP to reduce KWBY's power from 10 to 5 kw. Judge Conlin found that Cosmopolitan's ant. system could not be adjusted and maintained satisfactorily within proposed values of radiation. Permit was issued to Cosmopolitan in 1969 authorizing construction of KWBY on 1130 khz, with 10 kw power, directional ant., daytime. On Sept. 2, 1971, Cosmopolitan filed license application to cover permit, and on Sept. 15, 1971, it was granted special temporary authorization to operate with power of 5 kw in lieu of 10 kw pending application to modify CP. On Dec. 2, 1971, Cosmopolitan filed responsive application for CP. In petition to deny CP application, International claimed that even at 5 kw, KWBY array could not be adjusted and maintained to prevent interference to KWKH. Judge Conlin said Cosmopolitan has been guilty of pervasive misconduct. While current stockholders have not been implicated directly, judge said record of proceeding does not provide grounds for immunizing corporation from consequences of wrongdoing perpetrated by prior officers and shareholders. Ann. Aug. 27.

FCC decision

■ **Washington D.C., AM proceeding:** Washington Community Broadcasting (Docs. 18859, 19561-3)—Commission granted application of Washington Community Broadcasting (WCBC), for new AM station on 1340 khz—frequency formerly licensed to United Broadcasting Co. for WOOK. It denied United's petition for remand of proceeding to further consider WCBC's financial qualifications. In 1973, ALJ Forest L. McClenning proposed denial of United's application for renewal of WOOK license, and recommended grant of WCBC's mutually exclusive application. In decision released Sept. 12, 1975, FCC affirmed judge's denial of renewal to WOOK for broadcast of lottery information and false and misleading advertising, and violation of FCC rules and terms of its station license. On June 7, 1976, WCBC filed petition for leave to amend application to reflect renewed loan commitment. Broadcast Bureau supported WCBC's application, and United opposed it. Since there are no valid objections presented, commission said it would grant WCBC's petition to amend, and conclude it is financially qualified. Action Aug. 24.

Fines

■ **KAMD(AM) Camden, Ark.—Broadcast Bureau** notified licensee of apparent liability for forfeiture of \$500 for operating radio station without type approved antenna phase monitor; and not reading and logging at least once every 7 days field strength measurements at

Call letters

Applications

Call	Sought by
New AM	
KRVB	Rogue Valley Broadcasting Corp., Medford, Ore.
New FM's	
KGKI-FM	Teche Broadcasting Corp., Bayou Vista, La.
KVVP	Stannard Broadcasting Co., Leesville, La.
KLMT	Midwestern Broadcasting Corp., Marlin, Tex.
*WFAE	University of North Carolina at Charlotte, Charlotte, N.C.
KROE-FM	Sheridan Communications Co., Sheridan, Wyo.
KNEY	KSRM Inc., Kenai, Alaska
KLCR	Center Broadcasting Co., Center, Tex.
*WFSS	Fayetteville State University, Fayetteville, N.C.
WKDO-FM	Radio Station WKDO, Liberty, Ky.
WUIS	Freeman and Freeman, Key West, Fla.
Existing AM's	
WRJZ	WETE Knoxville, Tenn.
WCQG	WYFE Rockford, Ill.
WWKQ	WVOC Battle Creek, Mich.
WAYL	WYOO Richfield, Minn.
Existing FM's	
WJUL	WLTJ Lowell, Mass.
WLYG	WNLC-FM Norwalk, Conn.
WYAC	WHLQ Canton, Ohio
KELE	KSWM-FM Aurora, Mo.
WUSL	WPBS Philadelphia

Grants

Call	Assigned to
New AM's	
WEGB	Glimmer County Broadcasting Co., Ellijay, Ga.
WKPG	Adams Broadcasting Co., Port-Gibson, Miss.
KBCR	Big Country Radio, Steamboat Springs, Colo.
New FM's	
*KLEL	San Jose Unified School District-Leland High School, San Jose, Calif.
*KLME	Lander County School District, Battle Mountain, Nev.
*WNAA	North Carolina Agricultural & Technical State University, Greensboro, N.C.
*WIIU	Illinois Institute of Technology, Chicago
WOKD	Arcadia, Punta Gorda Broadcasting Co., Arcadia, Fla.
WMFG	Greater Ocala Broadcasting Corp., Ocala, Fla.
Existing TV	
WTVH	WHEN-TV Syracuse, N.Y.
Existing AM's	
WMJK	WACY Kissimmee, Fla.
KWNC	KPOR Quincy, Wash.
WFOG	WLPM Suffolk, Va.
Existing FM's	
KNCN	KMIO Sinton, Tex.
KUPL-FM	KUPL Portland, Ore.
KOGM	KSLO-FM Opelousas, La.
*WNED-FM	WREZ Buffalo, N.Y.

each monitoring point specified in station's authorization. Action Aug. 19.

■ **KBSA(TV) Guasti, Calif.—FCC fined Broadcasting Service of America, licensee of KBSA(TV), Guasti, \$5,000 for changing its main studio location twice without prior commission approval. Station was also cited for using remote pickup station as studio transmitter link without FCC authorization. Action Aug. 24.**

■ **WSOK(AM) Savannah, Ga.—Broadcast Bureau** notified licensee of apparent liability for forfeiture of \$500 for failing to limit modulation on negative peaks to no more than 100%. Action Aug. 19.

■ **WEMJ(AM) Laconia, N.H.—Broadcast Bureau** notified licensee of apparent liability for forfeiture of \$500 for using indirect method to compute transmitter

output power; and failing to conduct weekly maintenance inspection and calibration of transmitting and associated apparatus. Action Aug. 19.

■ **WPWC(AM) Quantico, Va.—Broadcast Bureau** notified licensee of apparent liability of \$500 for broadcasting lottery information. Action Aug. 2.

■ **WANV(AM) Waynesboro, Va.—Broadcast Bureau** ordered licensee to forfeit \$750 for failure to log commercial time for some announcements, and that durations of some commercial announcements differed from amount of time logged. Action Aug. 19.

Other actions

■ **KWFM-FM Tucson, Ariz.—Commission granted** 1974 application of Alvin L. Korngold for renewal of license and renewed station's license for remainder of regular term—to Oct. 1, 1977. It denied complaint by Michael J. Hester alleging employment discrimination based on racial prejudice. FCC concluded that Hester failed to raise substantial question of fact with respect to denial of equal employment opportunity through discriminatory hiring, promotion or pay policies; discriminatory employment practices demonstrated by racially prejudicial remarks; or efforts by licensee to influence Pima Commission's investigation of Hester's complaint. Action Aug. 24.

■ **Ill.—FCC granted interim authority to operate** facilities of former WVON(AM) Cicero, Ill., to WFMT Inc., licensee of WFMT(FM) Chicago until permanent licensee is chosen. Frequency of 1450 khz went silent last year after former licensee, McLendon Corp., bought another station there and FCC turned down its request for 90 days to find buyer for WVON. FCC granted interim authority to WFMT since station was not competing applicant for regular authority. Action Aug. 24.

■ **WDEE(AM) Detroit, WIXY(AM)-WDOK(FM) Cleveland, WVON(AM)-WGCI(FM) Chicago—Broadcast Bureau** granted modification of licenses covering change of corporate/licensee name to Globe Broadcasting Co. (BML-2596, BMP-14280, BMLH-546). Action Aug. 18.

■ **KLBJ Austin, Tex.—Commission admonished** LBJ Company, licensee of KLBJ, for violation of Communications Act, which prohibits censorship of content of political announcement by legally qualified candidate. Action was in response to complaint of April 22, filed on behalf of Lane Denton, then candidate for Texas Railroad Commissioner. Denton accused KLBJ of "unfairness, censorship and discrimination" for refusing to air, during week of April 12, 60-second political announcement submitted in connection with Denton's campaign. In view of fact that KLBJ offered to broadcast Denton spot after being advised of its obligations, commission said case did not represent "flagrant type of violation" for which forfeiture is warranted. Action Aug. 24.

Allocations

Actions

■ **San Manuel, Ariz.—Broadcast Bureau proposed** substituting FM ch. 288A (105.5 mhz) for unoccupied ch. 269A (101.7 mhz) at San Manuel. San Manuel has only one FM assignment—ch. 269A. Bureau said this assignment is short spaced to adjacent ch. 268 (101.5 mhz) on which KHEP(FM) Phoenix operates. To solve short spacing problem, it proposed to replace current assignment with ch. 288A (Doc. 20894). Action Aug. 20.

■ **Pocatello, Idaho—Broadcast Bureau redesignated** FM ch. 285A (104.9 mhz) as Pocatello assignment rather than Alameda, Idaho assignment. It noted that since adoption of assignment to Alameda, that community has been incorporated into City of Pocatello. Action Aug. 19.

■ **Forest Lake, Minn.—Commission assigned** FM ch. 240A (95.9 mhz) to Forest Lake, as that community's first FM channel. It also substituted ch. 239 (95.7 mhz) for unoccupied, but applied for, ch. 298 (107.5 mhz) at Morris, Minn., and substituted ch. 298 for ch. 239 (now occupied by KLIZ-FM) at Brainerd, Minn., in order to comply with commission's mileage separation requirements for assignment of ch. 240A to Forest

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(formerly Commercial Radio)
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247-1319
Washington, D. C. 20005
Member AFCE

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CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCE

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(202) 783-0111
Washington, D.C. 20004
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(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telestar Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHNES & CULVER
Consulting Engineers
1184 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
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Lake. Action was the result of rulemaking proceeding initiated Jan. 3, 1975, in response to petition by Lakes Broadcasting. (Doc. 20316). Action Aug. 24.

■ Bryan, Tex.—Broadcast Bureau assigned FM ch. 295A (104.9 mhz) to Bryan, as second FM assignment to that community. Assignment was proposed in rulemaking notice adopted last April 19, in response to petition by Scott and Davis Enterprises (S&D). Bryan now receives local aural service from KTAM (AM) and KORA-FM, ch. 252A (98.3 mhz). Bryan. Service also is provided from nearby College Station, Tex., by WTAU-AM-FM. S&D contended that level of commercial activity in Bryan area was sufficient to support assignment of second FM channel. S&D stated its intention to apply promptly for CP to operate on ch. 285A if proposed assignment were granted. (Doc. 20785). Action Aug. 17.

■ Douglas, Wyo.—Broadcast Bureau proposed substituting FM ch. 257A (99.3 mhz) for unoccupied and unapplied for ch. 221A (92.1 mhz) at Douglas. Ch. 221A is only FM assignment in Douglas. Bureau noted that University of Wyoming filed application to change operation of KUWR (FM), Laramie, Wyo., from ch. 218 (91.5 mhz) to ch. 220 (91.9 mhz) and increase power. Bureau noted that University's proposal would create short spacing from proposed KUWR (FM) site to ch. 221A at Douglas. It therefore proposed assignment of ch. 257A as substitute channel in Douglas. (Doc. 20895). Action Aug. 19.

Rulemaking

Actions

■ Commission amended rules to permit filing of applications for changes in facilities by assignees or transferees contingent on grant of pending assignment or transfer applications. Action was in response to petition for rulemaking filed by Joint Re-Regulation Committee of Federal Communications Bar Association and Communications Committee, American Bar Association. (Committee). Action Aug. 24.

■ Commission proposed amending rule concerning program logs for noncommercial educational broadcast stations. It proposed to issue separate program logging rule common to all stations licensed or operating as noncommercial educational. Revision would provide for essentially same requirements of other program logging rules but would be tailored to operational differences of noncommercial educational stations—program types and sources, donor announcements in lieu of commercial matter and entries that would follow from them (Doc. 20898). Action Aug. 24.

Translators

Applications

■ Northern Television Inc. BP Alaska Camp, Prudhoe Bay, Alaska—Seeks ch. 12 rebroadcasting KENI-TV and KTVA Anchorage (BPTT-5544). Ann. Aug. 24.

■ XYZ Television, Carbondale, Colo.—Seeks ch. 13

rebroadcasting KREX-TV Grand Junction, Colo. via K60AH Crystal, Frying Pan & Roaring Fork River Valleys, Colo. (BPTTV-5643). Ann. Aug. 24.

■ Hinsdale County Chamber of Commerce, Gateview and Lake Fork area, Colo.—Seeks ch. 2 rebroadcasting KBTU Denver via KOGS Sargents, Colo. (BPT-TV-5649). Ann. Aug. 26.

■ Hinsdale County Chamber of Commerce, Lake City and rural area, Colo.—Seeks ch. 12 rebroadcasting KBTU Denver via BPTTV-5649 Gateview and Lake Fork area, Colo. (BPTTV-5650). Ann. Aug. 26.

■ Eastern Michigan University, Ann Arbor, Mich.—Seeks ch. 67 rebroadcasting WJIM-TV Lansing, Mich. (BPTT-3072). Ann. Aug. 25.

■ Fort Benton TV Club, Fort Benton, Mont.—Seeks ch. 9 rebroadcasting KTCM Helena, Mont. (BPT-TV-5645). Ann. Aug. 25.

