

**Mr. Wiley gets ready for his stretch run  
with a back-up-to-strength FCC**

# Broadcasting Sep 13

The newswEEKly of broadcasting and allied arts

Our 45th Year 1976

**NEWSPAPER**



## **Bud Grant. A winning coach with a winning team.**

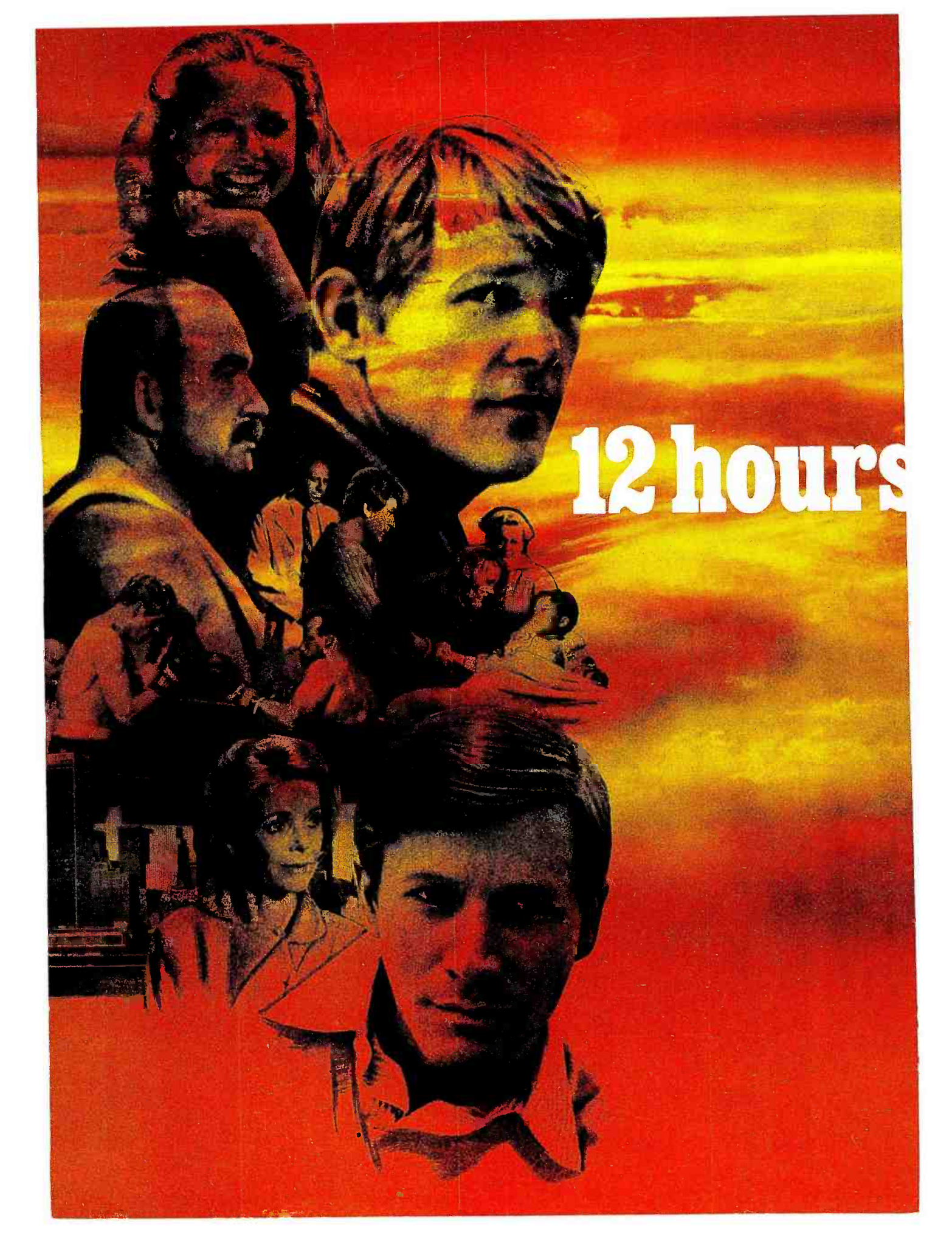
The Bud Grant Show on KSTP-TV/Vikingsland is just one example of the unique local programming, leadership and service to the public by the team of Hubbard Broadcasting stations across our great land. The Eyewitness News dominance by KSTP-TV and KOB-TV/Albuquerque and the award-winning Information 44 and Forum 44 on WTOG-TV/Tampa-St. Petersburg are other ways the Hubbard team excels in service to the public. So, for media strategies that really score, choose the winning ways of the Hubbard Broadcasting team, now with more than 50 years of broadcast leadership.

# Hubbard Broadcasting

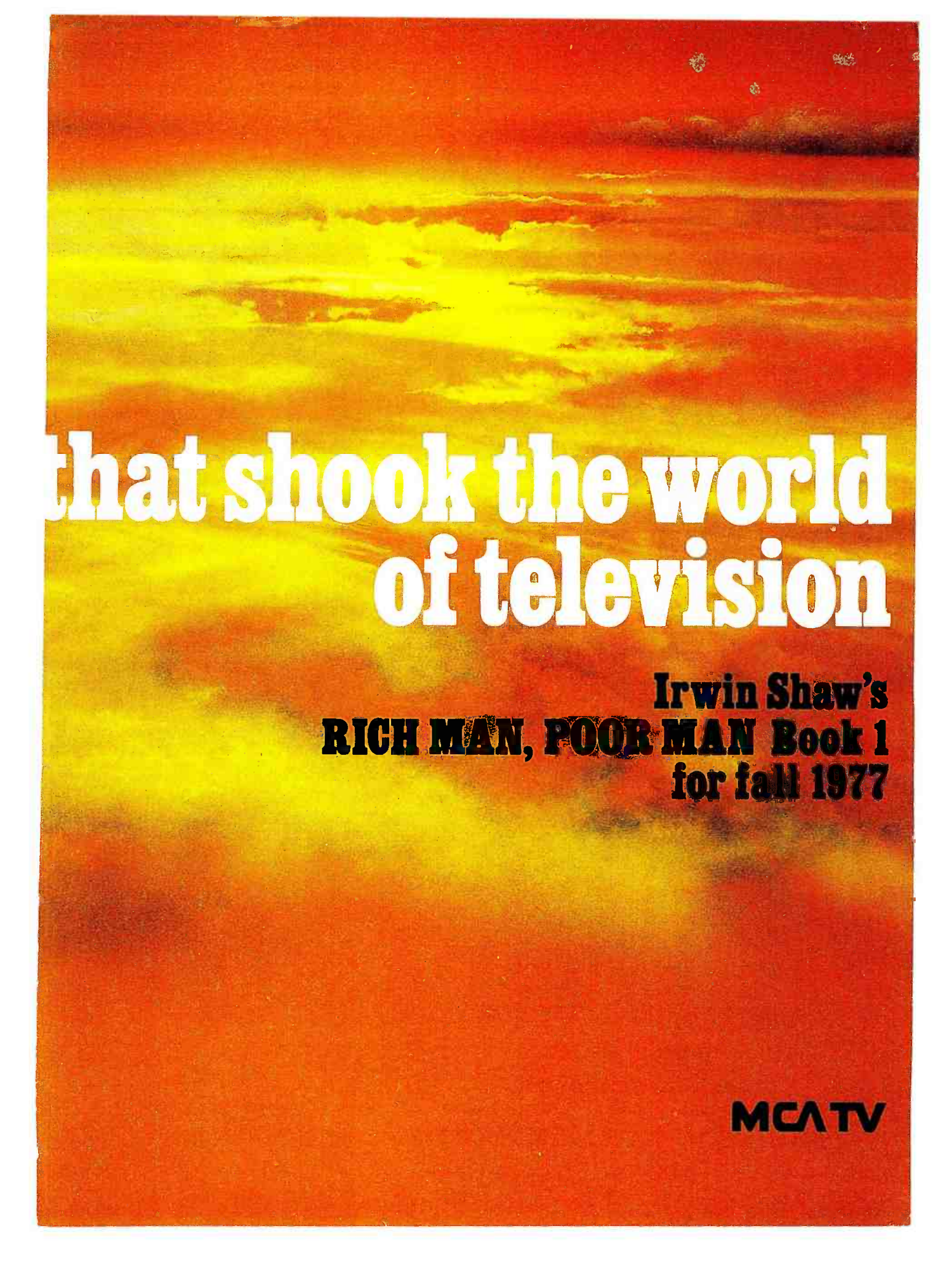
INC.

|                                            |                                            |                                            |                              |                              |                              |                                            |                                      |
|--------------------------------------------|--------------------------------------------|--------------------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------------------|--------------------------------------|
| <b>KSTP-TV</b><br>Minneapolis-<br>St. Paul | <b>KSTP-AM</b><br>Minneapolis-<br>St. Paul | <b>KSTP-FM</b><br>Minneapolis-<br>St. Paul | <b>KOB-TV</b><br>Albuquerque | <b>KOB-AM</b><br>Albuquerque | <b>KOB-FM</b><br>Albuquerque | <b>WTOG-TV</b><br>Tampa-<br>St. Petersburg | <b>WGTO-AM</b><br>Cypress<br>Gardens |
|--------------------------------------------|--------------------------------------------|--------------------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------------------|--------------------------------------|

36112LIBRA B51  
A U LIRARY  
US AIR FORCE  
SERIAL ACQ SECTION  
MONTGOMRY AL 36112

A movie poster for the film '12 hours'. The background is a vibrant sunset or sunrise with horizontal bands of orange, yellow, and red. Overlaid on this background is a collage of several faces. In the upper left, a woman with blonde hair is smiling. Below her is a man with a beard and mustache, looking to the left. In the center, a young boy with light brown hair is looking slightly to the right. Below him, a man with dark hair is looking directly at the camera. To the left of the man at the bottom, a woman with dark hair is looking towards the camera. In the background, there are smaller, faint images of other people, including a man in a suit and a woman in a red dress. The title '12 hours' is written in a large, white, sans-serif font on the right side of the poster.

# 12 hours



# that shook the world of television

**Irwin Shaw's  
RICH MAN, POOR MAN Book 1  
for fall 1977**

**MCA TV**

# **There's never been a #1 like this #1**

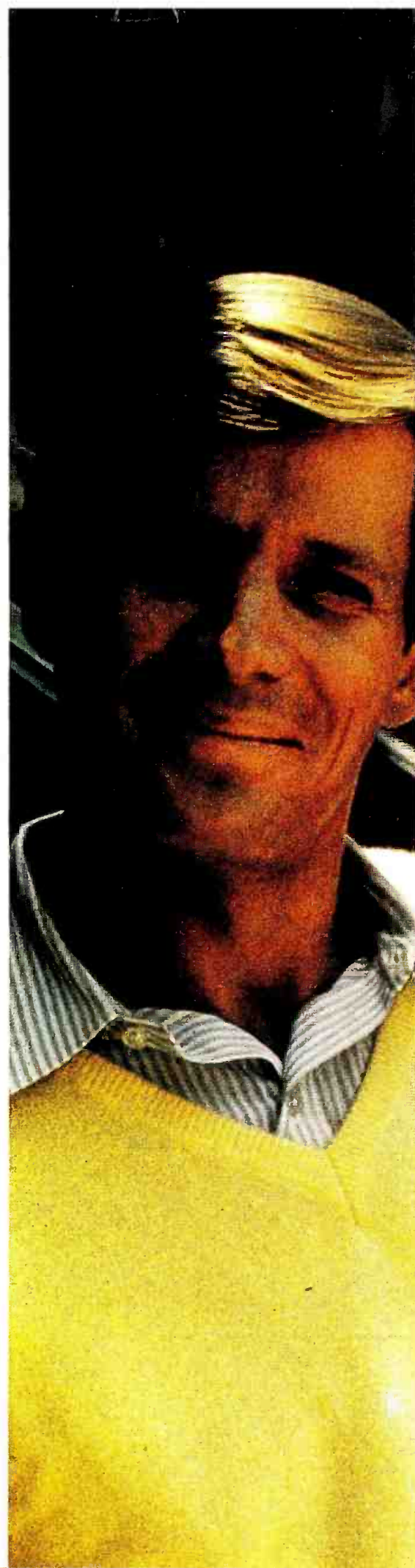
**Instantly captured  
the American public to  
become the #1  
show in television!**

**Seized and held  
the most 18-49 women  
in all tv history,  
market after market!**

**Immediately soared  
to the very top  
of the TVQ charts!**

**Bought by the ABC O&O's  
to program as  
blockbuster movies!**

**RICH MAN, POOR MAN Book I**

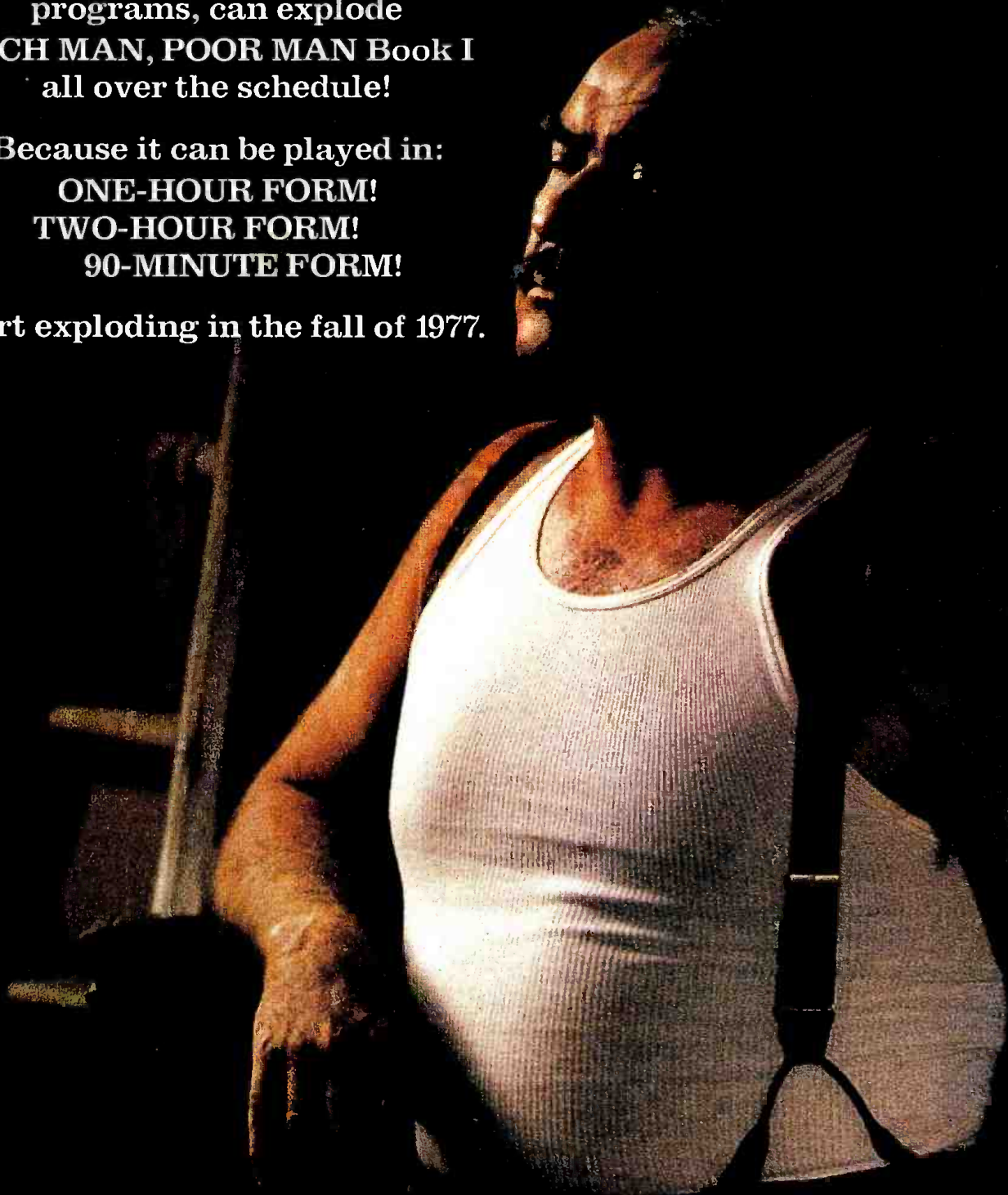




Any station, no matter how it  
programs, can explode  
**RICH MAN, POOR MAN Book I**  
all over the schedule!

Because it can be played in:  
**ONE-HOUR FORM!**  
**TWO-HOUR FORM!**  
**90-MINUTE FORM!**

Start exploding in the fall of 1977.



**MCA TV**

# The Week in Brief

**CARTER CAMPAIGN CHEMISTRY** □ Gerald Rafshoon, Jimmy Carter's media and advertising adviser, explains his unusual—and successful—campaign strategy of using five-minute blocks of TV time with 30- and 60-second radio spots edited from the television copy. **PAGE 12.**

**WILEY DROPS ONE ON DROP-INS** □ The FCC chairman uses IRTS forum to predict that some short-spaced TV assignments will be made, economic considerations aside. And he outlines another of his busy agendas for the year ahead at the commission. **PAGE 20.**

**WHITE, FOGARTY CONFIRMED** □ Switch of terms on FCC will restore the commission to its full complement. Here's another look at the two new members. **PAGE 23.**

**TIME AND PLACE** □ Great Debates II are approaching rapidly—the first is next week—and preparations are proceeding accordingly. But only a few details had been worked out by last week including the location, a 19th century theater in Philadelphia, and a possibility of pooled camera coverage by the networks. **PAGE 26.**

**DEBATE MONKEY WRENCHES** □ American Party, McCarthy file separate suits to block the Ford-Carter confrontation on TV. Meanwhile, RTNDA asks FCC to expedite its plea for review of a staff ruling on the WILM case involving delayed coverage. **PAGE 26.**

**LEFT OUT?** □ In a fairness complaint filed with the FCC, the American Security Council Education Foundation claims that CBS practices "advocacy journalism" by not covering views that the U.S. should beef up its military strength. **PAGE 28.**

**JUGGLING ACT** □ After carefully planning the opening schedule of the new season, the networks go back to the drawing boards for Sept. 23. **PAGE 31.**

**PARENTAL GUIDANCE SUGGESTED** □ ABC-TV's Elton Rule talks about his network's guidelines for children's programming and says parents must take greater responsibility for what their children watch. **PAGE 32.**

**AD ETHICS** □ Banking industry adopts advertising guidelines covering offers of premiums and "free" services most easily misinterpreted by public. **PAGE 35.**

**THERE WERE SOME CHANGES MADE** □ Pole-attachment

bill comes out of mark-up session without the provision that the FCC or states could require utilities to give space on poles to cable. **PAGE 42.**

**TOO FAST ON CB** □ Association of Maximum Service Telecasters asks FCC to reconsider its order to add 17 new citizen-band channels, contending commission had not adequately considered measures to protect TV from interference. **PAGE 44.**

**SPECTRUM MANAGEMENT** □ Report urges FCC to broaden its concerns in that area by getting into economic considerations, instead of just engineering and legal criteria. Chief Engineer's Office study proposes new, three-ply approach. **PAGE 44.**

**COX LOOKS AT FM** □ There's no way but up for the medium, says Clifford M. Kirtland Jr., president of the Atlanta-based group organization. Speaking today at IBFM, he will present a comprehensive report on the past, present and glowing future of FM. **PAGE 49.**

**FAIRNESS SUSPENSION** □ Justice, commenting on draft bill of OTR, indicates it would favor removal of all FCC regulation of program content. It would also go along with test lifting of doctrine in top-10 markets. **PAGE 54.**

**ON THE NAB CIRCUIT** □ Association announces its line-up for the seven fall regional meetings and there will be something for everyone. **PAGE 56.**

**NRBA'S MAGNET** □ Record numbers are being attracted to its convention in San Francisco next week. The numbers: 2,000 delegates and guests, 95 equipment exhibits, 50 hospitality suites, 21 workshop sessions. **PAGE 69.**

**SHUTOUT BY SHUTDOWN** □ Now that the Doh Burden stations have gone off the air, BROADCASTING looks at the effects on the 100 employees and the communities of the five outlets silenced by the FCC. Also, there is a line of new applicants for the deleted facilities forming at the commission. **PAGE 66.**

**UNFLAPPABLE HARTENBERGER** □ Ready for the FCC's oral argument on crossownership rulemaking next Friday is its meticulous and thorough general counsel. He's Dr. Werner Hartenberger, called a Wiley man, yet different from his predecessors. He's also known as a man who has yet to fall on his face. **PAGE 89.**

|                           |                          |    |                       |    |                      |    |
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The Carolinas Made History in America's Formative Years

# The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

Fort Hill, on the campus of Clemson University, memorializes John C. Calhoun, towering South Carolina political philosopher and one of America's most dedicated statesmen. Home of Mr. Calhoun for the last 25 years of his life, Fort Hill was part of a 1100-acre plantation which became the Clemson campus thanks to the generosity and foresight of Mr. Calhoun's son-in-law, Thomas G. Clemson.

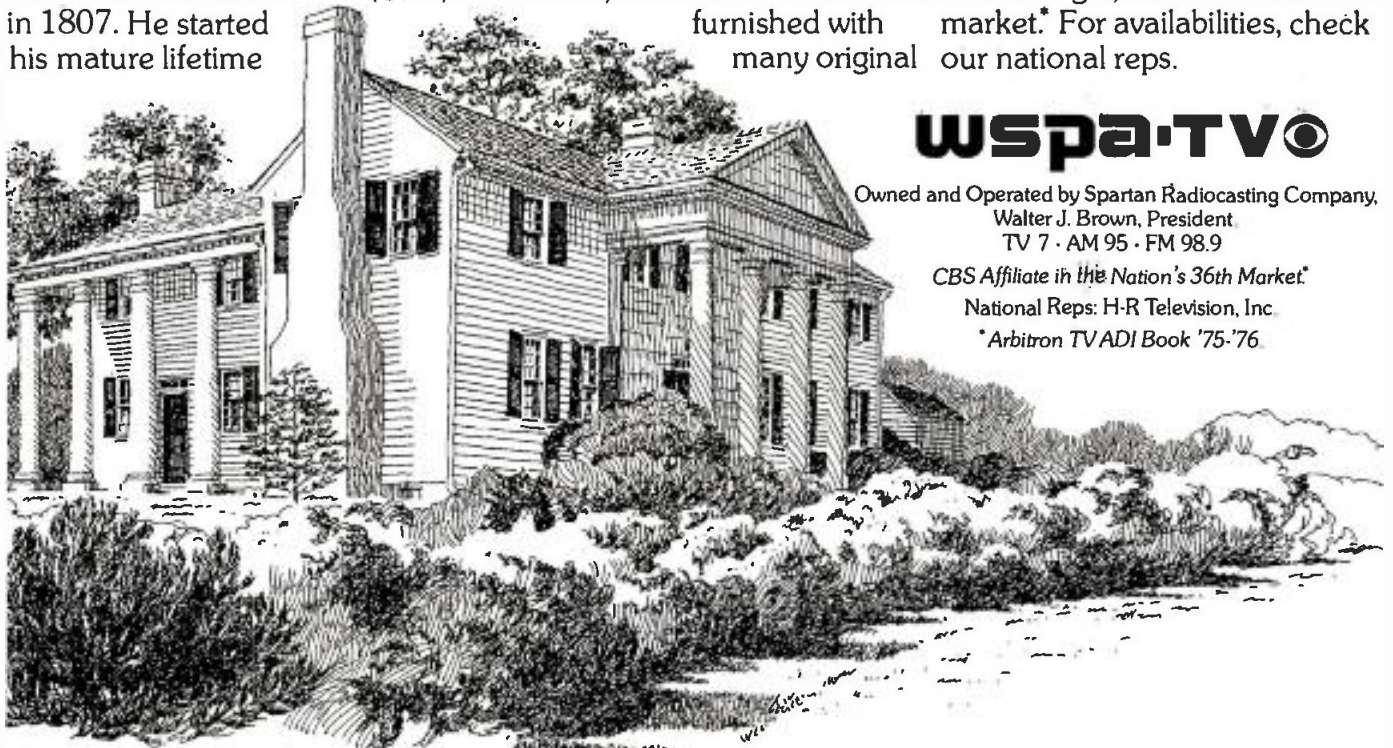
John C. Calhoun (Yale, 1804) began practice of law in his native Abbeville district (S.C.) in 1807. He started his mature lifetime

of public service in the state legislature in 1808, was elected to the U.S. House of Representatives in 1811, became Secretary of War in Monroe's cabinet, Vice President in the administration of John Quincy Adams and in Andrew Jackson's first term, U.S. Senator in 1832, President Tyler's Secretary of State in 1844, and returned to the Senate in 1845 where he served until his death in 1850 at the age of 68.

Fort Hill, a handsome historic showplace which is open to visitors, has been restored and furnished with many original

family heirlooms, largely through the devoted efforts of the South Carolina Daughters of the Confederacy.

Originally an agricultural college, Clemson has developed into a scientific, technological and liberal arts university providing teaching and research of outstanding quality. It is 47 miles from WSPA-TV's Hogback Mountain transmitter and part of our Area of Dominant Influence, 481,800 TV households\* in 31 counties in the Carolinas and Georgia, the nation's 36th market.\* For availabilities, check our national reps.



## WSPA-TV

Owned and Operated by Spartan Radiocasting Company,  
Walter J. Brown, President  
TV 7 • AM 95 • FM 98.9

CBS Affiliate in the Nation's 36th Market\*

National Reps: H-R Television, Inc.

\* Arbitron TV ADI Book '75-'76

# Closed Circuit®

Insider report: behind the scene, before the fact

## Point spreads

Each network TV rating point in prime-time season that opens next week will be worth 712,000 homes, according to estimates that Nielsen has sent to networks. Nielsen now puts total of U.S. homes at 71.2 million. That's up 2.3% from last season's 69.6 million but down marginally from earlier but tentative estimate that 1976-77 base would be 71.4 million.

## Hanging judges

FCC, operating under chairman who has called for new ethic in broadcasting, is racking up record number of death penalties in going after what Chairman Richard E. Wiley calls "bad actors" in broadcasting. Some 100 licenses and permits were stripped from broadcasters in first 38 years of FCC's existence. Preliminary count last week indicated more than 20 were taken from broadcasters in last two years. Of course, largest part of that score was made in two actions—one taking nine licenses from Alabama Educational Television Commission and another taking five away from Don Burden (see page 66).

## Uninvited

Among those missing at what's expected to be record-breaking annual convention of National Radio Broadcasters Association in San Francisco Sept. 19-22 will be officials of National Association of Broadcasters. Reason: No one was asked. But it wouldn't be surprising if NRBA brass is invited to NAB's annual convention in Washington next March 27-30, just as NAB's arch enemy in regulatory and legislative lobbying, National Cable Television Association, and NAB observe amenities in exchanging top-echelon invitations to their annual gatherings.

Although some broadcasters are members of both NAB and NRBA, only one serves on boards of both: Carl V. Venters Jr., president and general manager of WPTF(AM)-WQDR(FM) Raleigh, N.C.

## Counterscheduling

CBS-TV is taking its affiliates' prime-access half hour tonight (Sept. 13) but creating five full minutes of commercial time and giving all of them to stations to sell to local advertisers. There's very little precedent for such network beneficence, but industry sources say CBS moved theatrical film, "Chitty Chitty Bang Bang," up from 8 p.m., NYT, to 7:30 p.m.

to bridge *Inside Television: ABC '76* (8-9 p.m.), one-shot fall preview of ABC's new prime-time shows. Good rating by that fall-preview show, said one CBS source, could attract viewers to ABC's personalities and end up hurting CBS for more than just that night.

NBC sources say NBC has no plan to give affiliates commercial minutes in special *Gemini Man* premiere telecast (Thursday, Sept. 23, 7:30-8:30 p.m.), which was moved into station time because of Ford-Carter debate that night.

## Up and up

One of nation's leading reps, Katz Television, is reported to have briefed its client stations on spot TV projections for 1977 and come up with 12% to 15% boost over 1976. Katz estimates 1976 will wind up with 33% increase for spot TV over 1975. Reasons for Katz's continuing enthusiasm for 1977: Post-presidential-election years tend to be bullish; network TV business for first six months is well ahead of 1976; new product introductions are expected to be numerous in 1976.

## Search narrowing?

New name figured in speculation last week over choice of vice president for television in executive changes at National Association of Broadcasters. It's that of Thomas J. Swafford, who resigned as CBS-TV vice president in charge of program practices two months ago (BROADCASTING, July 5). Mr. Swafford managed CBS-owned stations and for while owned and operated station of his own before being named to head CBS-TV program practices.

## Round number

There's quiet celebration at AP Radio on signing of 400th AP Audio subscriber since inauguration of voice service Oct. 4, 1974. KGBS(AM) Los Angeles, owned by Storer Broadcasting Co., is number 400. AP Radio has total of 3,700 subscribers.

## Mestre rides again

Goar Mestre, Cuba's foremost radio-TV station owner in pre-Castro era, is in United States launching third career—in program syndication. Armed with animated series directed mainly at children's audiences, he called on networks and major syndicators in New York during last fortnight and expects to close transaction shortly. Included are 220 two-minute educationally oriented cartoons plus 33 half hours, topped with one-hour special that entailed services of

105 artists. English soundtrack will be dubbed in Argentine-made product.