■ Ohio Educational Television Network Commission, Celina and surrounding area, Ohio—Seeks ch. 17 rebroadcasting WOET-TV Kettering, Ohio via BPTT-3028 Maplewood area, Ohio (BPTT-3074). Ann. Aug. 26.

■ State Board of Directors for Educational Television, Wagner, S.D.—Seeks ch. 55 rebroadcasting KUSD-TV Vermillion, S.D. (BPTT-3075). Ann. Aug. 26.

■ Wyneco Communications, Rapid City, S.D.—Seeks ch. 15 rebroadcasting KYCU-TV Cheyenne, Wyo. (BPTT-3057). Ann. Aug. 24.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 25 (stations listed are TV signals proposed for carriage):

■ Tele-Vue Systems, For Larkspur, Calif. (CAC-05256R): KDTV San Francisco.

■ Country Cable, for San Diego country estates, Calif. (CAC-06794): to delete XEWT-TV Tijuana, Mexico.

■ Catawba Valley Communications, for (town of) Long View, N.C. (CAC-06911): WRET-TV Charlotte, N.C.

■ East Bank Cable TV, for Kenner and Harahan, La. (CAC-07061-62): WTCG Atlanta; and delete KHTV Houston.

■ Suburban Cablevision, 134 Evergreen Place, East Orange, N.J. 07018, for Caldwell, N.J. (CAC-07063): WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV New York; WNET-TV, WBTB-TV, Newark, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WXTV Paterson, N.J.; WPHL-TV, WTAJ-TV, Philadelphia; WLIW Garden City, N.Y.

■ Clear Channels Cable TV Co., for (village of) Alcola, (village of) Oak Ridge, and (borough of) Hawthorn, all Pa. (CAC-07080-82): WUAB Lorain, Ohio; WOR-TV New York.

■ Montezuma Cable Co., for Montezuma and Oglethorpe, both Ga. (CAC-07083-4): WSB-TV,

WAGA-TV, WTCG, Atlanta; WALB-TV Albany, Ga.; WRBL-TV, WTVM, WYEA-TV, Columbia, Ga.; WCWB-TV, WMAZ-TV, Macon, Ga.; WACS-TV Dawson, Ga.

■ Troy Cablevision, for Troy, Ala. (CAC-07065): WTCG, WHAE-TV, Atlanta.

■ Sun Cable TV, for Deming, N.M. (CAC-07066): Requests certification of existing operations and to add KOB-TV Albuquerque, N.M.

■ Baker Cable TV Co., for Baker, Mont. (CAC-07067): KXGN-TV Glendive, Mont.; KDIX-TV Dickinson, N.D.; KOTA-TV, KEVN-TV, Rapid City, S.D.; KYUS-TV Miles City, Mont.; KPSD-TV Eagle Butte, S.D.; KTVX, KUED, KSL-TV, Salt Lake City; KWGN-TV, KOA-TV, KMGH-TV, KBTU, KRMA-TV, Denver.

■ Suburban Cablevision, 134 Evergreen Place, East Orange, N.J. 07018, for Roseland, N.J. (CAC-07068): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV, New York; WNET-TV, WBTB-TV, Newark, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WXTV Paterson, N.J.; WPHL-TV, WTAJ-TV, Philadelphia; WLIW Garden City, N.Y.

■ Community Cablevision, for Belvidere and (unincorporated areas of) Boone county, both Ill. (CAC-07069-70): WCFC, WCIU-TV, Chicago.

■ Rensselaer County Cablevision Corp., 1380 Main St., Waltham, Mass. 02154, for Rensselaer, N.Y. (CAC-07071): WRGB, WMHT-TV Schenectady, N.Y.; WTEM, WAST, Albany, N.Y.; WOR-TV, WPIX, New York; WSBK-TV Boston.

■ Rensselaer County Cablevision, 1380 Main St., Waltham, Mass. 02154, for Poestenkill and Sand Lake, both N.Y. (CAC-07072-3): WRGB, Schenectady, N.Y.; WTEM, WAST, Albany, N.Y.; WOR-TV, WPIX, New York; WSBK-TV Boston; WMHT-TV Schenectady, N.Y.

■ Teleprompter of Seattle, for Medina, Wash. (CAC-07074): CHEK-TV Victoria, B.C., Canada; KVOS-TV Bellingham, Wash.

■ Teleprompter of Clear Lake, for Webster, Nassau Bay, El Lago, Taylor Lake village, and Seabrook, all Tex. (CAC-07075-9): WTCG Atlanta.

Certification actions

■ Storer Cable Communications, Ga.—Commission granted Storer Cable Communications certificates of compliance to add WTCG (Ind.), Atlanta, to its cable television systems at Ashburn and Sycamore, Ga. Both systems, located in Albany, Ga., smaller television market, carry WRBL-TV (CBS), WTVM (ABC), WYEA-TV (NBC), Columbus, WCTV (CBS) Thomasville, WALB-TV (NBC/ABC) Albany, and *WABW-TV Pelham, Ga. Ashburn system also carries WTVY (CBS) Dothan, Ala., WMAZ-TV (CBS/ABC) and WCWB-TV (NBC) Macon, Ga. Action Aug. 24.

■ Idaho Video, Kendell, Idaho—Commission rescinded certificate of compliance (CAC-06747). Action Aug. 19.

■ Catawba Valley Communications, Hickory, N.C.—CATV Bureau granted application for certificate of compliance to add WRET-TV (Ind.) Charlotte, N.C., following submission of significant viewing survey pursuant to rules. Action Aug. 27.

Other action

■ Glasgow Cablevision, Glasgow Air Force Base, Mont.—CATV Bureau granted special temporary authority for carriage of KREM-TV Spokane, Wash., for 90 days or until final commission action on certificate of compliance, whichever comes first. Action Aug. 24.

In contest

■ Specified portions of Mendocino county, Calif., cable TV proceeding: Teleprompter of Ukiah (Doc. 20737)—ALJ Chester F. Naumowicz Jr. continued date for commencement of hearing from Aug. 31 to Nov. 1. Action Aug. 23.

Rulemaking

■ CATV Bureau dismissed petition filed by All-Channel Television Society and Roanoke Television Corp., respectively, to permit UHF stations to hold ownership interest in co-located cable system (RM-2034 and RM-2069). Action Aug. 19.

■ CATV Bureau dismissed petition filed by General System Operating Companies, to prohibit duplicative construction of cable television systems (RM-1619). Action Aug. 19.

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General and Sales manager wanted for contemporary New England metro daytimer. Must be able to work with young, committed staff and local owners. Now profitable but with greater potential. Equal Employment Opportunity. Box W-18, BROADCASTING.

Station Manager-Medium/small market. Good market with new radio knowledgeable owner. Qualifications to Box W-21, BROADCASTING.

General Sales Manager for western N.Y. AM/FM facility. Stable group operation looking for professional who can motivate sales effort in excellent market. EOE. Box W-32, BROADCASTING.

Sales Manager. Highly respected 24-hour MOR with Southern Illinois University sports and excellent news profile. Beautiful growth area. Outstanding career opportunity with growing group. EOE/MF. Ron Hines, 618-942-2181; 618-985-3452 after 7 p.m. CDT. Route 1, Box 137, Carterville, IL 62918.

HELP WANTED SALES

Illinois FM station with easy-listening live format is now accepting applications for an announcer with mature voice. Equal Opportunity Employer. Send resume to Box V-275, BROADCASTING.

South Florida Coastal station needs accomplished sales person from small or medium market. 2 years experience. Prefer female but well qualified male will be considered. An Equal Opportunity Employer. Send billing history, resume and salary requirements to Box V-292, BROADCASTING.

Medium market station is looking for a full time sales person, male or female. Experience is necessary. Please send list of references and job track record. An Equal Opportunity Employer. Box W-19, BROADCASTING.

Aggressive salesperson for Long Island area. AM FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550.

Small market Colorado station with a big voice needs a versatile radio salesperson on his or her way to management. You'll be able to give all your capacities a workout—sales, production, select air work. The pay isn't bad either. Equal Opportunity Employer. Please send resume and tape to: Box 890, Lamar, CO. 81052.

Aggressive AM/FM taking sales applications. Top opportunity in ideal family community. Base, commission, travel, insurance, stock plan and advancement opportunities. All inquiries answered. Send resume to R. Swanson, Apache Broadcasting Corporation, P.O. Box 1005, Hastings, NE 68901. E.O.E./M.F.

Creative sales manager who knows how to set up the packages for major midwest market daytimer. No salary, no draw but fabulous commission on your own sales plus overwrite. Great chance for big money for the right person. Write Bill Graves, 4378 Lindell, St. Louis, Mo. 63108 or call 314-652-7800 (no collect calls).

Account executive for large, small-market operation with lots of potential. Guarantee against liberal commissions plus other incentive programs. Highly RAB oriented. Excellent opportunity for professional radio person who prefers rural and outdoor living. Active account list. AM-Country/FM-All-News. EOE. For appointment, Mr. Smith, 503-882-8833, Klamath Falls, OR.

HELP WANTED ANNOUNCERS

Professional no. 1 morning person with proven track record for country AM. Resume, and salary requirements to Box V-287, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

Two announcers and one news person needed immediately for placement at one of several AM/Stereo FM facilities owned by Northern New England based group. Salary based on experience/ability to \$180.00 per week. Send resume, salary requirement to Box V-154, BROADCASTING.

A popular resort area's number one station is looking for a quality mid-day jock. A great opportunity to join a truly fast-growing, dynamic outfit. Contemporary format. No beginners, please. Box W-2, BROADCASTING.

Morning announcer. Need heavy with minimum 5 years experience. Bright and lively, but mature with ability to work with established MOR format. Good production required. 5 kw full timer in medium size upper midwest city. Salary open. Beautiful area. Good spot for long term. Write Box W-11, BROADCASTING.

Air personality. Medium/small market. Good market with new radio knowledgeable owner. Qualifications to Box W-22, BROADCASTING.

Female and minority applicants encouraged. Southeastern country powerhouse now accepting applications. Will consider 3rd ticket or First. 3-5 years experience, solid production and "uptown" delivery required. Female and minority applicants encouraged. Send complete resume and salary requirements immediately to Box W-30, BROADCASTING.

Adult contemporary M.O.R. station seeks community minded personality for mid-day slot. Strong on creative production. Also, all night jock for nightly oldies/trivia show. Doug Wilson KCSJ, P.O. Box 1799, Pueblo, CO 81002. An E.O.E.

Experienced announcer, production and copy. Must type. One of the better places in America to live, central California near Sequoia Kings Canyon Parks. Complete written resume and tape. Sorry, tapes cannot be returned. KONG AM and FM, Visalia, CA. An Equal Opportunity Employer.

Immediate opening for 6-Midnight jock on top rated country music leader. KRZY, Albuquerque. Rush tape and resume to Alan Boyd, Box 3280, Albuquerque, NM 87110.

Smooth personality DJ needed for growing operation. Call or write KVOR/KSPZ, 303-632-3536, Box 966, Colo. Springs 80901.

WASK, Lafayette, Indiana, EEO, immediate opening contemporary DJ minimum two years commercial experience. Tape, resume, salary. Jerry Collins, Box 880, 47905.

Adult contemporary morning personality needed now. Must have strong 25-49 appeal. Heavy production. Music director experience helpful. Tapes and resumes to Bob Sherman, WCLG, Box 885, Morgantown, WV 26505.

Experienced personality/production. Immediate. Contemporary WDEC. Group expanding. Good chance for hustler, with no hassles. Tape, resume. Box 1307, Americus, GA 31709.

Morning personality for Hudson Valley N.Y. AM contemporary MOR. 1-2 yrs. experience. Good production a must. No drifters. No phone calls. Starting salary \$170 week. Send air check, production samples and resume to: Jeff Topps, WGNV, Box 591, Newburgh, NY 12550. E.O.E.

Strong news organization needs versatile news, talk show, PA person. Regional market demands good on-air presentation. Send tape, resume to WIL0 AM/FM, P.O. Box 255, Frankfort, IN 46041.

WIOS Radio AM. Tawas City Michigan. Small Market. Northeastern Mich. Automated contemporary MOR format. Good production required. Tape, resume to: John Carroll WIOS Tawas City, MI.

HELP WANTED ANNOUNCERS CONTINUED

Morning person needed for contemporary MOR in N.Y. metro area. Strong on production, energetic, knowledgeable. Resume, tape, and salary requirements immediately to Jeffrey Jay Weber, Program Director, WNNJ, Box 40, Newton, NJ 07860.

Leading radio operation has opening for top-flight midday announcer. Send tape and resume. WSAV, Savannah, GA.

Experienced morning jock. WSUS Sussex County, N.J., 24 hour FM. Jay Edwards or Peter Bardach 201-827-2525. Personal interview required.