Second career was begun by Mr. Mestre in Buenos Aires, where he now resides with his wife, Alicia, an Argentine, who received original grant of channel 13 there, with both CBS and Time Inc., backing. Mestres acquired 78%, buying out U.S. partners, but in 1974 Eva Peron, then Argentine president, seized both channel 13 and Proartel, programming company serving network in Argentina's major markets. Military junta that took over from Mrs. Peron last March is amicably negotiating with Mr. Mestre for return of Proartel or for compensatory payment. Litigation seeks \$7 million as value of Proartel, plus \$3 million for channel 13 physical equipment.

## Fidgeting over format

FCC is expected to consider shortly another format-change case, that involving Riverside Church's proposed sale of WRVR(FM) New York to Sonderling Broadcasting Co. Staff is understood to have prepared item that would reject petition to deny filed by Citizens Committee to Save Jazz Radio, and approve \$2.3-million sale. Committee contends Sonderling plans to abandon jazz format for rock; Sonderling says substantial amount of jazz would continue to be broadcast.

However, action on item has been postponed several times, as commission attorneys examine it in light of court opinions on format-change cases. Commission has issued statement asserting such changes are best left to licensee discretion (BROADCASTING, Aug. 2), but until validity of that statement is tested in court, commission has said it will follow law as courts so far have read it.

## Help from Hill

Now that comments and replies have been filed at FCC, cable groups are hoping that congressional interest will prompt commission to take swift action on petition by Community Antenna Television Association to allow use of small-dish receive-only earth stations (BROADCASTING, July 5). Cable operators have advised House Communications Subcommittee of their position that nine-meter minimum standard is excessive, and they want subject discussed when FCC Chairman Richard E. Wiley and other commissioners appear before subcommittee Sept. 22. Commission testimony, originally scheduled during cable hearings last month, has twice been postponed.

# Business Briefly

**Canon U.S.A.** □ American subsidiary of Japanese camera manufacturer is preparing what it believes to be "most intensive" TV advertising campaign for 35mm single-lens reflex camera, using both network and spot TV for its new Canon AE-1. TV commercials feature tennis star John Newcomb (shown with



Keigi Nagata, advertising manager for Canon U.S.A.) and will be carried on all networks in programs including *Emergency*, *Van Dyke & Co.*, *Chico and the Man*, *Carol Burnett Show* and *Good Times*. Spot TV will be taped in New York, Chicago and Los Angeles. Grey Advertising, New York, is focusing on men and women, 18-54.

**United Airlines** □ United Airlines is pouring about \$6 million into advertising in fourth quarter of 1976, of which \$4.5 million will be in broadcast to appeal primarily to business traveler who is best customer in fall and winter months. Umbrella theme of campaign is "You're the Boss" and commercials spotlight these features: increased luggage space, spaciousness of planes, in-flight entertainment including programs of Summer Olympics from ABC and *60 Minutes* from CBS, and specially prepared meals. Network will be given almost \$1.7 million, spot TV, \$2 million, and spot radio, almost \$600,000. Campaign set to start later this month on ABC-TV's *Monday Night Football* and college football, and on NBC-TV's *Today* and *Tonight*. Spot TV and spot radio will be in waves of three two-week flights extending to end of year, with TV markets totaling 18 and radio nine. Grey Advertising, New York, is seeking to pinpoint upscale audience of men, 35-49.

**Burger King** □ Miami-based fast-food restaurant chain has chosen J. Walter Thompson, New York, is agency, replacing BBDO, New York, on account that bills estimated \$25 million. TV and radio account will be about \$22 million.

Finalists in competition for account, in addition to JWT, were Grey Advertising; Carl Ally; Wells, Rich, Greene and Ted Bates, all New York. Thompson earlier this year lost two smaller fast-food clients—Shakey's Pizza and Red Barn Systems—while failing to land Pizza Hut. J. Walter Thompson has acquired about \$40 million in added billings this year to date.

**RCA** □ Distributor and Special Products Division is launching fourth-quarter effort in behalf of RCA's line of CB radios with about \$2.7 million in advertising, largely in TV network sports programs, and including spot TV. Advertising accents theme: "RCA CB Co-Pilot—Now You're Talking!" Campaign begins on Oct. 12 and continues through early 1977. Al Paul Lefton, Philadelphia, is aiming commercials toward men, 21-49.

**General Foods** □ Sanka coffee, regular and instant, will be subject of 13-week campaign in long list of markets, beginning Oct. 4. Prime-time TV 30's are geared to women, 25-54. Ogilvy & Mather, New York, is agency.

**Chesebrough Ponds** □ Vaseline gets 10-week try-out in number of markets beginning Sept. 27. TV fringe 30's are geared to men and women, 18-49. William Esty, New York, is agency.

**Faygo** □ Two campaigns are being arranged by soft drink firm to run for five weeks, starting in late September, and for one week in mid-November. Spot TV will be used in 20 markets and spot radio in six markets. McCaffrey & McCall, New York, is concentrating on time periods to reach children, 2-11, and women, 18-49.

**Eastern** □ Airline company's newest radio spot will make its debut in multimarket flight beginning Nov. 8 for three weeks. Markets include New York, Boston, Washington, Baltimore, Cleveland, Philadelphia and Pittsburgh. There are two spots, one aimed at men, 35-49, and other at men, 25-34.

**Swift** □ Brown 'N Serve products will get month-long push in number of markets beginning Oct. 4 with fringe TV 30's. Target audience is women, 25-54. William Esty, New York, is agency.

**TreeSweet Products** □ Santa Ana, Calif., processor and marketer of citrus juices and other drinks, will spend \$3 million in advertising next year, according to Botsford Ketchum Inc., San Francisco, which has been appointed agency. O.J. Simpson will be TreeSweet spokesman in advertising for TreeSweet, division of DiGiorgio Corp., San Francisco.

**Ace Hardware** □ Company, through D'Arcy-MacManus & Masius, is planning number of concurrent radio spots, starting with multi-week campaigns, beginning Sept. 29 in Detroit, Houston, Milwaukee and St. Louis. One week later, company starts four-week flights in Atlanta and San Francisco. In addition, same spot gets three-week try in New Orleans on Oct. 16 and one-week campaign in Dallas-Fort Worth on Dec. 1. Demographic target is men, 25-49.

**Peter Paul** □ Company's Whistle Pop lollipop continues on roll-out via spot-TV support and expects to be in 70% of country by end of year. New flight on spot TV is set to begin in early October for

## BAR reports television-network sales as of Aug. 29

ABC \$573,584,100 (32.2%) □ CBS \$620,317,500 (34.8%) □ NBC \$589,210,700 (33.0%)

| Day parts                        | Total minutes week ended Aug. 29 | Total dollars week ended Aug. 29 | 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                              | \$ 653,500                       | 4,747              | \$ 23,840,600                   | \$ 21,931,100                   | + 8.7              |
| Monday-Friday 10 a.m.-6 p.m.     | 1,012                            | 10,469,100                       | 34,622             | 399,209,500                     | 335,351,000                     | +19.0              |
| Saturday-Sunday Sign-on-6 p.m.   | 283                              | 4,034,600                        | 10,362             | 192,388,600                     | 141,907,900                     | +35.5              |
| Monday-Saturday 6 p.m.-7:30 p.m. | 101                              | 2,352,800                        | 3,527              | 97,230,400                      | 78,840,100                      | +23.3              |
| Sunday 6 p.m.-7:30 p.m.          | 20                               | 643,000                          | 734                | 28,978,500                      | 11,816,700                      | +145.2             |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 426                              | 22,250,800                       | 14,441             | 911,935,700                     | 818,005,800                     | +11.4              |
| Monday-Sunday 11 p.m.-Sign-off   | 210                              | 3,892,600                        | 6,926              | 129,529,000                     | 106,885,700                     | +21.1              |
| <b>Total</b>                     | <b>2,201</b>                     | <b>\$44,296,400</b>              | <b>75,359</b>      | <b>\$1,783,112,300</b>          | <b>\$1,476,028,500</b>          | <b>+20.8</b>       |

Source: Broadcast Advertisers Reports

either four or six weeks, depending on market. Wilson, Haight & Welch, Hartford, Conn., is buying periods popular to children, 2-11.

**Beatrice Foods** □ Company's Rosarita Mexican-foods division, through Dailey & Associates, Los Angeles, has scheduled three-week spot-radio campaign to kick off Oct. 4. Buy is mostly regional—markets include San Francisco, Seattle, Phoenix, Portland, Ore., and Tucson, Ariz. Dailey & Associates are targeting women, 25-49, as desired audience.

**Burlington** □ Panty hose will get four-week run beginning Oct. 25 in number of markets, in TV daytime, fringe and prime-time 30's. Target is women, 25-54. Agency is AC&R Advertising, New York.

**Campbell Soup** □ Company's Pepperidge Farm products will benefit from late September two-week radio campaign. Markets include New York, Boston, St. Louis, Cincinnati and Cleveland. Agency, Needham Harper & Steers will buy time on radio stations that appeal mainly to women, 25-49.

**Miller Brewing** □ Company is readying major 10-week radio effort for Lowenbrau beer in southern United States, with focus on Miami and Tampa-St. Petersburg, Fla. Campaign begins on Oct. 11. Time buyer, Media Investment Service is aiming spots at men, 18-34.

**Regency Electronics** □ Various consumer products will be highlighted in spot-TV buy in substantial number of markets in two flights. First will be carried for three weeks, starting in mid-October, and second for two weeks, beginning in late November. Clinton E. Frank, Chicago, is zeroing in on men, 25 to 54, and adults, 25-54.

**Golden Bear** □ Major TV campaign after first of year is planned for Golden Bear Family Restaurants Inc., Mount Prospect, Ill., division of Montgomery Ward & Co. that operates 36 restaurants in Midwest and Cervantes chain in Chicago area. Cohen & Greenbaum, Chicago, is newly appointed agency for radio-TV.

**Star Brite** □ Miami manufacturer of car polish plans to place *Disco '77*, syndicated TV series, in more than 100 markets, beginning in January 1977. Thirty-minute show features such performers as K.C. and the Sunshine Band, Gwen McCrae and Natalie Cole and is being produced by Marcus Productions, Miami. Hank Meyer Associates, Miami, is handling.

**Kentucky Tourist Board** □ State of Kentucky's Department of Public Information and Tourism (through local agency, Brothers Advertising) has scheduled radio spots for one week, beginning Sept. 20. Markets are varied, and include Chicago, Cleveland, St. Louis,

#### Rep appointments

- WHYD(AM)-WCGQ(FM) Columbus, Ga.: Selcom Inc., New York.
- WGN(AM)-WAAV(FM) Wilmington, N.C.: Katz Radio, New York.
- KEZQ(FM) Little Rock, Ark.: Katz Radio, New York.
- Wvts(FM) Terre Haute, Ind.: Buckley Radio Sales, New York.

Indianapolis and Richmond, Va. Agency is targeting radio spots to adults.

**Tetley** □ Company's Mr. Automatic coffee brand is poised for two flights on spot TV this fall; first is set to run for three weeks, starting Sept. 20 and second for four weeks, starting Nov. 8. Product currently being advertised and marketed in New York, Philadelphia and Hartford, Conn. Hicks & Greist, New York, is directing its commercials toward women, 25-54.

**S&H** □ Green Stamps will be pitched in four-week campaign to start Nov. 8. TV 30's in daytime, fringe and prime time are geared to women, 18-49. SSC&B, New York, is agency.

**Estee Lauder** □ Various cosmetic products, in the Creative Make-Up Collection, will be advertised in pre-holiday flight on Nov. 25 for two weeks. Daytime, fringe and prime-time TV 30's are aiming for women, 25-64. AC&R

Advertising, New York, is agency.

**Venture Foods** □ New Country yogurt in several "natural" flavor combinations will get four-week pitch in number of markets, beginning Oct. 4. TV 30's in daytime and fringe time are geared to women, 18-49. Baron, Costello & Fine, New York, is agency.

**Pet Inc.** □ Heartland cereals will be given month-long push, Sept. 13 to Oct. 10, in 23 spot-TV markets. Fringe and daytime 30's are targeted to women, 25-54. Workshop West, Los Angeles, is agency.

**Beck's** □ Firm's beer is set for month-long try-out, beginning first week of November in combinations of fringe, prime, sports, news and prime-access times, all TV 10's. Men, 18-49, are prime targets; adults, 18-plus, secondary. Della Femina, Travisano & Partners, Los Angeles, is agency.

**Foodmaker** □ Company's Jack-in-the-Box hamburger-take-out chain (through Doyle Dane Bernbach, Los Angeles) has national spot-radio flight ready to go for four weeks, beginning Sept. 27. Markets include New York, Chicago, Baltimore, Boston, Denver, Detroit, Houston, Philadelphia, San Francisco and Washington. Adults, 18-49, are Doyle Dane's target, with some spots zeroing in on adults, 18-34.

#### Doubleday Media Offers:

## FORMAT CHALLENGE

A fulltime AM is available for sale in a large Southern market that previously held a highly rated position. Absentee owner allowed management to change the original winning program concept to a highly competitive contemporary format. The station lost audience and income.

This is a golden opportunity for a broadcast professional to reduce operational overhead and select a profitable programming niche in an excellent radio revenue market.

More unique is the pricing. Only \$30,000 down and the ability to assume \$488,000 in long term notes. This is a real bargain opportunity.

Call DAN HAYSLETT for more information at  
214/233-4334



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties  
13601 Preston Rd., Suite 417 W, Dallas 75240

# Monday Memo®

A broadcast advertising commentary from Gerald M. Rafshoon, president, Rafshoon Advertising, Atlanta

## Five minutes for Carter: no fooling with success

Quickly, some hard figures: We spent about \$2.3 million on the primary advertising campaign of Jimmy Carter. About 95% of this went toward broadcast. Of this figure, television took the bulk, 80%, with the remainder going toward radio. We spent approximately \$1 million in production and collateral.

But enough statistics. Of interest is what exactly we wanted to accomplish in our media. And, of course, how we did it.

The most significant day of the 1976 presidential campaign happened for me before the primaries even began.

It was in September 1975 in Manchester, N.H., five months before the nation's first primary. We had just finished our first major shooting effort of Jimmy on the campaign trail. Following the "bionic candidate," as he came to be known, was no easy task. His 18-hour, nonstop days have now become something of a legend among his followers. But those were still the good old days when there were no Secret Service agents, large crowds or omnipresent press watching our every move.

Today, we no longer have that luxury.

As hectic as the week was, we were quite satisfied with the amount of film that our cinematographer, Rod Goodwin, had shot and kept our fingers crossed that the dailies would come through for us.

The night before we were to return to Atlanta there was a state Democratic function in Manchester. Most of the candidates were there—Birch Bayh, Fred Harris, Morris Udall, Sargent Shriver and, of course, Jimmy Carter. Each was given his allotted five minutes to speak and I found each fairly impressive. But each lacked something, that intangible quality that leaves people with the didactic feeling that is the stuff of true statesmen.

All except Jimmy.

There was a time in this country—and a very good time it was—when people could instinctively sense the fine line that exists between quixotic rhetoric and committed, yet practical idealism. It was the time of the stump politician and later, the whistle-stopper. But modern technology has given us chroma-keyed candidates and, as a result, little opportunity to look one in the eye, face-to-face, warts and all.

So it was with particular interest that I scanned the audience when Jimmy Carter, a 17-hour day of campaigning behind him, took to the podium. And I say to you, in my obviously biased opinion, that what I saw was magic. Not by instantaneous bursts of applause reacting to the tailored message we have become so conditioned to, but by something else; something



After serving as advertising manager for Twentieth Century-Fox, New York, Gerald Rafshoon moved back to Atlanta in 1963 and opened his own agency, then a one-man, one-account operation. It will bill \$17 million in 1976. His association with Jimmy Carter began in 1966, when he offered his services for the candidate's then unsuccessful gubernatorial campaign. He stayed with Mr. Carter through the successful campaign of 1970 that won him the governor's mansion. When the governor left office in 1974, Mr. Rafshoon was instrumental in planning the presidential primary effort.

else—you couldn't put your finger on it because it somehow transcended through. But I can tell you that this Manchester audience saw something they had not expected. It came with the passing of each word, from one minute to two, then three, four and five.

I knew then that I had to get that something on television. I also knew that I wasn't going to do it in 30 or 60 seconds. So I suppose it was that moment when I decided to go with our five-minute format. I was sure that it was the only vehicle short of personally introducing Jimmy Carter to 113 million Americans that would reveal the depth of my candidate.

When I revealed the decision back at the agency, Charlene Carl, vice president and media director, thought it was a sound plan, saying that if we could hold viewers for the full five minutes we had probably won them. The writers on the Carter account, Susan Frazier, creative director, and Marc Schenker, were delighted, so accustomed were they to writing 30's and 60's, trying to cram an inordinate amount of information into an inordinate amount of time. Rod Goodwin, our film producer, was also happy, seeing the five minutes as an opportunity to develop the continuity that political advertising has so sorely lacked over the years. Jimmy Carter, the political heretic in a year of discontent, would be given more than the electronic glance over dinner; he would be given a forum.

And so we began to plan our television schedule. We produced four separate five-minute programs (some networks, for the sake of their rate cards, designate anything less than five minutes as a "spot"). The first was a biography of the candidate, designed to educate the public on "Jimmy Who?"; the second dealt with the issues of agriculture (a farmer can understand a farmer) and tax reform ("a disgrace to the human race"). The third was dedicated to the candidate's accomplishments as governor of Georgia and the fourth had Jimmy on his patio, talking about the issues, one after the other—the "talking head."

We put the same emphasis in our radio campaign. I've always viewed radio as the most misunderstood of media. A good bit of the conventional wisdom defines it as a "support" medium for television. I find this assumption lacking—at least in political advertising. You simply can't assume that any medium is going to reinforce another. You have to make it stand alone. I believe that anyone who heard our radio commercials understood this.

We avoided using scripts, instead choosing to edit down from the original film to 60-second spots. We spent about 10 hours a day for two straight weeks in the studio. Our goal was to get five minutes of TV information into 60 seconds of radio time. We started with nine basic spots and used most of them for the entire primary effort from New Hampshire to Ohio. The only change came in the individual states and primary dates. We added various spots along the way, tailored to a particular primary. But those nine commercials served us well throughout the campaign. And saved us a hell of a lot of money.

We've never liked fooling around with success. So the advertising for the general election will feature the same five-minute formats. You'll see Jimmy in the peanut field, on the campaign trail and behind the desk of his study, getting into a more serious discussion of what direction he feels the country should be heading. Our budget seems to be our only problem (you've heard that before). The new election laws leave no room for fat cats and their checks for \$50,000. We will have a total budget of \$21.8 million for the entire campaign, including staffing, travel, paperwork, etc. Of that, only about \$8-\$10 million will be used for advertising, including production. That would make a fine regional campaign, but we're going to have to use the same selective buying we did in the primaries—only to a greater extent. We only have about 20% of the budget that George McGovern had in 1972—in a losing effort.

It should be an interesting campaign. And with a candidate like Jimmy Carter, a very tiring one.

*An observation from CBS Radio...*

# IT'S FASHIONABLE FOR THE NATIONAL ADVERTISER TO BUY RADIO

It was only a year or two ago that the National Advertiser was *really* underutilizing radio as an advertising medium.

Maybe it was because it was too much trouble to buy—maybe because creative people would rather work on TV commercials—maybe because (strangely enough) it cost too *little*.

None of these things has anything to do with the effectiveness of radio as an advertising medium for the advertiser. We've always known that radio works—really works. The retailer certainly knows it. More than 70% of all radio advertising comes from retailers, and they are the toughest, the most demanding in terms of results of all advertisers. And they've got the best rating service of all—the cash register at the end of the day.

As far as National Advertisers are concerned, something has happened in the last year or so. They're buying more and more radio.

Maybe it was because of escalating prices in television and print that advertisers felt that they had to find a viable alternative. Or maybe it was just because they felt that in their own interest they should make greater use of the most efficient and effective advertising medium there is.

In any event, those of us in radio thank those advertisers who have been with us for a long time, and who are now increasing their radio budgets.

And we welcome those who have decided, for whatever reason, to get into radio.

Join the retailers. Go over to your cash registers and smile.

**CBS RADIO** 

■ indicates new or revised listing

## This week

**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.

## Also in September

**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 conven-

tion. 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 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, Gallatinburg.

**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. 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. 22-24**—*Minnesota Broadcasters Association* fall meeting. Radisson hotel, Duluth.

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

■ **Sept. 23-24**—Broadcasting symposium of *Washington section of Institute of Electrical and Electronics Engineers*. Washington hotel, Washington.

**Sept. 23-28**—*Videocom, International Market of Videocommunications* software/hardware exhibit. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, Merryl 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, Ill. 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. Panels: Equal employment (with representatives of EEOC and FCC), self-censorship, newsroom relations with PR community, and handling of personnel problems in newsrooms. John Salisbury, international president of RTNDA, will address luncheon session. Las Vegas.

**Sept. 26-28**—*Nebraska Broadcasters Association* convention. Vincent Wasilewski, National Association of Broadcasters president; John Salisbury, president, Radio-Television News Directors Association, FCC Commissioner Abbott Washburn and Russell Tornabene, NBC News vice president, 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.

## 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.

Continues on page 73

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Alexandria, MN  
WTAJ-TV  
Altoona, PA  
KAMR-TV  
Amarillo, TX  
WSB-TV  
Atlanta, GA  
WJBF-TV  
Augusta, GA  
KBAK-TV  
Bakersfield, CA  
WBAL-TV  
Baltimore, MD  
WLBZ-TV  
Bangor, ME  
WRBT-TV  
Baton Rouge, LA  
WUHQ-TV  
Battle Creek, MI  
KFDM-TV  
Beaumont, TX  
WICZ-TV  
Binghamton, NY  
WAPI-TV  
Birmingham, AL

WBKO-TV  
Bowling Green, KY  
WCYB-TV  
Bristol, TN  
KBTX-TV  
Bryan, TX  
WKBW-TV  
Buffalo, NY  
KNBC-TV  
Burbank, CA  
WEZF-TV  
Burlington, VT  
KCRG-TV  
Cedar Rapids, IA  
WICD-TV  
Champaign, IL  
WCCB-TV  
Charlotte, NC  
WRCB-TV  
Chattanooga, TN  
WLS-TV  
Chicago, IL  
WKRC-TV  
Cincinnati, OH  
WBOY-TV  
Clarksburg, WV  
WEWS-TV  
Cleveland, OH  
KOMU-TV  
Columbia, MO  
WIS-TV  
Columbia, SC

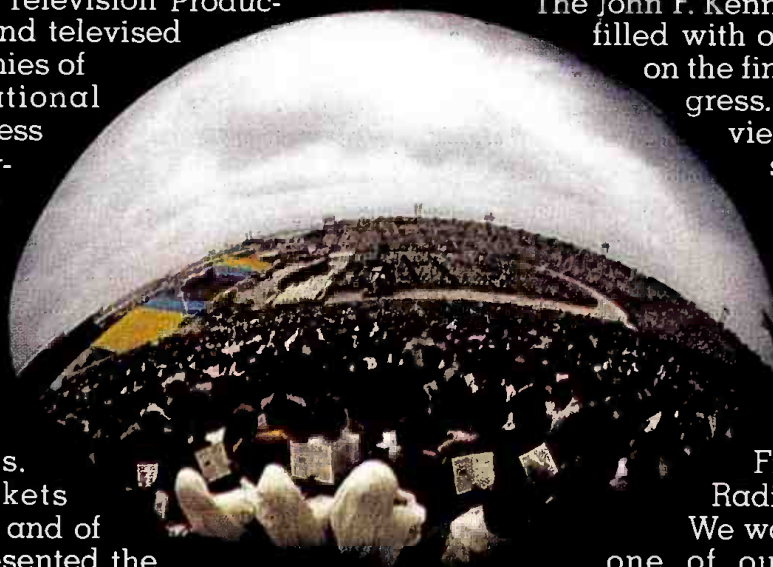
WTVN-TV  
Columbus, OH  
KIII-TV  
Corpus Christi, TX  
WOC-TV  
Davenport, IA  
WKEF-TV  
Dayton, OH  
KOA-TV  
Denver, CO  
KBJR-TV  
Duluth, MN  
WTVD  
Durham, NC  
WEEK-TV  
East Peoria, IL  
WEAU-TV  
Eau Claire, WI  
KTSM-TV  
El Paso, TX  
WICU-TV  
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Evansville, IN  
KTVE  
Fairbanks, AK  
WOWL-TV  
Florence, AL  
WPTA-TV  
Fort Wayne, IN  
KXAS-TV  
Fort Worth, TX

KFSN-TV  
Fresno, CA  
KUPK-TV  
Garden City, KS  
KLOE-TV  
Goodland, KS  
WBAY-TV  
Green Bay, WI  
WFMY-TV  
Greensboro, NC  
WHAG-TV  
Hagerstown, MD  
KAYS-TV  
Hays, KS  
KGMB-TV  
Honolulu, HI  
KTRK-TV  
Houston, TX  
WOWK-TV  
Huntington, WV  
WHNT-TV  
Huntsville, AL  
WTHR-TV  
Indianapolis, IN  
WILX-TV  
Jackson, MI  
WAPT-TV  
Jackson, MS  
WJXT-TV  
Jacksonville, FL  
KMBC-TV  
Kansas City, MO

KVEW-TV  
Kennewick, WA  
WATE-TV  
Knoxville, TN  
KATC-TV  
Lafayette, LA  
KGNS-TV  
Laredo, TX  
KLAS-TV  
Las Vegas, NV  
WLYH-TV  
Lebanon, PA  
WKYT-TV  
Lexington, KY  
KARK-TV  
Little Rock, AR  
WAVE-TV  
Louisville, KY  
WMTV  
Madison, WI  
WMC-TV  
Memphis, TN  
WPLG-TV  
Miami, FL  
WITI-TV  
Milwaukee, WI  
KSTP-TV  
Minneapolis, MN  
WALA-TV  
Mobile, AL  
KNOE-TV  
Monroe, LA

Capital Cities Television Productions produced and televised the final ceremonies of the 41st International Eucharistic Congress as a public service. 152 stations carried the program.

This incredible clearance of stations reached over 90 percent of U.S. television homes. The top 25 markets were all cleared, and of the top 100, 94 presented the program. Most stations aired the program live.



The John F. Kennedy Stadium was filled with over 100,000 people on the final day of The Congress. The telecast was viewed in countries such as: Brazil, Canada, Jordan, and New Zealand. It was carried also by the Armed Forces Television Network, Voice of America, Radio Free Europe, and Radio Liberty.

We want to thank every one of our fellow broadcasters for adding their time and effort to ours.

## **THE 41st INTERNATIONAL EUCHARISTIC CONGRESS HELD IN PHILADELPHIA, AUGUST 8th, 1976 WAS VIEWED BY OVER 10 MILLION PEOPLE.**

WCOV-TV  
Montgomery, AL  
WZTV  
Nashville, TN  
WCVB-TV  
Needham, MA  
WTNH-TV  
New Haven, CT  
WVUE-TV  
New Orleans, LA  
WABC-TV  
New York, NY  
WOAY-TV  
Oak Hill, WV  
KOSA-TV  
Odessa, TX  
KWTW  
Oklahoma City, OK  
WOWT-TV  
Omaha, NB  
WSWB-TV  
Orlando, FL  
WSPD-TV  
Paducah, KY  
WPVI-TV  
Philadelphia, PA  
KOOL-TV  
Phoenix, AZ  
WPGH-TV  
Pittsburgh, PA  
WTAE-TV  
Pittsburgh, PA

WCSH-TV  
Portland, ME  
WMTW-TV  
Portland, ME  
KGW-TV  
Portland, OR  
WAVY-TV  
Portsmouth, VA  
WJAR-TV  
Providence, RI  
KBYU-TV  
Provo, UT  
KOAA-TV  
Pueblo, CO  
WGEM-TV  
Quincy, IL  
KOTA-TV  
Rapid City, SD  
KRCR-TV  
Redding, CA  
WAEQ-TV  
Rhineland, WI  
WWBT-TV  
Richmond, VA  
WSLS-TV  
Roanoke, VA  
KTTC-TV  
Rochester, MN  
WOKR-TV  
Rochester, NY  
WREX-TV  
Rockford, IL

KXTV  
Sacramento, CA  
KTVI  
St. Louis, MO  
WLCY-TV  
St. Petersburg, FL  
KSBW-TV  
Salinas, CA  
KSL-TV  
Salt Lake City, UT  
KCTV  
San Angelo, TX  
KSAT-TV  
San Antonio, TX  
KCST-TV  
San Diego, CA  
KGO-TV  
San Francisco, CA  
KSBY-TV  
San Luis Obispo, CA  
KEYT-TV  
Santa Barbara, CA  
WDAU-TV  
Scranton, PA  
KING-TV  
Seattle, WA  
KTAL-TV  
Shreveport, LA

KCAU-TV  
Sioux City, IA  
KELO-TV  
Sioux Falls, SD  
WNDU-TV  
South Bend, IN  
KTHI-TV  
South Fargo, ND  
WXYZ-TV  
Southfield, MI  
KXLY-TV  
Spokane, WA  
WICS-TV  
Springfield, IL  
WWLP-TV  
Springfield, MA  
KMTC-TV  
Springfield, MO  
WHEN-TV  
Syracuse, NY  
WIII-TV  
Terre Haute, IN  
WSPD-TV  
Toledo, OH  
KTSB-TV  
Topeka, KS  
KOLD-TV  
Tucson, AZ

KTEW-TV  
Tulsa, OK  
WKTU  
Utica, NY  
KWTX-TV  
Waco, TX  
KNMT  
Walker, MN  
WMAL-TV  
Washington, DC  
WWNY-TV  
Watertown, NY  
WTRF-TV  
Wheeling, WV  
KAKE-TV  
Wichita, KS  
WWAY-TV  
Wilmington, NC  
WPTV  
West Palm Beach, FL  
KAPP-TV  
Yakima, WA  
WFMJ-TV  
Youngstown, OH

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## All U's

EDITOR: I read with great interest your article on the 1979 WARC [Aug. 16] and have a viewpoint which is as controversial now as it was 25 years ago. In the interest of better television and FM service, the VHF television band should be phased out over a period of some 15 years (in order to allow existing stations to amortize their existing investment in transmitting equipment), but the UHF band should be kept intact. Eliminating VHF television would equalize television service throughout the land and would give manufacturers a valid incentive to upgrade the quality of UHF tuners. The gradual conversion of the television service to UHF would not make obsolete present TV sets and would provide much more space for additional stations. Also, UHF is not prone to the sporadic E-type skip which plagues TV viewers of stations on channels 2-6 during the summer.