Immediate opening for first phone announcer. 6 pm to midnight on MOR station. Some engineering experience preferable. Salary commensurate with ability. EEO. Call Management, WSWA, Harrisonburg, VA, 1-703-434-0331 between 9 am and 5 pm.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Announcer Engineer. Excellent opportunity at C&W daytimer in beautiful central Virginia. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

Group broadcaster looking to add personnel. Needs solid experienced contemporary/MOR personality jock and combo DJ/news. Tape and resume to Box 482, Newburgh, NY 12550.

Immediate opening at midwest soul station. No screamers and no rhythym Simons. Must be dependable, experienced and possess a 3rd endorsed. Call 402-422-1600 and ask for Richard Baker.

Program director to voice six hour locally produced automated D.J. show, program MOR station, write and produce commercials. New Harris System 90, excellent production facilities, good working conditions. Will train individual in automation but must have at least one year announcing experience. 27,000 population Texas town. Jim Hughes 806-669-6809, Box 1779, Pampa, TX 79065.

Central Florida's first solid gold station seeks mature, experienced personalities familiar with oldies. Good production. Tight board. Able to communicate. Third endorsed. Send tape, resume to Sal Tee, Magic Box Media, 619 E. Washington St., Orlando, FL 32801. E.O.E.

Wanted: Serious, dedicated announcer that knows how to gather & report local news. Also announcer-engineer. 314-586-8577 for Mgr.

Announcer. Mature entertaining adult contemporary announcer for afternoon drive. P.O. Box 7385, Grand Rapids, MI. Att: Jerry Smith.

HELP WANTED TECHNICAL

Chief Engineer. Upper Midwest, directional AM, 5 KW days, 1 KW nights. Separate patterns, FM Stereo. Automated remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

Engineer-announcer, or engineer-salesperson. Good pay for good person. College town. KTCH-AM-FM, Wayne, NE, 402-375-3700.

Chief engineer for small market AM 1,000 watt with directional antenna. Studio maintenance. Send full resume and salary expected to WBCU, Union, S.C. 29379. No phone calls.

HELP WANTED TECHNICAL CONTINUED

Chief engineer, experience in high power FM. Credentials should include experience in high quality audio, RF, STL, and digital. FCC First Class required. Send resume and references to: Thomas L. Mann, Tech. Dir., WEZS, 5900 Midlothian Pike, Richmond, VA 23225.

Need chief engineer immediately for AM directional, and automated FM. Only experienced trouble shooter and person dedicated to good maintenance need apply. Station needs individual who wants a career, not a job. Excellent fringe benefit package, great area for person interested in outdoor sports, good family community. Call Jack Gennaro, General Manager, WFHR/WWRW, 715-424-1300, Wisconsin Rapids, WI.

Engineer announcer, excellent opportunity at C&W daytimer in beautiful central Virginia. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

Experienced engineers, engineers-in-training for broadcast engineering positions with established consulting firm in Washington, D.C. area. Send complete resume or contact Gauthney & Jones Communications, Inc., 2990 Telesat Court, Suite 405, Falls Church, VA 22042. Telephone: 703-560-6800.

HELP WANTED NEWS

Major market Florida station with strong news image looking for two experienced street reporters. Some anchor work possible. Applications from woman and minorities encouraged. Box V-274, BROADCASTING.

Award winning Nebraska station needs assertive local reporter. On-air and regular coverage in capitol city market. Good delivery and technical skills essential, but reporting comes first. Resume to Box W-14, BROADCASTING.

Conservative newscaster to go with present liberal one. Five figures. Largest ABC station in Colorado. Available Oct. 1. Box W-41, BROADCASTING.

KMPL, Sikeston, Mo. 5,000 watt CBS affiliate. Looking for a fulltime news director. Salary open. Send tape and resume to John David, P.O. Box 907, Sikeston, MO 63801.

KSO-Des Moines needs a newscaster who is a digger, is in tune with community news, who knows local news and is willing to work. Send tape, resume, and salary requirements to Ed Anderson, Stoner Broadcasting, 3900 N.E. Broadway 50317.

Announcer-Engineers for 10,000 watt 24 hour facility. Experienced in production. First Class ticket. Also interviewing for experienced news editor and newscasters. Salary negotiable. Send resume and tape or call to Operations Manager, KTRB, P.O. Box 3839, Modesto, CA 95352. 209-523-0737.

1975 Non-metro AP award winning news department needs a p.m. news person. We're No. 1 and we plan to stay there. Send resume and tape to Bob Bender, WDIF Radio, Box 524, Marion, OH 43302.

Manager of news/informational programming for WHA-AM. Responsible for planning, supervision, coordination and evaluation of WHA and the University of Wisconsin-Extension Telecommunications Center radio news, public affairs, and informational programs and staff. Major duties include: personnel management of three executive producers, one producer, one associate producer and part time personnel; news editorship; ascertainment coordination; program evaluation; related fiscal responsibilities. Bachelor's degree in broadcast journalism or related field; four year's full time work experience as a radio news and public affairs editor, writer producer and presenter; including one year's experience in news staff supervision required. One year experience at a CPB Qualified Public radio station preferred. Salary: \$17,000. Application deadline: September 17. Write for application and details to: Ronald Bornstein, General Manager, WHA Radio, 821 University Avenue, Madison WI 53706. An Equal Opportunity Employer.

News director needed immediately. Experience necessary. Send tape, resume to Ed Owens, WCHV, Box 5387, Charlottesville, VA 22903. 804-977-5566.

HELP WANTED NEWS CONTINUED

Part-time newscaster. Good opportunity for experienced college student or someone now working in non-competing nearby market. All or any part of 26 evening and weekend hours. Good voice. Bright, confident, up-beat delivery. For contemporary station long time no. 1 in market. Rush short news tape, news copy, resume. Durham Caldwell, WHYN, Springfield, MA 01101. Equal Opportunity Employer. Please, no phone applications.

A unique opportunity to live and grow in beautiful northern new England. Communications/Marketing firm needs self motivated broadcaster-writer with previous on-air experience and strong journalistic ability. Send tape, resume and salary requirements to: Careers, RFD Box 144A, Woodstock, VT 05091.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music director. Growing, energetic Los Angeles radio syndication operation seeks music director with broad based musical knowledge. Production and writing skills helpful. Send resume to Box W-1, BROADCASTING.

Entertainer needed. Audience involved southeastern radio pioneer needs creative personality to build strong afternoon drive program. Must be experienced in entertainment MOR radio (Time and temp jocks not acceptable); Must have good production ability and be willing to get involved in already exciting operation in booming community. Compensation depends on ability to build a saleable program. Send resumes to Box W-38, BROADCASTING.

Program operations assistant for line arts, public service and religious AM-FM. Rewarding position for mature, creative and versatile person with experience in announcing, programming and production. Long hours, hard work, modest pay. EOE. Box W-44, BROADCASTING.

KSO/KGGO, Des Moines wants a production/continuity person. Send tapes, resume, and salary requirements to Perry St. John, Stoner Broadcasting, 3900 N.E. Broadway 50317.

Continuity-creative writer. Tapes, resume and sample copy to John Westman, operations manager, WLAV AM/FM, Grand Rapids, MI 616-456-5461.

News/production person wanted for suburban New York AM/FM combination. Excellent facilities, benefits. Excellent opportunity for hard-working person compatible with our high level of community involvement. An Equal Opportunity-Affirmative Action Employer. Tape, resume and salary requirements to John Benedict, WVIP, Radio Circle, Mt. Kisco, NY 10549.

P.D. announcer for afternoons at a coastal Maine AM/FM rock station that's no. 1 in the market. Must be strong in production. Salary negotiable. Call Turner Porter, G.M., 207-443-5542.

Radio-Television Research: Creative, growth-minded individual needed to complement the expanding professional staff of the industry's leading supplier of qualitative research and consulting services. Responsibilities of position include questionnaire design, data analysis, and interpretation. Candidates must be willing to relocate, free to travel, Masters degree, research experience, and knowledge of radio or television mandatory. Salary commensurate with experience. For additional information, submit resume in confidence to Dallas Miller, Frank N. Magid Associates, 1 Research Center, Marion, IA 52302.

SITUATIONS WANTED MANAGEMENT

GM-midwest FM seeking new challenge with moving operation. Let me make \$ for the both of us. Presently employed. Box V-260, BROADCASTING.

General manager-Veteran broadcaster, 26 years radio and TV. Experienced in management, ownership, strong sales, community involvement, College family, small to medium market preferred. Minimum 20m. Box V-288, BROADCASTING.

Experienced General Manager. Sales background. Thirty years small-medium markets. Dependable. Box W-15, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

4 years of GM experience. 35-year-old sales, promotion, programming specialist. Have done it all successfully. Box W-43, BROADCASTING.

All fields of management; programming, employee benefit plans, union negotiations, finance, and acquisition of radio and CATV. Interview a must. Contact Peter A. Barnard, 715-344-2379, after 5 p.m.

Top quality ingredients can change your stations future and drain your competition. See Display Ad for details or call "Wexler-The-Baker." 1-716-633-5274.

SITUATIONS WANTED SALES

Young Pennsylvania announcer wants training in radio sales with future. Management training. Write to Rob at Box V-215, BROADCASTING.

Young, aggressive, hotshot, Proven record. Thorough knowledge of radio sales puts me in unique position to produce results. My forte; advertising agencies. N.Y.C. preferred. Earning potential 25,000 plus. Box W-48, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Experienced jock. Any market, any format. Stable, dependable, workhorse. Box V-133, BROADCASTING.

Capable PBP, announcer seeks employment for hockey, basketball, baseball, B.A., 3 years experience, tapes, resume, Box V-173, BROADCASTING.

Good board, good production, good taste in AOR and progressive; experienced go-getter jock wants larger market, midwest. Box V-232, BROADCASTING.

23 year old DJ, good communicator, light board, production, BA, broadcast school grad, one year experience looking for small market situation. Available now. Box V-290, BROADCASTING.

Combo-man 1st phone announcer, technician solid performer with some experience. Excellent newscaster or MOR DJ. Box W-5, BROADCASTING.

28 married, creative air work and production. 10 years experience as announcer, MD and PD. College degree. Seeking employment with medium market outlet where I can grow and contribute. Box W-9, BROADCASTING.

Available immediately, Annr./conscientious worker/2 yrs/1st/versatile. Prefer album rock. Box W-37, BROADCASTING.

Experienced DJ 1st phone prefer midnight shift. No maintenance. Deeply dedicated jazz rock-MOR. Currently PD in MOR. Box W-42, BROADCASTING.

From KIMN, Denver, WLS, Chicago, and KFRC, San Francisco. I'd like to talk with you about joining your rocker or pop adult station. Chuck Buell 415-820-3333.

DJ, 3rd phone, 1 year Richmond market, looking for second break. Can do a little of it all. Will relocate. Jim Wood 202-234-7243.

Experienced broadcaster, 31, currently programming country station in top 100 market, seeking stable position with Florida Country or MOR station. Call after 6 p.m. (C.D.T.) 601-373-8139.

Hire the handicapped, unable to read flip-cards! 7 yrs. limited major market experience. Up-tempo contemporary or "personality" top-40. Phone bits, character voices, etc. Good production/promotion. Drive-time preferred at reputable station in medium market. Will consider programming small top-40 if conditions are suitable. Contact: Jerry Kristafer, 201-892-2681 or 609-935-3649.

Creative experienced announcer production, copy, news, seeks airshift. Ken Windheim, 99 Swezey St. Patchogue, NY 11772, 516-475-4122.

26 year old jock looking for contemporary/top 40 station. 3 1/2 years experience, music director, continuity, good production, personality plus, any shift. Third endorsed. Call Fred Peacock 906-786-6144 before 5 p.m., 906-789-9250 after 5 p.m.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Audition tapes available DJ-newscaster. Professionally trained, some experience, 3rd endorsed, relocate immediately. Thomas Shaw 32-25 90th St. Jackson Heights, NY.

Swinging young day or night disc jockey with strong voice and personality available immediately. 3rd endorsed. Eastern seaboard call me. 717-454-0446. Ask for Mark-O.

First phone. Weekend work only or some night. Prefer religious and country format. Write Box 222, Gadsden, AL 35902. Call 546-0078.

Michigan Black announcer news, DJ automation. 3rd endorsed. College grad. 1½ years experience. Call 301-862-5866.

6 year Florida pro. 3 at current MOR station will relocate for better family support I know I'm worth. Air, sales, programming, news, engineering. 1st, all formats. 904-761-6920. Leave message.

Classical announcer who can pronounce Meiczyslaw Horszowski, etc. Personality or straight delivery. 11 years experience including production, news, public affairs. Available immediately due to programming changes at WFMR. Robert Fritz, 5033 N. 41st, Milwaukee, WI 53209. 414-461-7322.

Top 40/soul DJ. Extremely talented will go anywhere! Some experience, 3rd endorsed. Steve 212-527-7276.

I am currently a board operator at a major market station. I have worked with and learned from the Big Boys. Now I want to do it myself. MOR, top 40, Rock. Also sports. 3rd, no air experience. Jim, 911 Linwood St., Hyattsville, MD 20783. 301-559-0463, evenings.