With proper receiver design (now technically feasible), the spacing between UHF channels assigned in the same community can be greatly reduced, enabling more potential applicants to set up TV stations—if they could get past the high cost of equipment and of program production.—*Philip E. Galasso, Iselin, N.J.*

## Something else

EDITOR: Lauren Colby's Aug. 23 "Open Mike" entitled "The Money Maker" caught me by surprise.

Where have you been, Mr. Colby? For years you AM boys have sat back laughing at we hard-working FM'ers. You laughed at stereo and said it wouldn't make a difference.

If FM is out in front of AM in a lot of markets, as the latest reports say, then there's no room for stereo AM.

I'm in favor of putting people to work—building AM-FM radios, not just stereo AM. If Congress would pass the all-channel bill before it, we would be able to put a whole bunch to work.—*William K. Hoisington, vice president-manager, WKYD(AM)-WQHQ(FM) Andalusia, Ala.*

(Mr. Colby, of the Association for AM Stereo, said approval of an AM stereo system would give the equipment business a shot in the arm.)

## Catching up

EDITOR: When I returned from a vacation this week, I caught up with your issue of Aug. 23 and was rather intrigued by the story on page 46, the headline for which read: "News: the 'new messiah' for TV as content gains ground over form."

The reality is that content in television news programs began to show up as a very critical element in studies we were doing 12 or 14 years ago, and the improvement

in content as well as the length of newscasts since that time overshadow every other reason for why people select television as their primary news medium.

The "handle" for writers who talk about consultants these days seems to be a great emphasis on cosmetics, and though I can't speak for any other consultant company, I can certainly speak for ours. Cosmetics are low on the list of requisites for a successful newscast. There's no question that they help if they create an atmosphere that makes the viewing pleasant, but what people have always turned to television news for is the news, and whether it's the people who present it, the atmosphere in which it is presented or the method of presentation, none of these will save the newscast unless it contains better news content than its competitors and is presented in a more intelligible, understandable fashion.—*Philip L. McHugh, president, McHugh & Hoffman, McLean, Va.*

## Fan mail

EDITOR: Being a former TV newscaster from the state of Georgia, I found the [Aug. 23] report [on local TV journalism] most gratifying and realistic. My congratulations to all those contributing for a job well done.—*Dawson Mathis (D-Ga.), U.S. House of Representatives.*

The [Aug. 23] articles pertaining to the Republican national convention coverage particularly caught my attention as I was a delegate and was able to experience, firsthand, the television coverage.—*Clarence J. Brown (R-Ohio), U.S. House of Representatives.*

EDITOR: I'm honored to be a stringer for BROADCASTING. It's still the best magazine on the industry there is.—*Richard A.R. Pinkham, vice chairman of the board, Ted Bates & Co., New York.* (Mr. Pinkham contributed BROADCASTING's "Monday Memo" in the Aug. 2 issue.)

EDITOR: I was indeed flattered by your presentation of my article ["A quart of advertising for a pint of money," "Monday Memo," Aug. 23] in what I consider the prestige magazine of the industry.—*Richard J. Westman, vice president, director/Eastern operations, Eisaman, John & Laws, New York.*

EDITOR: That was a superb story ["Public TV goes pro"] in this week's BROADCASTING [Aug. 30]. It was a thorough and comprehensive piece of reporting. And, as usual, BROADCASTING showed the insight and expertise about a very complicated field that very few others have demonstrated.—*Lawrence K. Grossman, president, Public Broadcasting Service, Washington.*

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## Top of the Week

### Wiley says some drop-ins are in sight

**That's hottest matter on agenda he outlines for FCC's next year in annual IRTS fall appearance**

FCC Chairman Richard E. Wiley officially proclaimed the end of summer last week with the FCC chairman's traditional fall speech to the International Radio and Television Society in New York. It was a speech that forecast a busy year ahead for the FCC, and one containing controversy. The chairman took the occasion to predict that at least some drop-ins will prove to be technically feasible, and he said economic considerations will not persuade him to oppose those that are.

The chairman's speech touched on such other familiar issues as UHF development, clear-channel broadcasting and technical broadcast regulation. It also offered suggestions to Congress for legislation favored by the chairman—license-renewal relief for broadcasters and repeal of the equal-time law, included. He also went on record in favor of suspending that law for presidential and vice presidential candidates in the current campaign.

But it was the passage on the VHF drop-ins—the commission is considering proposals that it add as many as 96 new shortspaced channels in the top-100 markets—that caused the most interest, if only because the chairman had not previously commented publicly on the issue.

Chairman Wiley noted that he had reached no conclusions on the matter, but said those who claim that drop-ins hold the answer to the needs of educational television, the interest of minorities in station ownership and the desire of some for a fourth commercial television network may be "overly euphoric."

Then he said: "My guess is that only a very limited number of new VHF stations can be added in major markets without causing a serious interference problem to existing stations and their viewers. On the other hand, where such stations are technically feasible, I do not think that it is the commission's place to reject them because they may be economically hazardous. Nor do I feel, at this point, that the addition of some new VHF service will sound the

death-knell of UHF television."

The Association of Maximum Service Telecasters, which has been the principal opponent of drop-ins, was not prepared to comment on the chairman's speech. But Commissioner Robert E. Lee was, and he was unequivocal: "I'll oppose any drop-ins. Once you open that door for even a few drop-ins, UHF stations will be filing petitions for VHF drop-ins on their own. So I'll oppose them."

Furthermore, he said, if proposals for drop-ins are made, he would propose the reverse: "Take out VHF channels and substitute UHF's." And he served notice he would examine particularly closely—and fight—any drop-in proposed for Knoxville, Tenn. Senator Howard Baker (R-Tenn.), ranking minority member of the Senate Communications Subcommittee, has made clear his interest in a drop-in for that city.

Chairman Wiley said there has been "hyperbole" on both sides of the issue, and expressed the hope the commission can emerge from the welter of exaggerated claims and fears to conclude the matter. "Look for our next step in this direction in November," he said. The commission is expected to conclude the first phase of its inquiry into the drop-in issue by then.

The chairman, in the speech he titled "The Year Ahead at the FCC" (which he said he hoped was not too presumptuous for a Republican chairman in a presidential election year), made these points on the other items on the agenda for the next 12 months:

■ **UHF Development.** The time has come to develop a master plan for UHF, one that will seek to determine the realistic

limit of television needs in the UHF bands and the most appropriate use for any portion of the spectrum that could be reallocated. Actually, the chairman said, the commission has already established a task force to develop such a plan (BROADCASTING, Aug. 2). As for UHF television service, the chairman said, "I am still committed" to its full development.

■ **Clear-channel radio.** The chairman said he has reached no conclusions on the questions involved but warned that if stations operating on the remaining clear channels are using those frequencies to build prestige rather than to provide important regional service, "the case for the [clear channels'] continued existence is highly questionable." As for super power, "I still have to be shown that is a viable concept."

■ **Technical broadcast regulation.** Chairman Wiley foresees "a drastic alteration in the technical regulation" of the broadcasting system as a result of the commission's expected adoption, before the year is over, of rules permitting the use of the automated transmitter. The licensee's responsibility to the public will remain "certain and precise," and the commission will hold a broadcaster accountable for the technical integrity of his stations, said Mr. Wiley. But how he operates—whether he reads the meter every 30 minutes or once a week—will be his option.

Chairman Wiley also raised, without answering, the provocative question of whether it is necessary for the commission to license individual operators of different classes. "The jury is still out on this question," he said. If the commission continues to license operators, he believes a system should be devised to include them—along with the broadcast licensee—in the commission's enforcement sanctions.

As for Chairman Wiley's suggestions to Congress for legislative action, they constitute a familiar litany: He would favor immediate suspension of the equal-time law to facilitate coverage of the contests between President Ford and Jimmy Carter and their vice presidential running mates, both to facilitate broadcast coverage of the campaign and "to insure against possible roadblock to the Ford-Carter debates."

Chairman Wiley conceded chances of suspension were slim, but he also urged Congress, next year, to consider repeal of the equal-time law. He said he would favor amendment of the law to cover only major party candidates or, "better yet, outright abolition."

As he did in his speech to the National



**Fighting trim.** A 20-pounds-lighter Richard E. Wiley addresses the IRTS.



**Broadcasting's big brass.** Traditionally, the head table at the annual IRTS newsmaker luncheon kickoff in September is occupied by those who, in turn, are the current occupants of posts of significance in broadcasting and the allied arts. The scene at last Thursday's affair is pictured above. The names, listed alphabetically, follow:

David C. Adams, NBC; Eleanor S. Applewhite, CBS Inc.; Elizabeth Bain, Katz TV; John P. Bankson Jr., Hamel, Park, McCabe & Saunders (and president, Federal Communications Bar Association); Ralph M. Baruch, Viacom International; Jack N. Berkman, Rust Craft Broadcasting; Avram Butensky, Dancer-Fitzgerald-Sample; John Cannon, National Academy of TV Arts and Sciences; James E. Conley, Meredith Broadcasting; Roy Danish, Television Information Office; Miles David, Radio Advertising Bureau; Sam Cook Digges, CBS Radio; Joseph P. Dougherty, Capital Cities Communications; James E. Duffy, ABC-TV; Everett H. Erlick, ABC Inc.; Jerome Feniger, Horizons Communications (and IRTS president); Lawrence P. Fraiberg, WNEW-TV New York; James Gabbert, KIOI(AM)-KIOI(FM) San Francisco (and president, National Radio Broadcasters Association); Leonard Giarraputo, Post-Newsweek Stations; Robert L. Glaser, RKO General TV; Norman R. Glenn, Decisions Publications; Robert D. Gordon, WCPO-TV Cincinnati (and chairman, TV Board, National Association of Broadcasters); James L. Greenwald, Katz Agency (and president, Station Representatives Association); Lawrence K. Grossman, Public Broadcasting Service; Ralph Guild, McGavren-Guild.

Jack R. Howard, Scripps-Howard Broadcasting; Stanley S. Hubbard, Hubbard Broadcasting; John Jay Iselin, WNET-TV New York; Eugene D. Jackson, National Black Network; M.S. Kellner, Station Representatives Association; Clifford M. Kirtland Jr., Cox Broadcasting; Nat Lefkowitz, William Morris Agency; Gerald M. Levin, Home Box Office; Lester W. Lindow, Association of Maximum Service Telecasters; Philip J. Lombardo, Corinthian Broadcasting; Henry Loomis, Corporation for Public Broadcasting; Arch L. Madsen, Bonneville International (and president, AMST); John L. McClay, Taft Broadcasting; Donald H. McGannon, Westinghouse Broadcasting; Mary L. McKenna, Metromedia; Edward P. McLaughlin, ABC Radio Network; Bill Michaels, Storer Broadcasting; Arthur M. Mortensen, Hughes Television Network; Harold L. Neal Jr., ABC Radio; Andrew M. Ockershausen, Washington Star Stations; Richard A. O'Leary, ABC Television Stations; Thomas F. O'Neil, RKO General; Kevin P. O'Sullivan, Worldvision.

Roy H. Park, Park Broadcasting and Newspapers; Sol J. Paul, *Television/Radio Age*; Daniel T. Pecaro, WGN Continental Broadcasting; Donald A. Pels, LIN Broadcasting; C. Wrede Petersmeyer, Corinthian Broadcasting; Edwin W. Pfeiffer, WPRI-TV Providence; Lady Plowden, Independent Broadcasting Authority (Great Britain); Leavitt J. Pope, WPXI Inc.; Alfred Racco, WABC(AM) New York; Roger D. Rice, Television Bureau of Advertising; Herbert S. Schlosser, NBC Inc.; Robert L. Schmidt, National Cable Television Association; John A. Schneider, CBS/Broadcast Group; Marvin L. Shapiro, Westinghouse Broadcasting; Reid L. Shaw, General Electric Broadcasting and Cablevision; Albert B. Shepard, Media Corp. of America; Franklin C. Snyder, Hearst Broadcasting; Lawrence B. Taishoff, Broadcasting Publications; Norman Watt, McGraw-Hill Broadcasting; Theodore H. Walworth Jr., NBC Television Stations; Albert Warren, *Television Digest*; Vincent T. Wasilewski, National Association of Broadcasters; Richard E. Wiley, FCC.

Association of Broadcasters in March and as the commission is expected to urge in congressional testimony (following story), he called for an end to "the drawn-out, expensive and essentially pointless comparative renewal hearing involving an incumbent licensee."

He called again for copyright legislation which would include cable television within its provisions. Copyright legislation that includes cable is nearing the end of the legislative road (BROADCASTING, Aug. 30).

The FCC, he said, should have the power to impose forfeitures on cable television systems. Congress is now considering such legislation.

Beyond his suggestions to Congress and his sketching of plans to deal with major items on the FCC's agenda, Chairman Wiley also expressed hope the commission will make progress in his "reregulatory" campaign. His goal, he said, is to remove "every FCC rule or requirement which is not needed to protect a recognized public interest value—and, if possible, to simplify those that are."

## FCC, except Hooks, will back Wiley on longer licenses

**At renewal hearings, they'll argue against comparative challenges, for longer terms; contrary commissioner feels 'competitive spur' is needed**

The FCC is going to ask Congress to perform radical surgery on the Communications Act in the area of broadcast licenses. It will propose extending the license period from three to five years and eliminating proceedings in which new applicants challenge incumbents for their licenses at renewal time.

These are proposals Chairman Richard E. Wiley advanced in his speech to the National Association of Broadcasters in March (BROADCASTING, March 29), and last week, three of his four colleagues (the commission was still shy two members) agreed to support them in testimony

before the House Communications Subcommittee, which is considering license-renewal legislation.

The only commissioner who will dissent is Benjamin L. Hooks. He would oppose extension of the three-year license period—particularly if the threat of a challenge to a license in a comparative proceeding were removed. He feels the threat of a comparative hearing acts as a "competitive spur" to licensees. And he says the commission should not wait more than three years before reviewing a licensee's performance.

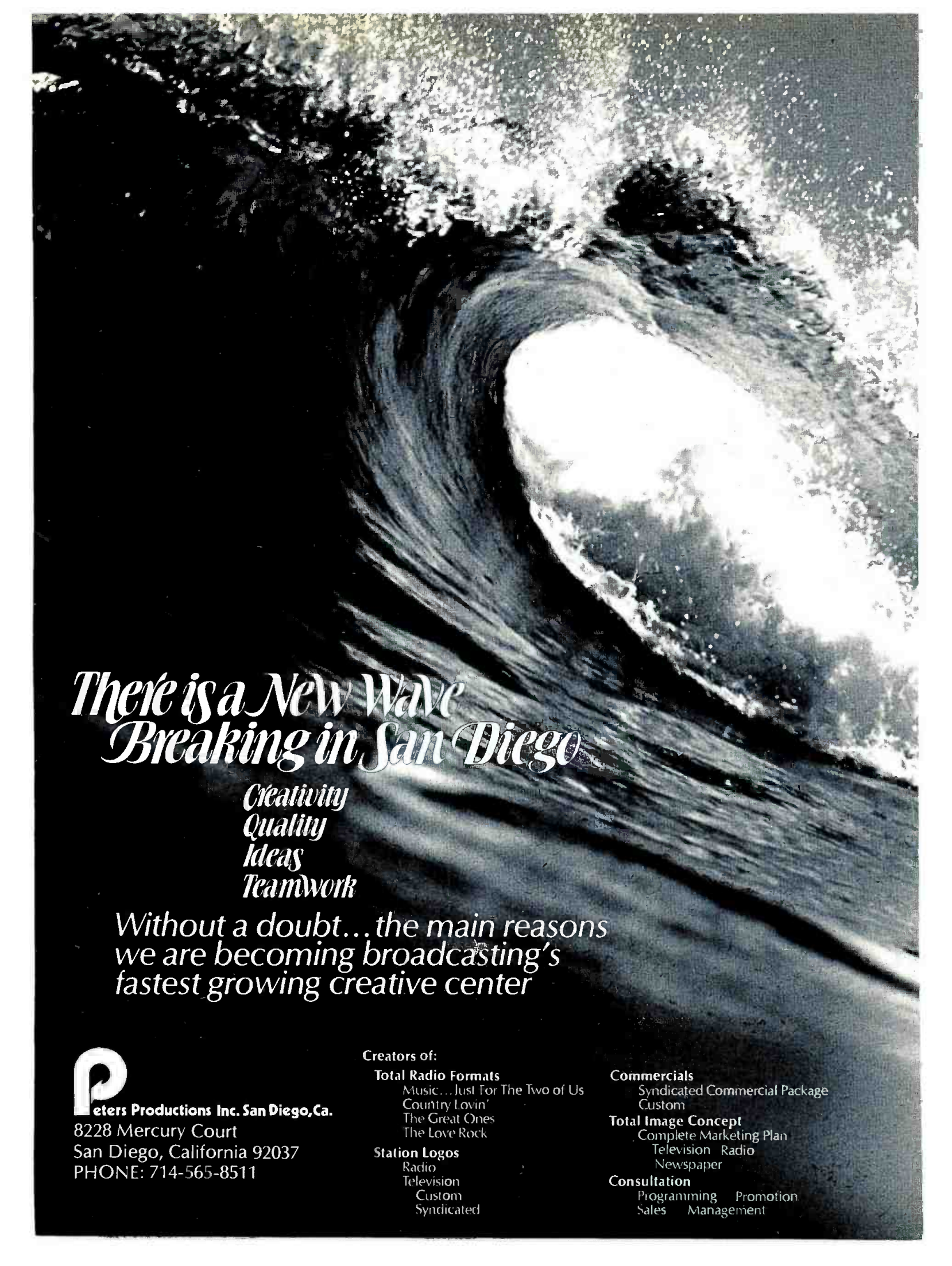
The commissioner acknowledges that the present comparative-renewal procedures are cumbersome, offer no assurance that the most qualified applicants will be chosen and are too expensive for minority groups seeking to break into broadcast ownership. He would not oppose elimination of the comparative-renewal proceeding if procedures were adopted assuring what an aide called "thorough and meticulous" review of a licensee's performance at renewal time.

And last week, the commissioner was preparing a statement for the subcommittee in which he will list the elements he feels should be reviewed. These include program practices (including time devoted to news, to public affairs and to programming responsive to ascertained needs), commercial practices (including average time devoted to commercials and whether commercials are clustered), employment practices (does the employment profile reflect the composition of the community?), and management practices.

The commission, in recommending that the comparative-renewal process be eliminated, will note that the remainder of the renewal procedures would remain intact—that individuals and groups dissatisfied with a station's service could file petitions to deny renewal and that the commission itself could take "remedial action" against what it regards as a deficient performer.

Chairman Wiley, in his NAB speech and since, has argued that, for comparative purposes, renewal applicants and their challengers are apples and oranges. And, as he said in his NAB speech, he feels that there is an uncertainty over the standards to apply to such cases "which leads inevitably to complex hearings which drag on for years at great expense to all concerned, including the public." The final decision, he added, rests on "intuitive" evaluations, not on proof or analysis.

There is another argument that some commission officials were making, at least privately, last week. Abandoning the comparative-renewal process costs potential challengers little in terms of opportunity. Given the history of such proceedings, one official noted, challengers "don't have much of a chance anyway." The *Boston Herald Traveler* is the only television station owner to lose a license (for WHDH-TV Boston) to a challenger (Boston Broadcasters Inc., which now operates WCVB-TV on channel 5). But abandoning the costly procedure, he added, permits the commission to reallocate its resources more sensibly.



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# FCC back up to strength: White, Fogarty are confirmed

**Pastore aide gets seven-year term; two-year stint said to test any conflict of interest for White House assistant press secretary**

Joseph Fogarty and Margita White were confirmed as FCC commissioners by unanimous consent of the Senate last Wednesday. Mr. Fogarty, 45, a Democrat and counsel to Senator John Pastore's (D-R.I.) Communications Subcommittee will serve a full seven-year term. The Republican, Mrs. White, 39, White House assistant press secretary, will serve the two years remaining in the unexpired term of Charlotte Reid, who married and resigned in June.

The two new commissioners will be sworn in separately. Mr. Fogarty, who said he was eager to get started at the commission, was trying to arrange his for late last week or early this week. Mrs. White is on vacation in St. Maarten in the Netherlands Antilles until Sept. 20. They will restore the commission to its full complement of seven commissioners.

There was never any opposition to Mr. Fogarty's nomination in the Senate. But there was considerable controversy in the nomination of Mrs. White, which was resolved by switching the lengths of terms. The original White nomination was for seven years; Mr. Fogarty's was for two.

The term switch was worked out between the White House and the Senate Commerce Committee (BROADCASTING, Sept. 6), the latter confirming the arrangement in a meeting Wednesday with separate 13-0 votes on Mr. Fogarty and Mrs. White.

Aside from the politics involved in the forwarding of a Republican nomination to a Democratic Senate in an election year, the central controversy in the President's selection of Mrs. White was a possible conflict of interest involving Mrs. White's husband, whose law firm, Hamel, Park, McCabe & Saunders, represents clients before the FCC. Mrs. and Mr. White promised to take steps to remove the legal fact of conflict—she would disqualify herself from cases in which his law firm participated, he would cut himself out from money earned by the firm's communications practice—but that did not remove the appearance of conflict. Switching terms was the solution.

Senator Wendell Ford (D-Ky.), who proposed the arrangement two weeks ago, explained the reasoning behind it at the Commerce Committee's open meeting last week. "With the two-year term, we can observe how many times she [Mrs. White] has to excuse herself from voting on a matter that involves her husband's firm," he said. "Then we can take another look at her after the two years are up." ■

## Commissioners in the News



**Margareta Eklund White**

This is a good time for Margita White. She is on vacation with her husband on St. Maarten in the Netherlands Antilles, letting the sun and salt water wash away the pressures that had been her companions as she awaited the Senate Commerce Committee's judgment on her nomination to be a member of the FCC. Now there is nothing to do but relax and look forward to beginning a new job with a commission after she returns to Washington Sept. 20.

For Mrs. White, the nomination process had been difficult, unlike anything she had experienced. At 39, she had been something of a golden girl. On intelligence (she graduated magna cum laude from University of Redlands, in California, and later earned an MA in political science at Rutgers), a capacity for hard work, quiet ambition and the looks of the homecoming queen she had been in college, she had risen through the ranks of Republican press relations and research activity—she worked in the 1960 Nixon and 1964 Goldwater campaigns, as well as for Republican members of the Hawaii House of Representatives—to a job as assistant to Herb Klein when he was director of the then-new White House Office of Communications, in 1969. Later, after a tour with the U.S. Information Agency as an assistant director for public information—it occurred during the black years of the Watergate scandal—she returned to the White House job and eventually became director of the Office of Communications. The forward movement seemed natural, almost effortless. But when President Ford, acting on recommendations of his aides who were looking for candidates for an FCC vacancy, sought to give her a prize she very much wanted, a seat on the commission, he seemed to overreach himself. He nominated Republican Margita White to a seven-year vacancy and Joe Fogarty, Democrat and aide to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, to complete the remaining two years of Charlotte



**Joseph Robert Fogarty**

Had not the controversy surrounding the nomination of Margita White to the FCC kept his nomination in the background, Joseph Fogarty still would have stayed low in profile, a stance he has maintained throughout his 13 years' service to the Senate Commerce Committee. In those 13 years, Mr. Fogarty, in his own words, has been "Senator Pastore's man," always closely aligned with the senator's point of view.

Mr. Fogarty's work for the committee ranged far afield, involving him in East-West trade matters (including a cram course in Russian, for which he regrets he will have little use at the FCC), the Panama Canal, energy, coastal fishing rights and railroads. His association with broadcasting began in June 1975 when he was named by Senator Pastore to succeed retiring Nicholas Zapple as counsel to the Communications Subcommittee. In this field, too, Mr. Fogarty's assignment was to carry out the senator's will. But it is difficult to say how often the senator's will was shaped by Fogarty advice. Mr. Fogarty intimates his influence was noticeable. But the two are close enough together philosophically that it becomes a chicken-and-egg question.

"It isn't that I merely repeat the positions of Senator Pastore," Mr. Fogarty said last week. "But I have to admit that working with him and debating and talking with him, that I've agreed with him on most issues... I think of no area where we were in substantial disagreement.

"But I was in a different role then," Mr. Fogarty added, without being defensive about his previous loyalty. "I will be independent on the commission," he said. "But as a regulator I will draw with pride on the experience and expertise that I have been able to develop under his [Senator Pastore's] guidance."

A quiet-spoken individual, Mr. Fogarty has developed a reputation in the Senate for being fair to opposing sides on issues and of being candid with those having dealings with the Commerce Committee.

see **WHITE**, page 24

see **FOGARTY**, page 24

Reid's term. Problems were inevitable.

Citizen groups, suspicious of her Republican background, questioned her qualifications for the commission. Senator Pastore pointed to the fact that her husband, Stuart, a lawyer, was a partner in a firm with clients regulated by the FCC, and raised a conflict-of-interest issue. Mrs. White, a generally reserved person, met at length with citizen group representatives, answering questions they said were designed to help them determine her fitness for the commission. (Mr. Fogarty was not subjected to the same kind of questioning.) She and her husband took steps to guard against a conflict of interest, steps that satisfied the Department of Justice and the White House.

Until President Ford switched the appointments, Mrs. White's confirmation was very much in doubt.

But the experience was probably a valuable one for Mrs. White. It exposed her to the rough and tumble that can go with life on a regulatory commission. (She and one of her new colleagues, Commissioner James Quello, who had an even more difficult time in navigating the passage to confirmation, will be able to swap horror stories.) And it impressed on her the seriousness with which the work of the commission and its members is regarded by citizen groups and the members of Congress.

What's more, Mrs. White apparently gave a good accounting of herself in her meetings with some of the citizen groups. She did not persuade any of them she would be the greatest commissioner ever. But Kathy Bonk, of the National Organization for Women, came away from several hours of conversation with Mrs. White talking of her intelligence and her apparent decency. "I like her," said Ms. Bonk, whose toughness and shrewdness are enough to make many men nervous. And, in a way not meant to be condescending, she said, "I think she's educable." NOW did not join other citizen groups in opposing Mrs. White; but neither did it support her in the confirmation hearing.

Mrs. White is expected to take a generally conservative approach to her work on the commission. At least the answers she gave to Senate Commerce Committee questions did not indicate any readiness to break new policy ground (BROADCASTING, Aug. 30).

But, as Ms. Bonk said, she is "educable" and, in the months ahead, she will probably acquire the values and develop the views for which her service as a member of the FCC will be remembered.

She also is prepared to put in the time to learn her job. Even Chairman Richard E. Wiley, for all his passion for working the commission hard, does not call meetings at 7:30 every morning, as White House News Secretary Ron Nessen did, and Mrs. White was there. Mrs. White even hopes to be able to spend more time with her children, a 10-year-old daughter and five-year-old son, than she did when she was in

the White House.

For now, however, she is relaxing. A reporter who telephoned her on Thursday gave her the first word that the Senate had confirmed her nomination the day before. The news was welcome. "I was," she confessed, "a little bit worried."

How is she now? "I'm a little bit grayer, a little bit tanner," she said. "I'll come back rested and ready to go to work."

## **FOGARTY** from page 23

He is an attorney by trade with a JD degree from Boston College Law School. After six years in the Navy, he went into general law practice in his native Rhode Island. He went to Washington in 1964 at the invitation of Senator Pastore.

Mr. Fogarty is married to Joan Baxter Fogarty and has six children, ranging in age from 8 to 18.

In a conversation last week, Mr. Fogarty listed what he thinks are the most critical issues in broadcasting now before the commission, including:

- "The orderly growth of cable TV while protecting the legitimate interests of over-the-air broadcasters."

- "The explosive growth of citizen band radio and its interference with television."

- Minority hiring. "The FCC, Equal Employment Opportunity Commission, the Civil Rights Commission, the Justice Department, the networks, Corporation for Public Broadcasting, and Public Broadcasting Service all have an obligation in varying degrees to make certain that licensees in every market, large or small, comply with the civil rights law of the land."

- License renewal. "I've always felt it's not so much the number of years you get, but how the commission applies the norms to stations that file for renewal." He thinks stations should get a "plus" for substantially meeting those norms.

- VHF drop-ins. In answers to questions from the Senate Commerce Committee he said he endorses the experimental study by the commission of the pending VHF drop-in proposal, and hopes the experiment will show the addition of stations will not hurt the existing ones.

- The promotion of public broadcasting by giving UHF parity with VHF. In that regard, he said, "we should get moving on the CUB petition." CUB, the Council for UHF Broadcasting, filed a petition with the commission in July 1975 seeking technical parity for UHF.

- The presidential debates. He agrees "absolutely" with Senator Pastore that the FCC had no authority to say as it did in its most recent interpretation of Section 315 that candidate debates and news conferences are exempt from equal-time requirements. Since the commission has been upheld in appeals court, however, Mr. Fogarty agrees with the senator that the League of Women Voters should be permitted to go ahead with the debates. Furthermore, "I see absolutely no need for the commission to take any action at all."