SITUATIONS WANTED TECHNICAL

Engineer experienced chief AM-FM. First phone, tech school, CET. Box V-253, BROADCASTING.

Chief engineer. Heavy experience all phases AM-FM, DA-1&2. Desire "East". Other areas considered. Box W-35, BROADCASTING.

After 5 years programming, returning to first love, engineering. First phone, automation exp. Ric Hubbard 509-545-9102.

First phone young electronics grad light experience "trainee". Salary OK, relocate anywhere. Thomas Shaw, 32-25 90th St. Jackson Heights, NY.

Since 1954, first phone, radio chief, AM, FM, TV. Charles Simpson, 3407 West 65th Street, Cleveland, OH 44102, 216-961-7771.

SITUATIONS WANTED NEWS

Former news director, currently newspaper reporter, wants to return to a station where news is valued. Degree, 30, family man. Solid experience includes seven years on daily paper. Good voice. Prefer St. Louis area, but will consider any midwest opportunity. Box W-4, BROADCASTING.

Radio/TV: 18 years as reporter/news administrator. Presently ND at all news station in major market. Anchored radio/TV. Experience includes street reporting, radio/TV documentaries, station license renewals. Understand budgets. Work well with people. Ready for change. Interested in all challenging offers. Box W-20, BROADCASTING.

Sports director, award winner, strong PBP and actuality use, news, DJ, smooth board, six years experience, third endorsed, B.A. English. Dave Ochs, 556B Senate Court, Jefferson City, MO 65101. 314-634-2438.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer-documentaries, public affairs. Female with major market experience. Prefer east coast. Box V-251, BROADCASTING.

SITUATIONS WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Don't sell your station! Sun belt or far west, we'll guarantee to put your station in position for more favorable sale, or you may decide to keep it. Though we're more effective in medium to large market, this is a sincere offer to any size market owner, from someone who can produce. Let's discuss your situation in confidence. Box W-7, BROADCASTING.

Experienced British radio and TV newsman, announcer, anchorman, broadcaster, permanent US resident in New York, seeks interesting work in same field. Box W-16, BROADCASTING.

Top 40 small mkt P.D. looking. 3 yrs experience. Big voice. Can do it all. 3rd. working. Box W-23, BROADCASTING.

Production Wizard at 25. Programming included in my bag of tricks. 1, 2, 3, poof! Your station is a winner. Lower eastern seaboard preferred. No small markets please. 803-773-4870.

1-716-633-5274. Program Director and creative leader. One free programming idea with each call.

Station and program management specialist. Seven years with Nations Greatest Radio Station. Box 44, Buffalo, NY 14051.

TELEVISION

HELP WANTED MANAGEMENT

General manager for west coast small market TV station. Write: Box V-214, BROADCASTING.

Attractive southeastern coastal market looking for professional promotion director. Minimum of three years experience as manager or assistant in television only. Box V-291, BROADCASTING.

TV manager. network affiliated UHF needs a station manager strong on cost control, budgeting, and long on ingenuity to get the most out of an operating buck. Need strong administrator to complement able sales force. Box W-28, BROADCASTING.

HELP WANTED SALES

Advertising salesperson for VHF network television station. Advertising or intangible sales experience required. Equal Opportunity Employer. Send resume to Box V-289, BROADCASTING.

HELP WANTED TECHNICAL

Maintenance engineer with experience in remotes and supervision for TV Station in top 10 market with very active remote schedule. Applicant must have FCC first class and 5 to 10 years experience. Box V-197, BROADCASTING.

TV studio maintenance engineer. First class license required. Job offers opportunity and challenge to aggressive engineer. Good company benefits and working conditions. Sunny Gulf Coast. Complete details to Box V-265, BROADCASTING.

Chief engineer for modern full color VHF located in the sunny south. Experience with late model RCA equipment required. Group owned facility with excellent fringe benefits including profit sharing. Salary open. Please send resume with references and salary history. Equal Opportunity Employer. Box V-268, BROADCASTING.

Excellent opportunity with quality oriented tape duplicator in northeast. Requesting applications for chief engineer familiar with all formats of video tape transfers including Helical and Quad. Position would require maintenance, engineer operations and scheduling. State experience. Send resume and salary requirements to Box W-13, BROADCASTING.

South Florida growth station, requires an experienced technical director. An Equal Opportunity Employer. Send resume to Box W-33, BROADCASTING.

Maintenance engineer with 5 years experience needed by religious broadcaster with nationwide ministry and worldwide vision. Top professional needed to join this spiritually rewarding effort. Write Box W-45, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Television technician. For PBS station in Texas. Must have experience in television studio operations and maintenance, and hold a second class FCC license. 40 hour week. \$10,065 starting salary. EOE-AE. Contact: John Gray, KAMU-TV, Texas A&M University, College Station, TX. 77843. 713-845-5611.

Transmitter engineer. First class license required. Good working conditions in air conditioned modern facility on the warm Gulf coast. Advancement opportunity. Experienced Radio Engineers considered. Write C.E., KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601 or phone 318-439-9071.

Assistant chief capable of planning, developing, and maintaining transmitting facilities for UHF California station. Call Loren Foster, 209-527-3060. An Equal Opportunity Employer.

HELP WANTED NEWS

Strong anchor/journalist needed by midwest net affiliate. Must have ability to attract and hold audience. Must have good voice, credibility, and ability to shoot, write, and edit. An Equal Opportunity station. Send resume and salary requirements to Box V-256, BROADCASTING.

News producer. Good writing a must. Background in production and journalism desired. Reply to Box W-8, BROADCASTING.

News producer for co-anchored half-hour on top news station in major midwest market. Beautiful city. Stable news operation. Must have successful experience, demonstrate creativity. State present earnings, salary requirements with resume to Box W-26, BROADCASTING.

Reporter/backup anchor. Goal oriented hustler for general assignment. Experience and capacity for shovel work and long hours. Northeastern market, ENG, on the grow. Top forty market. Box W-31, BROADCASTING.

News director wanted. Top 100 market needs experienced leader with ability to manage news dept. at top efficiency. Send resumes to Box W-34, BROADCASTING.

Anchor/reporter. Affiliated number one news station needs experienced reporter, with anchor experience or ready to move up. Top 50 market. Equal Opportunity Employer. Box W-39, BROADCASTING.

Field reporter. For general reporting and film assignments in one-man bureau. Affiliated, number one news station in top 50 market. Equal Opportunity Employer. Box W-40, BROADCASTING.

Weekday anchor. Network VHF beats competition 5 to 1. Seeks anchor that can improve on that. Top operation, all ENG. Limited street requirements. Tape or photo with contact. KFSM, Box 369, Fort Smith, AR 72901. E.O.E.

If you're on your way to the top, spend some time with us. We need a couple of top notch street reporters, people who dig hard, write well and look and sound good, too. If you're good, really good, and want to be part of a growing news organization, send a resume and samples of your work to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802.

News reporter with strong news background, top 30 market. Send resume to Steve Caminis, c/o WJAR-TV, Providence, RI. An Equal Opportunity Employer.

Reporter/photographer for news department. Journalism and/or English background helpful but not necessary. Contact Chris Clackum, News Director, WRDW-TV, Augusta, GA 30903 with resume and tape.

Leading television operation has opening for aggressive journalism grad equally adept gathering, writing and performing news. Send resume and tape to WSAV-TV, Savannah, GA.

Immediate opening for experienced weatherperson with number one news team. If you are a weather pro and can help improve an established 33% share, contact News Director 219-483-0584. Or send resume, photo and tape to 3401 Butler Road, Fort Wayne, IN 46808. Equal Opportunity Employer.

**HELP WANTED NEWS
CONTINUED**

News anchor. Strong on-air, solid journalist. experience a must. Established net affiliate. 50s market. VTR and resume to: Auditions, Suite 660. 10 South Broadway, St. Louis, Mo.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Wanted TV graphic artist. Experienced in all phases of photography, i.e., 35mm slide production, and graphic art design and layout techniques. Equal Opportunity Employer. Send resume to Box V-269. BROADCASTING.

Promotion manager for major market group owned independent. An important and challenging position for creative person experienced in both print and TV production. Equal Opportunity Employer. Send complete resume and salary requirements in confidence to Box V-272, BROADCASTING.

Studio manager to handle all commercial and program scheduling for one studio and one remote vehicle. Must have strong management experience, administrative background. Box V-273, BROADCASTING.

Top rated mid-south station with strong local commitment wants experienced producer/writer to set up and run documentary unit. Air work not required. Want someone with award winning track record. Box V-281, BROADCASTING.

Producer-director, responsibilities will include news, drama, music, commercials. Good writing, producing and directing background is essential. Top 30 market network affiliate. Equal Opportunity Employer. Box W-17, BROADCASTING.

Producer, director and writer each needed by religious broadcaster with nationwide ministry and worldwide vision. Ten years total TV and three years major market experience desired. Top professionals needed to join this spiritually rewarding effort. Write Box W-46, BROADCASTING.

Broadcast electronics faculty position: to teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307, 616-796-9971, ext. 208. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box V-137, BROADCASTING.

SITUATIONS WANTED SALES

Specialist in retail accounts and direct sales! Account executive from top fifty market; utilizing Tv8, Starch, and other sophisticated marketing techniques, seeking major account list as stepping stone into management. Box V-252, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Transmitter Engineer, now employed, desires position in "east". Other areas considered. Box W-36, BROADCASTING.

SITUATIONS WANTED NEWS

Experienced producer currently in top 16. Seeks position with strong news operation at major market affiliate. Prefer stations with ENG emphasis. Master's degree. Box V-261, BROADCASTING.

Former NBC newsmen seeks ND/anchor slot. Opportunity is more important than money. Have been involved in "talk" last few years so it will take me two days to break in rather than one. Anchoring approach is "personalized." Am available now. Box V-276, BROADCASTING.

**SITUATIONS WANTED NEWS
CONTINUED**

Feature/on the road reporter. 2 years exp. TV-radio. Consistently good stories. Creative writer. Nice appearance, voice. Anchor, general reporting, weather, film shooting, processing, and documentary experience. Tape, film, and resume available anytime, anywhere. Box W-3, BROADCASTING.

Immediately available. Good, aggressive woman TV news reporter/anchor. Currently working in top 20 market. Desires to relocate. Reply Box W-10, BROADCASTING.

Sports director, medium market, seeks comparable position with solid news organization. B.S., fully versed in ENG., smooth delivery. Box W-12, BROADCASTING.

Production or journalism reporting. B.A. English. M.A. communications. 1½ years in cable, newspapers, magazines. Box W-25, BROADCASTING.

Woman producing super snappy newscast in Top 30 market seeks major market challenge. Box W-27, BROADCASTING.

Investigative reporter with considerable anchor experience. 8 years in broadcasting. Awards in writing and photography. References. Don Smith 813 977-1119 evenings.

News photographer with 8 yrs newspaper, 3 yrs TV seeks position as general assignment photographer. Vehicle is 2 way radio equipped VHF-High band. Film and VTRs are available. Any area OK, prefer SW or Texas area. J.L. Keener, 4337 Clyde Park SW, Wyoming, MI 49509.

First weathercasting position sought by medically retired airline captain. Have completed three schools of weather forecasting. 18 years total experience. Age 40. Good appearance and voice. Dedicated. Salary not important. Write Box 3236 Alexandria, VA 22302 or phone 703-354-5314.

I am a young aggressive recent grad with med. market reporting experience. Worked on temp. assignment with ABC during Rep. Natl. Conv. good writing, reporting skills. Also can shoot-edit film & ENG. Give me a chance. I'll go anywhere. Strong refs avail. Contact Morrie Goodman 816-523-4625. 8704 Wornall K.C., MO 64114.

Reporter/photographer/anchor. 1 year experience both radio & TV. RT grad seeking small or medium market TV. Will relocate anywhere. Call 515-682-6262 or 682-4535. Mark Greenberg, 302½ E. Maple, Ottumwa, IA 52501.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Creative producer-director. Experienced in commercials, local programs, promos, announcing, copywriting. Lots of good ideas. Interesting background, degree. Box V-284, BROADCASTING.

Puppeteer, four years TV experience. Larry Frost, 2662 So. Marion, Denver, CO 80210. Call 303 733-7110.

Young talented puppeteer, actor, writer. Seeks position as talent, childrens programming or related. Top credits. Network experience. Inquire: Steven Hansen, 1420 45th St. Studio 46, Emeryville, CA 94608.

Aggressive, young, ambitious television graduate seeks employment in production operations or in news coverage. Photography, low-tech, and film experience. Dependable Man Friday. Michael Sitger, 604 Hillsboro, Edwardsville, IL 62025. 618-656-7264.

WANTED TO BUY EQUIPMENT

RCA T-25BL, 25KW Visual amplifier, ch 5, or ch 2-6. Jack Smith, KVVU-TV5, 1800 Boulder Highway, Henderson, NV 89015. 702-565-9755.

Eastman Kodak Proj no. 285 or 275. Spindler and Sautpe-Slide proj. RCA-Slide proj-TP-7, Scully Metrotech-Logger. Call WBFF-TV-Channel 45. 1-301-462-4500. David Smith.

FOR SALE EQUIPMENT

Frese Audio Pilot, maximum power processor. Sparta A-15 console, \$75. Gates GTM-88F monitor, \$50. Miratel airtel, \$25. Motorola EBS, \$25. KOZE, Lewiston, ID.

Schafer 800 automation system, complete with Brain, Memory Carousel 7 Ampex 440, time machine. Mostly solid-state in 5 racks. Worked perfectly when removed from service. Asking \$12,500. Contact: John Bell, WXXI-FM, 716-325-7500.

2 Norelco LDH-1 cameras w/lenses both updated, includes Broadcast Plumicons. Excellently maintained to factory specs. ABC management, 9034 Sunset Blvd., Los Angeles, CA 90069. 213-550-0533.

Color television equipment liquidations, our specialty, appraisals, consultation, auctioneering. Maze, Box 6636, Birmingham, AL 35210. 205 956-5800.

CBS 8400 Image Enhancer \$1,500, Dolby 324 B Processor \$750, Scully 270 Playback, Gates SCA Generator, Bill Massey, 504-523-4753.

Martel Remote Pick-Up M-30BT, RPT-25 and RPT-40 transmitters, R-30 receivers, antennas, 150-170 MHz. Three 950 MHz STL systems. Two TMA-812 Microflex Passive Reflectors with mounting kits. DB-10906 951 MHz antenna with Radome. Most in factory-sealed cartons. CADCO, Inc., 2706 National Circle, Garland, TX 75041. 214-271-3651.

Overstocked sale. ElectroSound ES-505c Stereo Rec./Play. 7½-15 IPS. New, in factory carton. Full warranty. List \$4,225. Sale price: \$3,200. Also many automation systems & components. Let us know what you need. Control Technology, Inc. 2513 Tortugas Lane, Ft. Lauderdale, FL 33312, 305-587-2716.

1 KW AM transmitters: Gates BC-1G, RCA BTA-1-RI, Collins 20-VI, Collins 20-V2, Collins 20-V3, CCA AM 1000-D, RCA BTA-1M, Sparta/Bauer 707, Raytheon RA-1000. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

5 KW FM stereo transmitters: RCA BIF-5E, RCA BTF-5D, RCA BTF-5B, CCA FM-5000-DS. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701.

2 RCA TK-43 color studio cameras soon to be removed from service. Complete with pedestals, monitors, etc. 713-488-8009, Box 58366, Houston 77058.

McMartin 8 ch. audio board, two Ampex AG 600's, one Ampex PR-10, one RCA Cart. Machine, one Rapid-Q Cart. machine, four QRK turntables with grey arms and pre-amps & EQ. in walnut cabinets, one RCA BK-5 Mic, one electro-voice RE-15, two RCA desk booms, one KLH monitor speaker, plus many other extra. Used less than 90 days. Total package price \$6,000. Write: P.O. Box 13024, Roanoke, VA 24030.

AD two Gates FM5C transmitter \$3,000. RCA 8 channel dual mono console \$1,095. 404-876-7123.

Schafer 800 automation system excellent \$7,500. J. Nichols, 205-727-2100.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twining, Dallas, TX 75227.

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

ACME RADIO CO. brings it all, news, humor, sports, trivia, much more. Published weekly for radio personality who wants more than gags or news service rewrites. Free sample, 1660 First Ave., Marion, IA 52302.

FRUITBOWL is not for comedians: it's for personality pro's who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

COMEDY CONTINUED

Fresh 1 to 4 lines humor, bi-weekly. 3 month trial \$20. Free sample. Farquhar, 2315A S. Tekoa, Spokane, WA 99203.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. 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.

For Sale Private record collection. Over 7,000, all categories LP's, 45's, oldies, new mint bid. Ed Gould 1258 Pickwick Flint MI 313-233-0822.

Wanted P I-OR guaranteed result advertising 24 hour ABC-1000 watt. Send proposition. KFRO-1370, Box 792, Longview, TX 75601.

1977 country music calendar profitable Pluditorium show sales. Sample/details: Thurston Moore Country, Montrose, CO 81401.

PLACEMENT SERVICE

ATTN: broadcasters! I have qualified trained personnel, with 3rd phone, endorsed, to fill any entry level position in either radio or TV. Save time & placement fees (there isn't any!) Call me immediately, or write David Privitera, Director of Placement, Advanced Training Center, Tonawanda, NY 14150. 716 835-4410.

INSTRUCTION

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

Institute of Broadcast Arts. 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

Complete radio production and announcing training for over 39 years! Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes start monthly, V.A. approved. Inquire now: 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone: 213-379-4461.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA apv'd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.

Omega State Institute. Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Sept. 13, and October 25. Student rooms at each school.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

RADIO

Help Wanted Technical

Supervisor Radio Field Service Engineering

We're a leader in TV and radio broadcast equipment and as a division of a major Fortune 500 Corporation, soundly financed and geared for growth, This growth has created a challenging career opportunity for an individual with a minimum of 5 years broadcast experience and at least 2 years experience in a line management position. You should possess managerial abilities in order to give guidance and direction to a staff of radio field service engineers.

You'll be responsible for the administration and continued improvement of the company's radio field service organization, and supervision of radio field service activities, involving installation, maintenance and repair of our broad radio broadcast equipment product line. You'll also provide product information to customers as well as respond to customer equipment problems.

We offer a salary commensurate with experience and the challenging demands inherent in this opportunity. We will also provide you with an excellent benefits package. Send resume with salary history and requirement in confidence to:

L.B. Carlstone, Professional Employment Supervisor.



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COMMUNICATIONS AND
INFORMATION HANDLING

Harris Corporation,
Broadcast Products Division
Quincy, Illinois 62301

An Equal Opportunity Employer M/F

Help Wanted Sales

RADIO SALES MANAGER

Outstanding opportunity for goal-oriented, take-charge sales pro as Sales Manager at dynamic WSGW, Saginaw, Michigan. Beautiful facilities, top-rated in '76 ARB, best staff in the market. Position includes responsibility for beautiful music FM, fastest growing station in the metro area. You must be a thoroughly experienced street-fighter with a good RAB Background, and organizational and motivational abilities. Established group operation, excellent benefits. Applicants from all market sizes welcome. If you're the kind of person who's impatient to get the job done, call John Casey at (517) 752-3456 or write WSGW Radio, Box 1945, Saginaw, MI. 48605.

An Equal Opportunity Employer M/F

Situations Wanted Management Continued

Major Mkt Radio Gen Sales Mgr Avail for New Mjr Mkt Challenge

I've doubled and tripled local and national sales in nation's toughest major radio mkt. Have G.M. exper. Aggressive. Mid-30's. Marketing-oriented. Present station sold. Want top 10 mjr mkt stn with oppor. for growth and challenge. Nat'l references. Write now!
Box U-203, BROADCASTING.

Situations Wanted Announcers

Just laid off, but ready to go! I write, I rap and I get listened to. Seven years in radio. A legend at AFN, Europe. A real bargain! Let's help each other. Northeast pref. Call anyway: Tom Lisella (812) 299-4094.

NEED A SMILE?

I'll trade you that for a GOOD job now! 1 yr. exp. PBP, sports commentary, top 40 jock, music director... TeeVee news anchor, sports. Prefer mid-atlantic or Fla. TV opportunities more than welcome. Stan 215-376-9147. 121 Noble Street, Reading, Pa. 19611.

Situations Wanted News

RADIO NEWS

Young aggressive female ready to move up. Now producer of morning newscast at 50k midwest network affiliate. Also anchor and street work.

Box W-29, BROADCASTING.

Situations Wanted Management

Recipe For Radio Bread

Gently combine a symphony of Contemporary Music to suit the taste of your Market. Season with warm, believable personality spices, stirring in a pre-measured amount of well prepared, well balanced crisp News and Sports. Using a well Engineered bowl, creatively mix to Dynamic Consistency. This will drain your competition so place them at the bottom of a well greased tin. Now turn dough onto flowered kneading board, adding as kneaded, 1 cup of Station Promotion, 1 cup of Public Service and 1 cup of Personal Community Involvement. The quality and texture of your mixture will be unsurpassed with the blending of the following classic culinary ingredient; seven successful years as Program Director at one of the Nations top Bakeries. (Note sign in window: "My Son the Professional Baker, can Manage or Program your business and... he means it!") Look, if a Baker in the next town can create a Dynamic 'Loaf of Bread' with that kind of commercial impact along with incredible sales, maybe you should give him a buzz? Buying or Shopping call "Wexler-The Baker", 1-716-633-5274.

Situations Wanted News Continued

A major market station needs a professional newperson with crisp writing skills, solid reporting experience, and a strong delivery. In addition to these skills, I have 10 years experience including work aired on a network and on a competing network's O&O as well as a degree in journalism and an FCC first class license. Currently directing a staff of six.
Box W-47, BROADCASTING.

TALK TALK TALK

Opinionated-Controversial
One of the best is available due to mgt. change. Daily four-hour show highly successful Top 20 mkt. past year.
WRITE: PO. BOX 20273
St. Petersburg, Fla. 33742

Situations Wanted Programing, Production, Others

REMOTE SPORTS BROADCAST GROUP
Will produce complete schedules in any sport. Group provides full service talent, engineering, spotting, statistics. Group works as a unit to give cohesive, top quality product. Prefer Top 50 market. For tapes and details, write: Box V-254, BROADCASTING.

TELEVISION

Help Wanted Management

NEWS MANAGEMENT—Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box V-156, BROADCASTING.

GENERAL MANAGER

For Established Mid-Atlantic
Cable Television System.
Send Resume to Box V-200,
BROADCASTING.

DIRECTOR OF FINANCE & ADMINISTRATION

Immediate opening for a broadcasting Business Manager/Controller experienced in financial planning, budget management, & personnel administration. CPA or equivalent with labor relations experience preferred. Women encouraged to apply. Responses confidential. Send complete resume with salary history to Arthur A. Paul, Executive Vice-President & General Manager, KVIE, P.O. Box 6, Sacramento, Ca. 95801. AN EQUAL OPPORTUNITY EMPLOYER. No phone calls please.

Help Wanted Sales

VIDEO SWITCHER SALES:

Locate L.A. area, willing to travel West Coast. Like to sell quality products. Video technical background essential.
Write: Nubar Donoyan
3700 N.E. 53rd Avenue
Gainesville, FL 32601
Tel.: 904-378-1581

Help Wanted Technical

We have an immediate opening for an experienced television technician to work in VTR, MC Switching and maintenance. Requires a minimum of two years experience in these areas in a large-market television operation. Modern plant; good salary and benefits. Reply only in writing to: Larry Messenger, Director of Engineering, Pennsylvania Public Television Network, P.O. Box 397, Hershey, Pennsylvania 17033.
PPTN is an equal opportunity M/F Employer.

TELECINE OPERATORS

Substantial increase in film-to-tape transfer operations of the top videotape post-production house on the West Coast has created immediate openings for two highly qualified telecine operators. Only those with heavy experience on the TK-27 film chain and Fernseh color corrector need apply. Excellent salary and benefits.

Contact: Tom Mann 213-466-9741
The Vidtronics Company, Inc.
855 North Cahuenga Blvd.
Los Angeles, California 90038

Help Wanted News

TV NEWS

ANCHORWOMAN OR ANCHORMAN
We're searching for a dynamic newswoman or newsmen to co-anchor newscasts for this group-owned network affiliate. Basic requirements: Authority, warmth and professional poise on camera, and a solid background in news reporting. This is an important opportunity in a market of substantial size. Send us your resume, please. We'll contact you for your videotape later.
Box W-50, BROADCASTING
An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

TV PROMOTION MANAGER

We're seeking someone with solid writing ability and an eye for strong, clean graphics. Someone who understands all phases of on-air and print production. Someone who can administer effectively and lead decisively.
West Coast network affiliate. Group-owned.
Submit your resume and salary history, please. We'll request samples of your work later.
Box W-49, BROADCASTING
An Equal Opportunity Employer.

Why not reserve this space and see how well BROADCASTING's Classified can work for you!

Books for Broadcasters

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95
404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. \$5.95
405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
406. THE BUSINESS OF RADIO BROADCASTING by Edd Routh. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages., illustrated. \$12.95
411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Sweater. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. \$9.95
419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. \$9.95
421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 320 pages. \$12.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____. Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

Situations Wanted Sales

YOU'RE LOOKING ... I'M LOOKING

You are a television station; network affiliate or independent. I am a salesman, local sales manager or general sales manager. You are experienced in sending out bright pictures to viewers. I am experienced in selling those pictures to agencies as well as local retail and direct accounts. Your success is dependent on quality programming. My success is the ability to convincingly interpret the numerical results of your quality programming (ARB/NSI). Your credentials are unimpeachable. My credentials are listed: EAGLE SCOUT; OFFICER, U.S. Navy; AB, Major University in Business Management; ADVERTISING DIRECTOR, Major Newspaper Chain; RESEARCH/PUBLICITY DIRECTOR, Network Affiliate Top Ten Market; LOCAL SALES MANAGER, Independent Top Ten Market; PRESIDENT, medium-sized full-service ad agency; GENERAL SALES MANAGER, Major Boat Manufacturer. You are seeking to strengthen your sales or management team. I am seeking to strengthen my future. STOP LOOKING. Let's get together for an interview. (ac) 714-968-1370. Blue chip references furnished upon request.