## **NBC to affiliates: 'With you, not against you' on longer newscasts**

**Nevertheless, the stations down the line remain reluctant, if not yet set in concrete; special meeting in New York sets stage for still another in Barbados**

NBC officials told members of their affiliates board last week that the network is convinced that longer evening newscast is a good idea but that they haven't yet decided they can put it into effect.

The affiliates strongly opposed the idea, according to participants, and in the end the issue was left open for further discussion. The next round may come at the fall meeting of the affiliates board Nov. 15-17 at Barbados, although network sources said the subject was not automatically set for discussion then and there.

NBC officials told the board at last week's special meeting, held Wednesday in New York, that they considered the purpose of the session to let NBC News "present its concept of a nightly news program which would not simply be an expansion of the present program but a program of revised form and scope," according to a joint statement issued afterward by NBC and the affiliates board.

The joint statement gave no details, but participants said Richard Wald, NBC News president, described ideas for a 60-minute newscast that would add new dimensions to the current 30-minute report. Among these: About four minutes of hard news for which there is normally no room in the present format, plus background on important stories, plus reports from specialists in a half-dozen or so fields such as leisure, sports, science and medicine, the economy and labor.

There was some but apparently limited discussion of methods by which stations might be compensated, with NBC favoring—at least on a preliminary basis—the provision of commercial positions for sale by the stations.

Network officials were reported to have assured the affiliates again that, as one source put it, "if we decide to do it [expand the nightly news], we'll do it with you, not against you."

Affiliates were reported unofficially to have raised the question of Westinghouse Broadcasting Co.'s petition for an FCC investigation of network-affiliate relations (BROADCASTING, Sept. 6) and what this might mean—including its request for an immediate freeze against further network expansion into station time.

Participants said NBC authorities offered the view, informally, that they doubted the commission would impose an immediate freeze but that as standard procedure it probably would request comments from all interested parties. In view of the complexity of the issues, they were quoted, early completion of the case

seems unlikely.

Aside from longer newscasts, according to the joint statement, last week's meeting touched on the new prime-time season, with affiliates confident NBC's schedule would be "fully competitive" with those of the other networks. The affiliates were also said to have "emphasized their complete support of the program changes recently announced by NBC and complimented the network on moving so quickly and aggressively to take advantage of new opportunities that further strengthened the NBC schedule."

## All's quiet on McGannon front

**He's encouraged by private reaction to network petitions, but heads are down low all around**

Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., said last Friday he was "very pleased" with initial reactions, among broadcasters and in Washington, to Westinghouse's petition for an FCC investigation of the TV networks (BROADCASTING, Sept. 6).

He said he had heard from "15 or 20" broadcasters, some of whom represent groups, who expressed support for or interest in—and in no case took issue with—arguments advanced by Westinghouse in the petition. He said he also had talked with FCC Chairman Richard E. Wiley and called upon "a few" congressional leaders, but said he "wasn't pushing" that phase and that some of the calls were concerned primarily with other matters. Rep. Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, was one of those he called on, he said. The Washington responses varied, he said, but they contained "no negatives."

Mr. McGannon stressed that he didn't want to overplay the size or strength of response he has thus far received but that "I'm very up about having had no negative comments."

Some network sources reported, meanwhile, that they too had received some reaction—from affiliates calling to say they didn't subscribe to the Westinghouse move.

Network officials had little comment and some suggested there would be none, at least until they had time to make a thorough study of the lengthy Westinghouse complaint. But nobody suggested it was being ignored. As one executive said: "Westinghouse gave us the prime-time access rule. Nobody like that should be treated lightly."

To the very short denials that CBS and NBC had issued when the petition was filed, ABC added a brief one of its own, treating the position as that of McGannon. "We believe Mr. McGannon's position is without merit and will oppose his petition before the FCC," the ABC statement said.

## In Brief

- **KGMB-TV** Honolulu has been sold, subject to FCC approval, by Heftel Broadcasting Corp. to Lee Enterprises Inc. for **\$10 million** plus assumption of about \$2 million in liabilities. Seller (principal Cecil Heftel) owns two other Hawaii television stations and five radio stations in Hawaii and mainland U.S. Buyer, publicly traded, owns four television stations, four radio stations and 15 daily newspapers, mainly in Midwest.
- **Storer Broadcasting** will split common shares **five-for-four** Oct. 1. Dividend rate will remain 25 cents quarterly. Stock closed Thursday at 31.
- House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) and ranking minority subcommittee member **Lou Frey Jr.** (R-Fla.) let off steam last week before House Select Committee on Professional Sports, arguing that lobbying by National Football League has delayed permanent extension of now-expired **antiblackout law**. Bill remains tied up in House-Senate conference committee, is likely to die there. Two congressmen, as well as FCC General Counsel Werner Hartenberger, claimed that antiblackout does not have deleterious effect on sports teams. Mr. Frey—who has proposed 90-mile TV blackout zone around sports teams' home towns—said it would be foolish to accept "good graces" of NFL Commissioner Pete Rozelle to abide by "spirit of the law." National Gambling Commission testified that **TV is fostering illegal gambling** on football; CBS's hiring of Jimmy (the Greek) Snyder as color man for football games was cited by congressmen.
- Hearings on **license renewal legislation**, scheduled for Tuesday through Thursday this week before House Communications Subcommittee, have been cancelled because of conflict with meetings of full Commerce Committee. With Congress shooting for adjournment in three weeks, time may be too short for planned schedule of three day-long sessions. But subcommittee hopes to hold some renewal hearings, even if abbreviated. FCC's stance on subject is almost set (see page 21).
- **National Radio Broadcasters Association** hired **Alvin King** last week as executive vice president-station services, duties similar to his former job as director of station relations at National Association of Broadcasters. He was dismissed from latter in May (BROADCASTING, May 24). **Abe Voron**, executive director of NRBA, was named executive vice president-government relations.
- After hiatus of several months, White House aides working on **President Ford's regulatory reform program** will meet with industry group on that subject. Some 30 representatives of major advertising agencies who serve on American Advertising Federation board of directors will meet at White House with Paul MacAvoy, who is member of President's Council of Economic Advisers, and William F. Gorog, deputy assistant to President for economic affairs, on Sept. 15.
- **FCC has fined** licensees of seven Washington, D.C.-area radio stations for **broadcasting lottery information**. Fined between \$2,000-3,000 were WASH(FM) and WMAL-FM, Washington, WEEL(AM) Fairfax, WEAM(AM) Arlington, both Va., WHFS(FM) Bethesda and WPGC-AM-FM Morningside, all Md. Commission said lottery involved local clothing retailer advertising roulette wheel game which provided discounts from price of slacks, and that legal elements of lottery—prize, chance and consideration—were present. FCC said wording of ads should have tipped-off licensees as to possibility of lottery.
- **League of Women Voters Education Fund**, which was told by Federal Election Commission two weeks ago it cannot finance its presidential debates with corporate or labor money, announced last week start of **major solicitation for contributions from public**. Initially it is buying ads in major newspapers such as *New York Times* and *Wall Street Journal* to raise \$150,000 it thinks it will need. League fund executive director Peggy Lampl said it may also use radio ads but thinks TV would be prohibitive.
- Southern Media Coalition and group of individuals from New Orleans has petitioned FCC to **deny \$12.5 million sale of Screen Gems' WVUE(TV) New Orleans** to Gaylord Broadcasting Co. (BROADCASTING, June 28), saying seller should not be allowed to profit from sale of station that has discriminated against blacks in employment and programming.
- **Philbin Flanagan** resigns as chairman and chief officer of Christal Co., radio rep firm owned by Cox Broadcasting, but remains as consultant. President **Robert J. Duffy** adds chief officer's title and chairmanship is being retired (company has no board of directors).

## Pool cameras likely for debate coverage

**Preliminary meeting between League of Women Voters and networks points to that technique; location will be Walnut St. Theater in Philadelphia; start time is 9:30**

Preparations for the first presidential debate in 16 years are proceeding at a feverish pace, but only the barest outline was settled by the end of last week. The vital data is this:

- The time: Sept. 23, 9:30-11 p.m.
- The place: the Walnut Street Theater in Philadelphia, said to be the oldest theater in continuous use in the English-speaking world. Opened in 1809, it has been designated an historic landmark.
- The subject: domestic and economic issues.

With that much decided, the sponsoring organization, the '76 Presidential Debates Project of the League of Women Voters Education Fund, began a sort of shuttle diplomacy between the networks and candidates, neither of which are supposed to participate in the arrangements under the FCC's interpretation of the equal time requirement in Section 315 of the Communications Act.

All the staging decisions, down to the smallest detail, such as the color of the backdrop and carpet—decisions the networks made in their production of the last great debates in 1960—rest exclusively with the league. As consultant on those decisions, the league has hired Jack Sameth, who directed the third debate in 1960 for ABC and is now a freelance on contract to noncommercial WNET(TV) New York.

The networks and candidates will play a part, too, said debates project director James Karayn last week. "Sure, the networks will have inputs and so will the candidates," he said. "It's naive to think they're not going to have considerable interest and express their desires."

Mr. Karayn called a meeting with the networks in New York last week to explain the league's plans and learn the networks' needs. The talks were called preliminary, with no decisions made. And although the network representatives swore themselves to secrecy during this planning stage, it was learned they laid the groundwork for pool coverage of the debates.

The pool options are several. "There has got to be an audio pool" at least, said one executive, because they do not want more than one microphone in front of each candidate. The networks are pushing for unilateral camera coverage, however, or at least some degree thereof. One suggestion was that there might be pool cameras on the main floor trained on the candidates, but individual cameras in the balcony.

That is their desire, but there is little

likelihood of anything but straight pool coverage, according to Mr. Karayn, who said a unilateral arrangement could result in as many as 24 cameras in the hall. "You can't have cameras ringed around the audience like Indians around stage-coaches," he said.

In the New York meeting, Mr. Karayn suggested the networks set up a permanent pool unit to do the coverage. They chose, however, to follow the same pattern set in the 1960 debates, with responsibility for the pool rotating between networks. They drew straws for the rotation with the following result: ABC will do the pool for the first debate in Philadelphia. CBS will do the honors at the second presidential debate, a time and place for which have not been selected yet by the league. The Public Broadcasting Service will provide the pool for the third debate, which will be between vice presidential candidates, and NBC will handle the last presidential debate.

Many of the broadcast problems will be closer to resolution Tuesday, the day tentatively set for a network visit to the Walnut Street Theater.

## American Party, McCarthy aim monkey wrenches at debate plans

**They file separate suits to block Ford-Carter confrontations on TV**

Minor party candidates have been grumbling for weeks about the League of Women Voters' plan to stage debates between President Ford and his Democratic opponent, Jimmy Carter, and some threatened suits to block them. Last week, two suits were filed but only one seeks that relief.

Former Democratic Senator Eugene McCarthy, of Minnesota, an independent, in a suit filed in the U.S. district court in Washington, asked for a ruling that, if the debates are held, he and other presidential candidates be included. Tom Anderson and Rufus Shackelford, respectively presidential and vice presidential candidates of the American Party, who also filed suit in the D.C. district court, simply want an order blocking the debates. Judge Aubrey Robinson Jr. will hold a hearing on the Anderson-Shackelford petition on Friday (Sept. 17).

The concern of the minor party candidates is that the four debates—three between the presidential candidates and one between their running mates, Senator Robert Dole (R-Kan.) and Senator Walter Mondale (D-Minn.)—will be televised live by the networks. And the suits filed last week rely at least in part on that fact.

Nor were the court suits the only action taken by minor party candidates. Lester Maddox, presidential candidate of the

American Independent Party, asked the FCC to direct the nation's radio and television stations not to cover the debates without giving him an opportunity to appear. If he is not invited, he said, the networks should be ordered to give him equal time.

The McCarthy suit, which names the major party candidates, the networks, the league and the FCC as defendants, contends that the league acted as an agent for the networks in arranging the debates and that the debates, therefore, are not exempt from the equal time law as bona fide news events. The suit also alleges that the debates, if held as planned, would amount to a violation of the fairness doctrine since they would constitute a "massive accusation" that Mr. McCarthy is not a legitimate candidate.

The Anderson-Shackelford suit alleges that, regardless of the "debate" label attached to the confrontations between the candidates, they are in effect panel discussions, a kind of appearance Congress refused to exempt from the equal time law in 1959, when several exemptions were adopted. (In all four debates, the candidates will be questioned by a panel of reporters.) The "so-called 'debates'" are political events staged for the media and, therefore, "are not bona fide news events" eligible for exemption from the equal time law, the suit contends.

FCC officials have said privately that the league's plans and arrangements appear to be in keeping with the commission decision that live, on-the-spot coverage of political debates that are not staged by broadcasters are exempt from the equal-time law.

There was another ground on which the Anderson-Shackelford suit was based. The complainants charged that sponsorship by the league amounts to an illegal campaign "expenditure and contribution" to the Republican and Democratic presidential candidates. And the expenditure and contribution, the suit alleges, were made to influence the election "in violation of the Federal Election Campaign Act." The commission created to administer the law, the Federal Election Commission, had ruled that the league's sponsorship comes within the scope of the law.

■ Meanwhile, a debates question was before the FCC last week. The Radio Television News Directors Association asked the commission to expedite its consideration of RTNDA's application for review of a staff ruling that delayed broadcasts of on-the-spot coverage of political debates "cannot be considered 'on-the-spot coverage of a bona fide news event' within the meaning" of the equal-time law (BROADCASTING, Aug. 30).

The staff's decision was issued in response to a question from WILM(AM) Wilmington, Del., as to whether tape-delayed broadcasts of debates between congressional candidates would be exempt from the equal-time law. RTNDA, which contends the staff ruling violates the First Amendment, is concerned about the Ford-Carter debates.

The commission is expected to consider the matter this week.

**Many come, but few are chosen.** The names listed below are those that were on file at the Federal Election Commission last week as candidates for the Presidency of the U.S. Some were never active. Some have dropped out since the primaries were held. Some, like Eugene McCarthy, independent, are still running.

The FCC defines a candidate worthy of consideration under Section 315 to be one who is actively seeking support and in a position to be voted for, whether appearing on a ballot or by written. How many of those on this list would qualify by FCC standards can only be surmised; broadcasters may find out as the campaign progresses.

The candidates are listed in alphabetical order. In some cases the home town is that of the organization that registered the candidate's name with the FEC.