Situations Wanted News

ANCHOR NEWS DIRECTOR/ANCHOR

Early thirties, credible, successful. Currently employed in 35-K range. Interested in moving to a quality station in a nice city within the top 30 markets.

Box V-157, BROADCASTING.

ANCHORMAN

30, 8 yrs experience Anchor/Street
Currently weekend anchor Top 40
Desires Mon-Fri Anchor.
Looks—intelligence to keep or make
you No.1.

Box V-257, BROADCASTING.

Placement Service

RADIO-TELEVISION CATV Looking For A Job?

Mail Us Your Resume Now!

William J. Elliott, Jr.
& Company, Inc.

205 Datura Street
Suite 444 M
West Palm Beach, Florida 33401
305-659-4513

Buy-Sell-Trade

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET

AVAILABLE • CALL TOLL FREE
800-327-5555 (except Florida)

3081 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305) 491-2700
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BCH

News Service

CAMPAIGN COVERAGE

Independent? No national audio service or unsatisfied with the one you have? Want high quality sound from the campaign trail this fall? Regular Washington coverage? Contact Peter Peckarsky, Bureau Chief, Washington Wire Suite 402N, 950 25th Street, N.W., Washington, D.C. 20037. References from ecstatic subscribers to Convention coverage. Demonstration tapes available.

Management Consultants



Management Assistant Program
By the Handicapped Inc.

Manpower Search
and
Consultants

Gene C. Loffler II

250 N. Central Ave., Wayzata, Mn 55391
(612) 473-2777

Radio Drama



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Lum & Abner Distributors

1001 SPRING
LITTLE ROCK, ARK. 72202
Phone (501) 376-9282

Wanted To Buy Stations Continued

DON'T SELL YOUR STATION!

Sun belt or far west, we'll guarantee to put your station in position for more favorable sale, or you may decide to keep it. Though we're more effective in medium to large market, this is a sincere offer to any size market owner, from someone who can produce. Let's discuss your situation in confidence.

Box W-6, BROADCASTING.

WANTED TO BUY

Profitable network television affiliate; AM fulltimer, or AM/FM combo.
(No Class A) Write to principal

J. Paul Audet

5424 Lincoln Street
Bethesda, Maryland, 20034

For Sale Stations

For Sale. Southwest.
Profitable AM in single
station market.
Price twice gross
Call: Boyd Kelley
Wichita Falls, Texas
817/692-7722.

The
Original
Radio
Network
Series

Dragnet



starring Jack Webb
BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, Inc.

9350 Wilshire Blvd., Beverly Hills, Ca. 90212 - (213) 278-4546

Free Film

FREE FILMS? CALL

MODERN TV

The leading distributor. We have the most.
PSA's & newsclips too. Call regional offices.
Or general offices: 2323 New Hyde Park Rd.
New Hyde Park, NY 11040. (516) 437-6300.

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

Wanted To Buy Stations

Broadcast. group wishing to
expand immediately seeking FM
or AM/FM properties up to
\$2,000,000.

Box V-267, BROADCASTING.

The most up-to-date, complete and
accurate single volume on the
development of radio and television
now available.

AMERICAN BROADCASTING:

A Source Book on the History of
Radio and Television by Lawrence
W. Lichty and Malachi C. Topping

A skillfully edited anthology of 93
selections, this unique source book
provides a comprehensive description
and analysis of broadcasting in
America from its pre-history to 1975.

Articles by such notables as: Edwin
H. Armstrong, William L. Shirer, Ed-
ward R. Murrow, Samuel Goldwyn,
Frank Stanton—to name but a few.

A must for every broadcaster's library.
723 pages, notes, tables,
bibliography, index, chronological
table of contents. \$26.50.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Send me a copy of American
Broadcasting. My payment of
\$26.50 is enclosed.

Name _____

Address _____

City _____ State _____ ZIP _____

For Sales Stations Continued

INVESTMENT OPPORTUNITY!
10 year note secured by transmitter, personal property, towers, and A.M. Frequency. Prosperous day lite station in city of 120,000. Dial 815-654-3444 for details. Ask for Mr. Lipke.

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Smith Cooper Associates

CABLE TELEVISION • PAY TV
Management • Marketing • Engineering
Financial Studies • System Analysis

Division of Associated Utility Services, Inc.
510 Kings Highway North, P.O. Box 3220
Cherry Hill, NJ 08034 • (609) 482-0057

- 1000 Watt daytimer. Greater Chattanooga area. 100% automated. Real estate. \$3,000 cash break even point. \$29,000 down. Total \$200,000.
- AM/FM in Mississippi. About 115,000 Annual sales. Terms. Single station market.
- 1000 Watt day. 250 night in Western Montana. Modern city. Sales about \$200,000 per year.
- Fulltimer in Central Florida. \$380,000 with real estate. Terms.

BUSINESS BROKER ASSOCIATES
815-894-7511

SE	Metro	Power	\$500K	nego
West	Small	Fulltime	\$135K	\$35K
MW	Small	FM	\$185K	\$54K
SE	Major	AM/FM	\$4MM	nego
NE	Small	Fulltime	\$130K	29%

Atlanta - Boston - Chicago - Dallas
New York - San Francisco



CHAPMAN ASSOCIATES®
nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

**For Fast Action Use
BROADCASTING's
Classified Advertising**

BROADCASTING'S CLASSIFIED .

offers an extensive variety of
opportunities and services.

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

For Sale Stations Continued

MEDIA BROKERS APPRAISERS

RICHARD A.
Shaheen
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

So, if you're looking for employment, the right employee, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

You belong in
**BROADCASTING'S
CLASSIFIED...**

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."

Broadcasting®
The newsworthy of broadcasting and allied arts

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, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. 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., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards 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 Agencies and Business Opportunity advertising requires display space.

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, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated 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: _____

Stock Index

	Stock symbol	Exch	Closing Wed Sept. 1	Closing Wed Aug. 25		Net change in week	% change in week		1976		PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
									High	Low			
Broadcasting													
ABC	ABC	N	35 7/8	35 3/8	+	1/2	+	1.41	38 1/2	19 7/8	23	17,519	628,494
CAPITAL CITIES	CCB	N	51	51 3/4	-	3/4	-	1.44	55 1/8	42 1/4	13	7,759	395,709
CBS	CBS	N	57	55 5/8	+	1 3/8	+	2.47	60 3/8	46 3/4	12	28,313	1,613,841
COX	COX	N	35	34 5/8	+	3/8	+	1.08	37 3/4	28 3/4	12	5,861	205,135
GROSS TELECASTING	GGG	A	11 3/4	12	-	1/4	-	2.08	12 3/8	10	7	800	9,400
KINGSTIP COMMUN.	KTVV	O	3 1/2	3 1/2				.00	3 1/2	2 1/4	13	461	1,613
LIN	LINB	O	16	15 7/8	+	1/8	+	.78	17 3/4	9 5/8	8	2,382	38,112
MOONEY	MOON	O	2 1/4	2 1/4				.00	3 7/8	2 1/4	3	425	956
RAHALL	RAHL	O	5 1/2	5 1/2				.00	5 3/4	4 1/2	11	1,297	7,133
SCRIPPS-HOWARD	SCRIP	O	26 1/2	27	-	1/2	-	1.85	28 1/2	20 1/2	7	2,589	68,608
STARR**	S8G	M	3 1/4	3 3/4	-	1/2	-	13.33	5	2 1/2		1,202	3,906
STORER	S8K	N	31	28 3/4	+	2 1/4	+	7.82	31	15 7/8	11	3,902	120,962
TAFT	TFB	N	27 1/8	27 1/4	-	1/8	-	.45	31 1/2	23 1/4	9	4,070	110,398
TOTAL									76,580			3,204,267	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 5/8	3 1/2	+	1/8	+	3.57	4 3/4	2	8	1,258	4,560
AVCO	AV	N	13 1/8	12 1/2	+	5/8	+	5.00	14 1/2	4 1/2	2	11,541	151,475
JOHN BLAIR	BJ	N	10 1/8	10 1/2	-	3/8	-	3.57	11 1/4	5	8	2,403	24,330
CHRIS-CRAFT**	CCN	N	4 7/8	4 5/8	+	1/4	+	5.40	6 3/8	4 5/8	8	4,162	20,289
COMBINED COMM.	CCA	N	16 5/8	16 1/4	+	3/8	+	2.30	20	12 5/8	8	6,269	104,222
COWLES	CWL	N	10 3/8	10 1/2	-	1/8	-	1.19	11 3/8	6 1/8	13	3,969	41,178
DUN & BROADSTREET	DN8	N	25	25				.00	33 3/4	24 5/8	15	26,581	664,525
FAIRCHILD IND.	FEN	N	9 7/8	10	-	1/8	-	1.25	11 1/2	6 1/8	12	5,708	56,366
FUQUA**	FOA	N	8 1/2	8 1/2				.00	9 3/4	4 1/2		8,844	75,174
GANNETT CO.	GCI	N	37 7/8	37	+	7/8	+	2.36	40	32 7/8	19	21,108	799,465
GENERAL TIRE	GY	N	20 3/4	21 3/8	-	5/8	-	2.92	23 1/4	17 5/8	6	21,853	453,449
GLOBE BROADCASTING**	GL8TA	O	2 3/8	2 3/8				.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	G	O	6 1/4	6 1/4				.00	6 1/2	6	4		475
HARTE-HANKS	HHN	N	24 1/8	24 3/8	-	1/4	-	1.02	25 3/4	17 1/8	11	4,381	105,691
JEFFERSON-PILOT	JP	N	30 1/2	29 1/4	+	1 1/4	+	4.27	31 1/4	25 5/8	12	24,078	734,379
KAISER INDUSTRIES	KI	A	15 5/8	15 3/8	+	1/4	+	1.62	16	8	8	27,598	431,218
KANSAS STATE NET.	KSN	O	4	4				.00	4 7/8	3	5	1,815	7,260
KNIGHT-RIDDER	KRN	N	34 1/4	34 1/4				.00	37	28 7/8	13	8,305	284,446
LEE ENTERPRISES	LNT	A	16 3/4	16 1/2	+	1/4	+	1.51	25 1/2	15 3/8	10	3,352	56,146
LIBERTY	LCT	N	17 3/4	18	-	1/4	-	1.38	18 5/8	9 1/2	6	6,762	120,025
MCGRAW-HILL	MHP	N	15 5/8	15	+	5/8	+	4.16	17	12 3/4	10	24,700	385,937
MEDIA GENERAL	MEG	A	16 3/8	16 1/2	-	1/8	-	.75	19 1/2	14 1/4	8	7,276	119,144
MEREDITH	MOP	N	14 3/4	14 1/8	+	5/8	+	4.42	17 5/8	10 1/4	4	3,064	45,194
METROMEDIA	MET	N	26 5/8	27 1/8	-	1/2	-	1.84	29 3/4	15	8	6,721	178,946
MULTIMEDIA	MMD	O	20	20				.00	20	14 1/4	11	4,390	87,800
NEW YORK TIMES CO.	NYKA	A	12 7/8	12 5/8	+	1/4	+	1.98	17 3/8	11 1/2	11	11,203	144,238
OUTLET CO.	OTU	N	15 1/8	15	+	1/8	+	.83	19	12 7/8	5	1,433	21,674
POST CORP.**	POST	O	11	11				.00	11	8		873	9,603
REEVES TELECOM**	RBT	A	2 1/2	2 3/8	+	1/8	+	5.26	2 1/2	1 1/8		2,376	5,940
ROLLINS	ROL	N	23 1/2	22 7/8	+	5/8	+	2.73	27 3/8	20 3/4	15	13,404	314,994
RUST CRAFT	RUS	A	8	7 7/8	+	1/8	+	1.58	9 7/8	5 5/8	6	2,291	18,328
SAN JUAN RACING	SJR	N	8 1/8	8	+	1/8	+	1.56	9 1/4	7 1/4	6	2,509	20,385
SCHERING-PLOUGH	SGP	N	53 5/8	53 1/4	+	3/8	+	.70	59 3/4	47 1/2	20	54,023	2,896,983
SONDERLING	SDB	A	10 3/8	10 7/8	-	1/2	-	4.59	13	6 3/4	4	729	7,563
TECH OPERATIONS**	TO	A	2 3/4	2 5/8	+	1/8	+	4.76	4 3/4	2 5/8		1,344	3,696
TIMES MIRROR CO.	TMC	N	21 3/8	20 1/2	+	7/8	+	4.26	23 3/4	18 1/4	14	33,895	724,505
WASHINGTON POST CO.	WPD	A	38 5/8	39	-	3/8	-	.96	40 1/2	21 3/4	11	4,546	175,589
WOMETCO	WOM	N	11 5/8	11 3/4	-	1/8	-	1.06	13	8 7/8	7	8,634	100,370
TOTAL									376,656			9,404,664	

Cablecasting

ACTON CORP.	ATN	A	3	2 7/8	+	1/8	+	4.34	3 3/4	1 1/8	14	2,608	7,824
AMECO**	ACO	O	1 1/2	1/2				.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/8	1 1/8				.00	2 1/8	3/4		1,672	1,881
AMERICAN TV & COMM.	AMTV	O	20	20				.00	21 3/4	13 1/2	19	3,330	66,600
ATHENA COMM.**		O	1/4	1/4				.00	1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4 1/4	3 1/2	+	3/4	+	21.42	6 1/2	3 1/4	85	8,349	35,483
CABLECOM-GENERAL	CCG	A	5 5/8	5 1/4	+	3/8	+	7.14	8 1/8	4 1/8	5	2,560	14,400
CABLE INFO.		O	1	1				.00	1	1/4	5	663	663
COMCAST		O	3 1/8	3 1/8				.00	3 1/8	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 3/4	3 1/2	+	1/4	+	7.14	3 7/8	1 7/8		4,761	17,853
COX CABLE	CXC	A	17	16 1/2	+	1/2	+	3.03	17 3/4	13	18	3,560	60,520
ENTRON	ENT	O	1 5/8	1 3/4	-	1/8	-	7.14	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRL	N	15 1/8	14 1/2	+	5/8	+	4.31	17 5/8	8 1/4	63	7,178	108,567
GENEVE CORP.	GENV	O	9 1/4	9 1/4				.00	10	6 1/2	62	1,121	10,369
TELE-COMMUNICATION	TCOM	O	3 3/4	3 3/4				.00	5 1/4	2 7/8	75	5,181	19,428
TELEPROMPTER**	TP	N	7 1/4	7 1/2	-	1/4	-	3.33	9 3/8	5 3/4		16,634	120,596
TIME INC.	TL	N	64 1/2	64 1/4	+	1/4	+	.38	69 1/2	57 7/8	12	10,065	649,192
TOCOM	TOCM	O	2 5/8	2 5/8				.00	3 1/4	1 5/8	9	617	1,619
UA-COLUMBIA CABLE	UACC	O	14	14				.00	14 1/2	9	12	1,700	23,800
UNITED CABLE TV**	UCTV	O	2 1/4	2 1/4				.00	3	1 5/8		1,879	4,227
VIA	VIA	N	9 1/4	9 1/8	+	1/8	+	1.36	11 3/4	7 7/8	10	3,701	34,234
TOTAL												81,591	1,185,314

	Stock symbol	Exch.	Closing Wed. Sept. 1	Closing Wed. Aug. 25		Net change in week	% change in week		1976		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
								High	Low				
Programming													
COLUMBIA PICTURES	CPS	N	5 1/4	5 1/8	+	1/8	+	2.43	7 7/8	4 1/2	6	6,748	35,427
DISNEY	DIS	N	50 3/4	48 3/8	+	2 3/8	+	4.90	63	48 3/8	22	31,010	1,573,757
FILMWAYS	FWY	A	7	6 1/2	+	1/2	+	7.69	10 1/4	5 1/4	6	2,121	14,847
FOUR STAR			5/8	1/2	+	1/8	+	25.00	5/8	3/8	6	666	416
GULF + WESTERN	GW	N	18 3/4	18	+	3/4	+	4.16	26 7/8	18	5	30,058	563,587
MCA	MCA	N	28 3/8	28 3/4	-	3/8	-	1.30	79 1/8	28 3/8	5	17,344	492,136
MGM	MGM	N	13 7/8	13 1/8	+	3/4	+	5.71	15 3/4	12 7/8	7	13,102	181,790
TELETRONICS INTL.		O	8	8 1/4	-	1/4	-	3.03	9 5/8	3 3/4	14	837	6,696
TRANSAMERICA	TA	N	13	12 5/8	+	3/8	+	2.97	13	8 1/4	9	64,947	844,311
20TH CENTURY-FOX	TF	N	9 7/8	9 5/8	+	1/4	+	2.59	15	8 7/8	6	7,558	74,635
WALTER READE	WALT	O	1/8	1/8				.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	18 3/8	18 7/8	-	1/2	-	2.64	24	17 1/2	22	17,001	312,393
WRATHER	WCO	A	4 7/8	4 7/8				.00	5 1/8	3 1/8	10	2,244	10,939
TOTAL												197,932	4,111,471

Service

8800 INC.	8800	O	21 3/4	21	+	3/4	+	3.57	21 3/4	16 3/4	8	2,513	54,657
COMSAT	CO	N	27 1/2	26 1/2	+	1	+	3.77	31 3/4	23 7/8	6	10,000	275,000
DOYLE DANE BERNBACH	DOYL	O	13 3/4	13 5/8	+	1/8	+	.91	13 3/4	8 7/8	8	1,816	24,970
FOOTE CONE & BELDING	FCB	N	13 1/2	13 3/4	-	1/4	-	1.81	14	10 1/4	7	2,332	31,482
GREY ADVERTISING	GREY	O	12 1/4	12 3/4	-	1/2	-	3.92	12 3/4	6 7/8	6	1,104	13,524
INTERPUBLIC GROUP	IPG	N	23 1/4	22 7/8	+	3/8	+	1.63	26 5/8	16 3/8	7	2,290	53,242
MARVIN JOSEPHSON	MRVN	O	7 3/4	7 7/8	-	1/8	-	1.58	10 3/8	6 3/4	8	1,945	15,073
MCI COMMUNICATIONS**	MCIC	O	2	2				.00	3 3/8	1 3/8		16,795	33,590
MOVIELAB	MOV	A	1 1/4	1 3/8	-	1/8	-	9.09	2 5/8	1	5	1,409	1,761
MPO VIDEOTRONICS**	MPO	A	3 3/4	4	-	1/4	-	6.25	4 1/4	2 3/8		537	2,013
NEEDHAM, HARPER	NDHMA	O	7 3/8	7 5/8	-	1/4	-	3.27	7 3/4	5 5/8	4	816	6,018
A. C. NIELSEN	NIELB	O	19 7/8	19 7/8				.00	24 5/8	16 3/4	13	10,598	210,635
OGILVY & MATHER	OGIL	O	26 1/2	26 1/2				.00	27 1/2	17	9	1,805	47,832
J. WALTER THOMPSON	JWT	N	13	13 1/4	-	1/4	-	1.88	13 7/8	7 7/8	9	2,649	34,437
TOTAL											56,609	804,234	

Electronics/Manufacturing

AMPEx	APX	N	7 3/8	7 5/8	-	1/4	-	3.27	9 1/4	4 3/4	12	10,885	80,276
ARVIN INDUSTRIES	ARV	N	15	14 7/8	+	1/8	+	.84	16	9 5/8	5	5,959	89,385
CETEC	CEC	A	1 5/8	1 5/8				.00	2 3/4	1 1/4	10	2,244	3,646
COHU, INC.	COH	A	2 1/2	2 1/2				.00	3 5/8	2	14	1,617	4,042
CONRAC	CAX	N	21 5/8	20 1/4	+	1 3/8	+	6.79	29 1/8	20	7	1,427	30,858
EASTMAN KODAK	EASKD	N	95 1/4	95 3/8	-	1/8	-	.13	116 3/4	93 5/8	24	161,347	15,368,301
FARINON ELECTRIC	FARN	O	9 1/2	10	-	1/2	-	5.00	11 1/2	7	16	4,059	38,560
GENERAL ELECTRIC	GE	N	53 1/2	54 1/8	-	5/8	-	1.15	58 3/4	46	14	184,427	9,866,844
HARRIS CORP.	HRS	N	52 3/4	51	+	1 3/4	+	3.43	54	33 3/4	13	6,071	320,245
HARVEL INDUSTRIES	HARV	O	3	5	-	2	-	40.00	6 1/2	3	8	480	1,440
INTL. VIDEO CORP.**	IVCP	O	1 3/4	1 3/4				.00	3 1/8	1 1/8		2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	19	19 3/8	-	3/8	-	1.93	21 7/8	13 3/4	11	1,320	25,080
3M	MMM	N	62 5/8	62	+	5/8	+	1.00	63 3/4	52 1/2	24	114,240	7,154,280
MOTOROLA	MOT	N	53 1/2	52 1/8	+	1 3/8	+	2.63	57 3/4	41 1/4	25	28,323	1,515,280
N. AMERICAN PHILIPS	NPH	N	30 1/2	20	+	10 1/2	+	52.50	33	19 7/8	8	12,033	367,006
OAK INDUSTRIES	OEN	N	10 1/2	10 1/8	+	3/8	+	3.70	12 1/4	7 1/4	14	1,639	17,209
RCA	RCA	N	28 7/8	26 7/8	+	2	+	7.44	30	18 7/8	15	74,728	2,157,771
ROCKWELL INTL.	ROK	N	28	27 3/4	+	1/4	+	.90	32 1/2	23 3/8	8	31,200	873,600
RSC INDUSTRIES	RSC	A	1 3/4	1 1/2	+	1/4	+	16.66	2 1/2	1 3/8	9	3,440	6,020
SCIENTIFIC-ATLANTA	SFA	A	16 3/4	16 1/4	+	1/2	+	3.07	18 5/8	10 1/4	12	1,601	26,816
SONY CORP.	SNE	N	9 1/4	9 1/8	+	1/8	+	1.36	9 7/8	7 1/4	28	172,500	1,595,625
TEKTRONIX	TEK	N	59	61 1/8	-	2 1/8	-	3.47	66 1/4	44 1/4	17	8,671	511,589
TELEMATION	TMT	O	5/8	5/8				.00	1	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	14 1/4	13 5/8	+	5/8	+	4.58	17 1/4	12	12	6,838	97,441
WESTINGHOUSE	WX	N	16 1/2	16 5/8	-	1/8	-	.75	17 3/4	13	8	87,498	1,443,717
ZENITH	ZE	N	31 1/2	31 1/8	+	3/8	+	1.20	38 1/4	23 5/8	15	18,799	592,168
TOTAL											945,097	42,192,581	
GRAND TOTAL											1,734,465	60,902,531	

Standard & Poor's Industrial Average 116.1 113.6 +2.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings 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:

CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Etkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
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

Dick Hughes of WPIX: He's working on it, always

Dick Hughes spends most of his waking time working; not only at his office, where he keeps a fairly consistent 9:30 to 5:30 schedule, but before and after, too. At home he watches the 6 o'clock local news, the 7 o'clock network news, the 7:30 Public Broadcasting Service news, his own station's 10 o'clock news and competitors' 11 o'clock news and, sometimes, catches up on the half-dozen or so newspapers, dozen magazines and uncounted books that spill through his office and apartment, and from time to time he gets in "a little writing" as well.

"They're my product," he says of the newscasts, newspapers, magazines and books. "I have to keep up. These are what I work with."

The mill for which they are the grist has a proportionately large output. As chairman of the WPIX(TV) New York editorial board he writes and delivers at least three and often as many as five editorials a week, is responsible for six weekly public-affairs half-hours, three religious half-hours a week and one weekly adult-education half-hour and also writes, directs and produces four one-hour documentaries a year. Lest that leave him with time lying stagnant on his hands, he also oversees the operation of WPIX Inc.'s WICC(AM) Bridgeport, Conn., and three or four times a year he is likely to be found at a college somewhere, lecturing about television and radio and trying, in his words, "to offset negative feelings about broadcasting."

He is quick to point out that his preoccupation with his work is a matter of personal preference as well as professional necessity. "If someone asked me to describe my idea of the ideal job," he says, "I'd describe exactly what I'm doing here."

Dick Hughes has been closely identified with broadcasting for most, but not quite all, of his professional life. Born in Grand Rapids, Mich., he attended the University of Michigan for two years and then took a job as a space salesman for a publishers' representative in Detroit. His job: handling classified ads in foreign-language newspapers.

After two years of that, he had a chance to join the Simons-Michelson advertising agency in Detroit. He took it and has been in television ever since. "Television was just starting," he recalls. "They let me do some work in it, and I wound up producing and directing musical shows for a local prewery." He also wound up as the agency's director of radio and television.

He left to found WQRS-FM Detroit, billed as Michigan's first fine-arts station. "It was a huge, huge artistic success and a ter-



Richard Norman Hughes—senior vice president, director, WPIX Inc., New York; b. March 1, 1927, Grand Rapids, Mich.; attended University of Michigan, 1947-48; advertising space salesman, Detroit, 1948-50; director of radio and TV, Simons-Michelson agency, Detroit, 1950-60; founder, president and general manager, WQRS-FM Detroit, 1960-63; with WXYZ-TV Detroit in charge of promotion, later also of merchandising and community affairs activities, 1963-68; to WPIX Inc. in charge of sales development, 1968; in charge of public affairs programming and editorials, 1968 to present; elected vice president and member of board, 1969; senior vice president, 1972; m. Patricia Holden, 1964; two children by former marriage—Robin Paris Hughes, 21; Mrs. Amanda Haddad, 20.

rible, terrible financial failure," he reports. "But it was one of the most satisfying times of my life." He stayed with it for over three years as president and general manager, but FM hadn't yet developed a market and listener support could do little more than keep the station limping along. Finally his savings ran out and he sold, if that isn't too strong a word, his 75% interest to his partner for \$600.

Needing a job, he turned to a friend, John Pival, then president of ABC's WXYZ-TV Detroit. "He said he had two jobs. The first one he mentioned was promotion manager. I said, 'I'm your guy.' If I'd waited, he would have said the other job was news director—and I would have said 'I'm your guy' to that, too. But I couldn't take a chance: I was afraid to turn down the first job he mentioned because he might think I didn't really need a job."

Though he started in promotion, he soon added merchandising and community affairs to his portfolio. One of his more notable contributions in the sales promotion line was a major retail presentation for the J.L. Hudson department store, which compared TV and newspaper advertising results and took the then relatively new approach of proposing that Hudson

buy time on all three Detroit TV stations, not on just WXYZ-TV alone.

These were pivotal because they helped bring his work to the attention of ABC executives in New York—and, in time, of officials of WPIX, who hired him away from WXYZ-TV in 1968. He started there in sales development but again soon found his responsibilities broadened as the station was revising its public affairs activities and moved him into that area.

Then came the license-renewal ordeal, the protracted and in fact still unfinished FCC case involving Forum Communications' challenge to the WPIX license renewal application. WPIX won the latest round, but it's still not final, and Mr. Hughes is reluctant to talk about it for that reason. It seems fair to say, however, that his penchant for work must have come close to satiation during the drawn-out FCC hearings, when he was assisting in preparation and presentation of the WPIX defense on virtually a full-time basis, doing his regular WPIX work at night and on weekends.

Mr. Hughes notes that WPIX has been carrying editorials since 1969, when it became the third New York station to begin the practice. He writes and delivers up to five two-minute editorials a week on topics and positions defined by the WPIX editorial board under his chairmanship. Most weeks it turns out that there are three editorials, plus one editorial position occupied by outside comment or "feedback" and one by a reply to a station editorial.

Mr. Hughes has won the New York State Broadcasters award for outstanding editorials for six of the last seven years. He is also a past president of the National Broadcast Editorial Association. But he has no illusions about editorials and public affairs broadcasts being top ratings material. "They do not get large audiences in New York," he notes.

But he hastens to add that "if you could get 50,000 people to Yankee Stadium to hear a serious discussion of a community problem—say, New York's fiscal problems—it would make headlines everywhere. Yet 50,000 is substantially less than a one rating point." More than that, he continues, through repetition WPIX editorials, which are carried 28 times a week, reach a combined audience of a size to rival all but the very highest rated entertainment shows. Thus the editorials in one week scored a cumulative 21.3 rating, reaching an unduplicated audience of 1,467,000 homes, more than *The Jeffersons* or *Phyllis* or *Streets of San Francisco* or 52 other prime-time network shows that were among the 68 on the air that week.

On that basis, the audience merits look pretty good.

Suspension now

If broadcast debates between Gerald Ford and Jimmy Carter go forward as now planned in forums arranged by the League of Women Voters, but without repeal or suspension of the political broadcasting law, the certain fallout will be a profusion of litigation at the FCC and probably the courts. A third candidate, Eugene McCarthy, has already promised to file a fairness complaint. The magnitude of possibilities is suggested by last week's count of citizens who had registered with the Federal Election Commission as candidates for President: 160, not counting the Messrs. McCarthy, Carter and Ford.

It all sounded simple enough back in 1959 when Congress amended Section 315 to exempt broadcast journalism from the equal-time provision of the law. Just to be sure that broadcasters did not take the exemption as an invitation to indulge in grossly biased coverage, the legislators added the obligation "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." On that slight foundation has been built a fairness doctrine that in some respects is more obstructive to the practice of journalism than the equal-time law was.

What constitutes "reasonable opportunity" for Eugene McCarthy? If his answer differs from the broadcasters', as is almost sure to be the case, the FCC will have to mediate. From that case and the others that will inevitably follow will come a body of rulings adding up to something vaguer perhaps than equal time but no less nettlesome to broadcasters.

It should be evident even to the least sophisticated members of the Congress that the insertion of the fairness clause has largely frustrated the intentions of the 1959 amendment and that Section 315 ought to be suspended for presidential and vice presidential candidates. Those members who have studied the law and its effects on broadcast journalism—Senator William Proxmire (D-Wis.), in particular, have recognized that the section ought to be totally repealed. Chances are, however, that suspension is the most that is politically attainable now.

Broadcasters ought to persist in their appeals for suspension—with the stipulation that the League of Women Voters, which the Congress does not wish to offend, remain as a party to this year's joint appearances by the principal presidential candidates. Indeed the league has been the instrument for making debates the possibility they seem to be and deserves to share whatever credit is ultimately to be taken.

If the candidates are as willing to appear as they say they are, there should be no partisan opposition on the Hill to the 315 suspension that would clear up all the problems.

Possibilities

There is beginning to be talk in advertising circles about the creation of a fourth commercial television network. The talk may spring more from hope than from analysis. With the three existing networks sold out or nearly so, it has become a sellers' market. Buyers yearn for another competitor that might bring prices down.

Any venturer considering another network in the conventional model—interconnected affiliates with simultaneous broadcast capability—would have to start with a search for affiliates that could collectively deliver a national audience. It has only been in very recent years that the third network could find enough stations to be competitive with the other two. The search would be less easy for a fourth network.

There are, of course, alternatives that can supply large au-

diences if not the fully national coverage of ABC, CBS and NBC. Custom networks such as the Hughes Television Network and Corinthian's TVS provide specialized live programming. There are syndicated and bartered programs with wide exposure. The opportunities for national advertisers do not end with ABC, CBS and NBC.

Not to be ignored in discussions of national television is the Public Broadcasting Service which under its new president, Larry Grossman, a gung-ho product of commercial networking and the agency business, has declared its intention to become competitive in prime time (BROADCASTING, Aug. 30). PBS is not a primary advertising medium, but there are large and knowledgeable advertisers who perceive commercial values in underwriting PBS programs for air credits and associated promotion. Under Mr. Grossman the advertising opportunities on what was originally devised as a noncommercial system will by no means decline. But that is a subject for another editorial.

Enough already

Now comes the House Ethics Committee with a request for another \$100,000 to "complete" its assigned job to finger the culprit who leaked the CIA report to CBS's hard-driving reporter, Daniel Schorr, now on leave with pay.

Whether the 5-2 vote of the Flynt committee is a device to force the House itself to vote on an issue nobody really seems to want to resolve is academic. The committee could have helped itself to \$100,000 from the House contingency fund if it really wanted to go through with a showdown it foolishly set up when it issued a subpoena for Mr. Schorr (BROADCASTING, Aug. 30). That scenario could end only with Mr. Schorr's fulfilling his promise to refuse to identify his source, the House faced with action on a contempt citation, and the source of the leak still unknown.

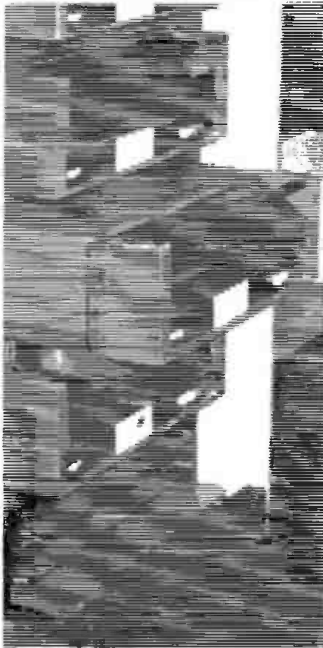
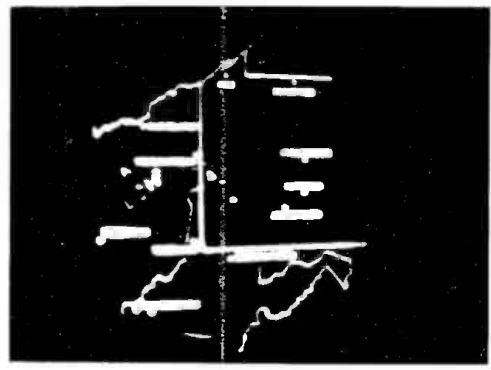
The leak came from within government. Someone violated an official confidence. It would be a remarkable corruption of justice if for that violation by a civil servant a broadcast journalist went to jail.

For Mr. Schorr chalk up another scoop. Whether he acted properly when he passed along the CIA text to the *Village Voice* is an issue to be decided privately between him and CBS.



Drawn for BROADCASTING by Jack Schmidt

"Now do you know what I mean when I say our new DJ lacks charisma?"



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WSOC TV-AM-FM
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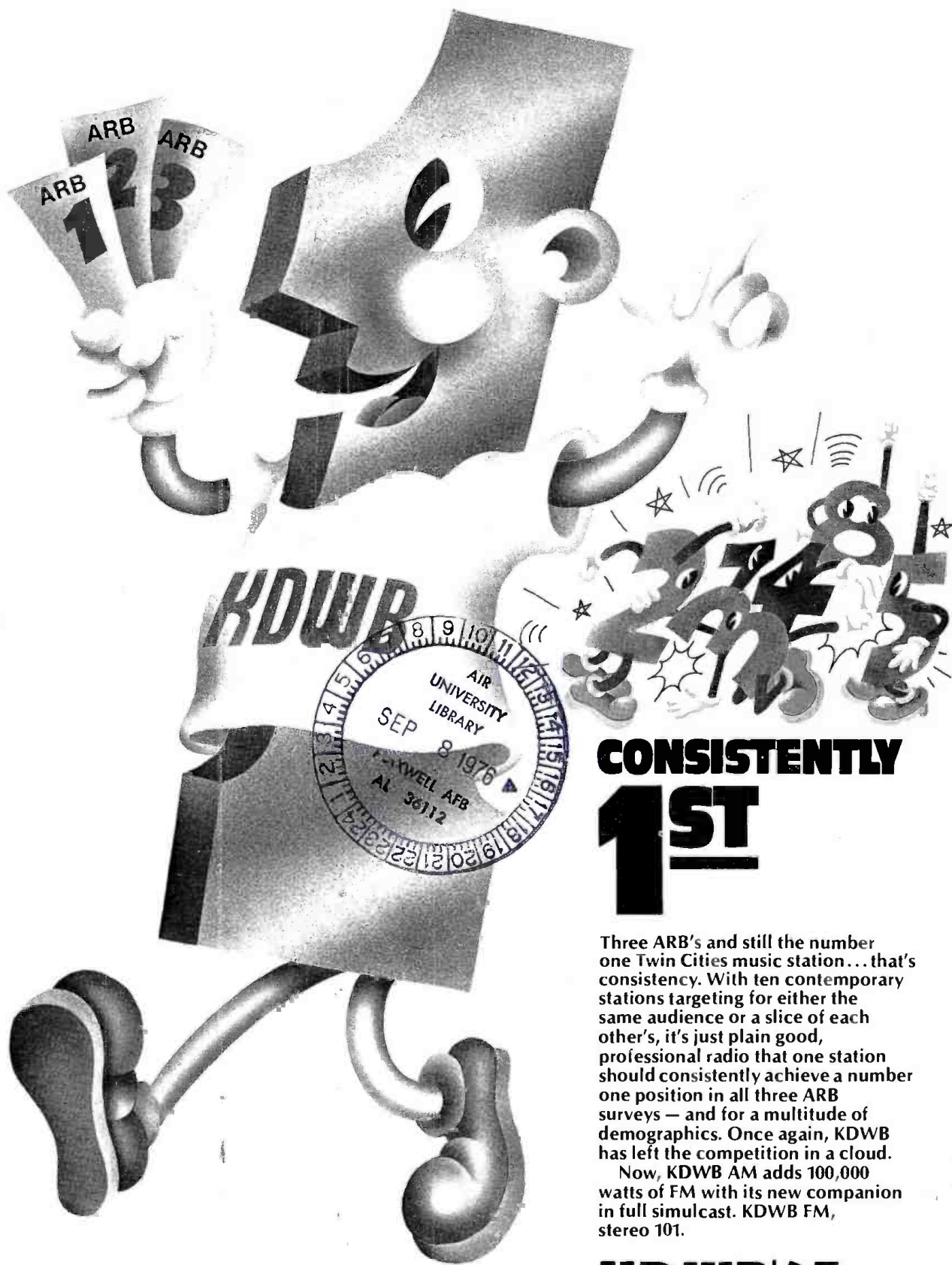
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KFI, KOST-FM
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AQH/MSA, Mon-Sun., 6AM-Midnight.