**Democrats:** Conrad M. Abbott, Sunderland, Mass.; Frank Ahern, New Orleans; Phillip V. Baker, Shively, Ky.; Birch Bayh, Washington; Lloyd Bentsen, Austin, Tex.; Arthur Blessitt, Miami; Frank J. Bona, Buffalo, N.Y.; Robert Brewster, Maitland, Fla.; Edmund G. Brown Jr., Los Angeles; Robert C. Byrd, Washington; Jimmy Carter, Atlanta; Frank Church, Washington; Billy Joe Clegg, Springfield, Mo.; Charles D. Cockburn, Uniontown, Pa.; Norman Cousins, Wayne, N.J.; David C. Eley, Washington; Martha M. Evert, Camphill, Pa.; Lee Charles Falk, Dayton, Ohio; Richard E. (Bud) Flynn, Inglewood, Calif.; Carl F. Freeman, Decatur, Ga.; Kenneth Fregoe, Orwell, N.Y.; Louis J. Friedman, Sherman Oaks, Calif.; John S. Gonas, South Bend, Ind.; Ella Grasso, Brooklyn, N.Y.; David (Crash) Hanley, St. Louis; Fred Harris, Washington; Wayne L. Hays, St. Clairsville, Ohio; Donald L. Jackson, Buffalo, N.Y.; Henry Jackson, Washington; Robert L. Kelleher, Manchester, N.H.; Rick Lowenberg, Tulsa, Okla.; Frank M. Lomanto, Burlington, N.J.; Brian F. Lucey, Groton, N.Y.; Lucy Mayberry, Washington; John Henry McCabe, Jackson, Mich.; Ellen McCormack, Bellmore, N.Y.; Walter Mondale, Minneapolis; Loretta M. O'Connor, College Point, N.Y.; Ralph (Shorty) Price, Louisville, Ala.; Dale R. Reusch, Lopi, Ohio; George Roden, Waco, Tex.; Robert J. Roosevelt, Washington; Joseph A. Ryan, Honolulu; Terry Sanford, Durham, N.C.; Mitchell F. Shaker, Niles, Ohio; Milton J. Shapp, Harrisburg, Pa.; Sargent Shriver, Washington; Adlai E. Stevenson, Hanover, Ill.; Louis Stokes, Warrenville Heights, Ohio; Joseph G. Sussina, North Haven, Conn.; William Sweeney, Medford, Mass.; Jose Antonio Torres II, El Paso; Morris Udall, Washington; Calvin J. Voelker, Peterson, Minn.; George C. Wallace, Montgomery, Ala.; Robert Lee Washington Jr., Milwaukee; Kenneth Raymond Woodruff, Arnold, Mo.; Donald James Von Rase, Madison, Wis.

**Republicans:** John Brennan, Pittsburgh; C.L. Courton, Lakeland, Fla.; Robert Dane, St. Joseph, Mo.; Don DuMont, Chicago; Gerald Ford, Washington; J. John Goulon, Worcester, Mass.; Thurman Jerome Hamlin, London, Ky.; Robert J. Luelien, New Castle, Ind.; Ken Murray, Sturgis, Mich.; Robert L. Persons, Cheshire, Ohio; Donald Pureniski, Chester, N.J.; Ronald Reagan, Washington; Harold E. Stassen, Philadelphia; Ernest Whillford, San Pedro, Calif.; Mary E. Humphrey Williams, Hastings, Mich.

**Other:** Charles Norton Averill, Laurel, Md.; American Peoples Freedom Party; Thomas Bailey, Silver Spring, Md., independent; J.T. Baker Jr., Pasadena, Tex., independent; Ivar Blomberg, Burl Lake, Mich., Commandments Party; William Harrison Bowler, Tucson, Ariz., American Party; Joyce Lowe Brown, Mobeetie, Tex., Theo-Dein; Cecil Evan (Adams) Browne, Hollywood, Fla., no party listed; Accountability Burns, Tulsa, Okla., no party listed; Rob Burns, San Francisco, Ace-Eli; Jack S. Cadwell, Orange, Mass., no party listed; Peter Camejo, New York, Socialist Workers; Charles J. Carney, Youngstown, Ohio, no party listed; Richard C. Collins, San Ramon, Calif., independent; Charles C. Compton, Sierra Madre, Calif., no party listed; Charles F. Coombs, Beacon, N.Y., no party listed; Jimmy H. Cude, Dallas, no party listed; Lar Daly\*, Chicago, no party listed; Charles Wesley Deshon, St. Joseph, Mo., no party listed; Richard Ockerman, St. Louis, independent; James Henry Eason, San Francisco, declined to state; Calvin C. Ehinger, Lawndale, Calif., independent; Abram Eisenman, Savannah, Ga., no party listed; Richard Englefield II, Manchester, N.H., no party listed; Paul Willard Engvalson, Hermosa Beach, Calif., Holy Spirit Party; James L. Evans, Bacliff, Tex., no party listed; Ronald Evans, Detroit, Labor Party; Neil K. Fiola, Richfield, Minn., Independent Republican; John Paul Fritz, Honolulu, independent; Fielding L. Fry II, Potomac, Md., independent; Patrick William Gabor, Alexandria, Va., independent; Edward E. Gentry, Marthville, La., independent; Johnnie Mae Hackworth, Brenham, Tex., independent; Frank Littlejohn Haile, Knoxville, Tenn., no party listed; Gus Hall, New York, Communist Party; Shannon J. Hannah, Pittsfield, Pa., New America Majority Party; James L. Hardy, Louisville, Ky., no party listed; Robert Vernon Herndon, Cadiz, Ky., independent; Peggy Hoening, New York, no party listed; Artis G. Isaac, Philadelphia, no party listed; Caroline P. Killeen, Tucson, Ariz., no party listed; Robert J. Kilpatrick, Cortland, Ohio, independent; ED. Kirkpatrick, New York, independent; William L. Knaus, Mendota Heights, Minn., no party listed; Paul T. Lanyhow, Address unknown, no party listed; Committee to Elect Lyndon LaRouche, New York, U.S. Labor Party; Julius Levin, Palo Alto, Calif., Socialist Labor; Americus Liberator, Valentine, Neb., no party listed; Monte Harris Liebman, Hartland, Wis., independent; Ron Luther, Cleveland, 1976 Tuition Cut Ticket; Roger Lea MacBride, Washington, Libertarian; Lester Maddox, Atlanta, American Independent Party; Eugene McCarthy, Washington, Independent; E.L. Miller, Harrisonburg, Va., Restoration Party; Josephine Ann (Rudd) Miller, Kingman, Ind., no party listed; James Arnold Mobley, McKenzie, Tenn., independent; Conrad Flourney Morrow, Dayton, Ohio, Symbolic Union; Grady Ray,

Motsinger Jr., Dobson, N.C., no party listed; Ethel I. Oliver, Mason, Mich., independent; Pat Patton, Los Angeles, independent; Anion Pirman, Houston, Commonwealth Party of the United States; John L. Predgen, Canasoa-Harrie, N.Y., no party listed; Ralph Randolph Reed, Newport News, Va., U.S. People's Party; Willie Mae Reid, New York, Socialist Workers Party; Vincent J. Sabini, Houston, Democrat/Conservative; Oklan A. Saucke, Chattanooga, no party listed; Lloyd O. Scott, Lubbock, Tex., U.S. Fellowship Party; Danny P. Sell, London, Ohio, no party listed; Donald Joseph Shannon, Detroit, independent; Sam Silverstein, New York, independent; Wallace Snow Jr., Trenton, N.J., no party listed; Carl F. Steiman, Red Hook, N.Y., no party listed; Frank Taylor, Bisbee, Ariz., U.S. Party; Lawrence R. Topham, Pigeon Forge, Tenn., American Party; Reginald S.V. Towers, Santa Rosa, Calif., no party listed; Mike Tregenza, Exeter, England, no party listed; Paul E. Trent, Altus, Okla., independent; Howard Tucker, Atlanta, no party listed; Jarvis Tyner, New York, Communist; Ira R. Waggoner, Champaign, Ill., no party listed; Gordon Wharton, Tacoma, Wash., no party listed; Otho Raymond White, St. Louis, no party listed; Michael Woytowich, Cambridge, Pa., no party listed; Margaret Wright, Washington, People's Party; Frank P. Ziedler, Milwaukee, Socialist Party, U.S.A.

## 'Tampered' radio spot becomes issue in N.Y. primary race

### Candidate Moynihan charges tape used by Abzug campaign was unfair

New York's Democratic primary race for U.S. senator heated up last week when candidate Daniel P. Moynihan charged that a radio commercial for Representative Bella S. Abzug (D-N.Y.) was "a fraudulent, doctored, tampered tape."

Mr. Moynihan, former U.S. representative to the United Nations and an official in the Nixon administration, asked the Fair Campaign Practices Committee in Washington to intervene and set up arbitration proceedings. Under arbitration, both parties must agree to submit the complaint.

A spokesman for Mrs. Abzug said: "There's nothing to arbitrate. We made a mistake and we've pulled the commercial. It ran on only 25 stations a couple of times."

The 30-second commercial criticizes Mr. Moynihan for his role in the Nixon administration. It opens with a narrator saying: "The following tape comes to you from the Nixon White House." Then Mr. Nixon introduces Mr. Moynihan as his adviser on urban and domestic affairs.

The event on tape actually took place at the Pierre hotel in New York and not at the White House, a month before Mr. Nixon's first inauguration. Mrs. Abzug said she "deplored" the mistake and has asked stations to stop running the commercial. She added that Mr. Moynihan was "just trying to make this into something beyond what it really is."

New York's primary election takes place tomorrow (Sept. 14).

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| Los Angeles-New Orleans . .                | 31.50   |
| Dallas/Ft. Worth-<br>Los Angeles . . . . . | 26.25   |
| San Francisco-Atlanta . . .                | 31.50   |
| Philadelphia-Houston . . .                 | 26.25   |
| New York-Tampa . . . . .                   | 26.25   |
| Chicago-Orlando . . . . .                  | 26.25   |
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## CBS charged with undercovering advocates of military power

**Fairness-doctrine complaint filed with FCC says network purposely ignored views of those espousing superiority over Soviet Union**

In a complaint said to be unlike any that has ever been filed with the FCC, the American Security Council Education Foundation last week charged that CBS has violated the fairness doctrine in its coverage of national security issues by virtually boycotting views suggesting that the U.S. is losing or has lost military superiority to the Soviet Union and that a greater effort should be made to strengthen American defenses (BROADCASTING, Sept. 6). Indeed, it talks of such a boycott as the product of CBS News's "advocacy journalism."

The "uniqueness" of the complaint is in what is said to be the extensiveness of the time frame involved; it covers 1972, 1973, 1975 and the month of May 1976. During that time, ASCEF researchers are

said to have reviewed such CBS programs as the *Evening News*, specials, *60 Minutes* and documentaries.

The complaint—which is directed both at CBS-TV and CBS's five owned television stations—has its genesis in a report, "TV and National Defense: An Analysis of CBS News, 1972-73," that was written by Ernest W. Lefever, then senior fellow at the Brookings Institution, and that was published by the Institute for American Strategy, predecessor to the ASCEF, in 1974. Originally, IAS planned to study all three networks' output but the magnitude of the project caused it to focus instead on CBS-TV. That network was chosen because it had the largest number of affiliated stations and the largest audience.

The study concluded that CBS had violated the fairness doctrine in ignoring the views of those who felt that the threat to U.S. security is greater than that perceived by the government or that the U.S. ought to increase significantly its national security forces. The study said that CBS accorded significant time only to the views of those who felt that the government's perception of the threat to security is essentially correct or that it is less serious than the government perceives—and that the latter position was given even more attention than the former.

CBS rejected the conclusion that it had violated the fairness doctrine, and ASCEF, the complaint said, waited to see if CBS

News would respond to the report by providing "an opportunity for the expression of the neglected contrasting views." The subsequent analysis, the complaint said, shows that it has not.

CBS responded to the filing of the complaint with a statement characterizing it as "a rehash, for fund-raising and pressure purposes, of a gravely flawed and discredited study that, over the past two years, has failed of substantiation."

CBS said that, when the original study was released, it challenged IAS to document its allegations but that IAS has refused to do so. "This latest attempt to invoke coercive powers of government to force a special interest group's views on the American public will be resisted fully and completely," CBS said.

ASCEF researchers, in their follow-up study, examined what were said to be four contrasting views on the issue of U.S.-Soviet Union competition, and found:

- No mention of the view that the Soviet Union is still seeking eventual world domination.

- One reference, in a statement by Ronald Reagan, on the May 1, 1976, *Evening News*, to the view that the Soviet Union is militarily superior to the U.S.

- One reference, in a statement by George Wallace, on the Dec. 30, 1975, *Evening News*, that the U.S. should be militarily superior to the Soviets.

- And no mention of the view that the United States "should have the objective of winning the cold war (more properly termed by the Soviets as the 'conflict between the systems')."

What's more, the complaint cited polls to support the contention that the views said to have been ignored are held by much—indeed a majority—of the American public. The Opinion Research Corp. last year, for instance, found that 76% of the American people felt the United States should pursue a policy of military superiority over the Soviet Union.

John M. Fisher, president of ASCEF, said in a statement that CBS's refusal "to give time to the majority viewpoint [on the military superiority issue] while giving time to other viewpoints is one of the most serious and effective forms of advocacy journalism practiced by CBS-TV News. The omission of this and other viewpoints held by a majority of the American people violates all the rules of fair play and is a denial of the democratic process."

The petition was concerned not only with the number of times that various views were aired. Indeed, it suggested a conscious plan and referred to "deliberate" policy. The petition said ASCEF researchers found that CBS-TV News engaged in "advocacy journalism" through the expression of views by members of the news staff as well as through the airing of similar views expressed by others or of views echoing the administration's position.

The charge that CBS was following a "deliberate" policy was softened by Dr. Lefever, who attended a news conference held by Mr. Fisher in Washington to call

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Previous bdcst sales exp. Advdg agency bkgnd helpful. Research knowledge. Good size market exp.

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3 yrs major market exp. Strong voice. Capable of filling anchor position. Knowledge of college level sports. Aggressive reportorial skills.

#### Executive Producer/News

(Top 10 market): Must be able to supervise production of TV news programs. Previous exp. producing TV news.

**Assignment Editor (Top 10 market):** Previous exp in TV news assignment or TV news production.

#### Asst Director of Engineering (Radio):

2 or more years exp in design & adjustment of AM station directional systems or 5 yrs as Chief Engineer of an AM/FM station with responsibility for adjustment & maintenance of an AM directional system. Exp in design, specification & construction of AM/FM studio facilities. Knowledgeable in OSHA & FCC rules & procedures. FCC 1st Class license. EE degree or technical school & equivalent exp in electronics.

#### Bookkeeper (Radio):

Assist Business Manager in all accounting & general office work: payroll, accounts receivable/payable, etc. Good typing skills.

#### Asst Director of Engineering (TV):

5 or more yrs exp as Chief Engr/Asst Chief Engr of a TV station with responsibility for design, installation, operation & maintenance of studio & transmitter facilities. Knowledgeable in OSHA & FCC rules & procedures. FCC 1st Class license. EE degree or technical school & equivalent exp in electronics.

#### TV Anchor (Top 10 market):

Previous anchor experience.

#### Copywriter (Radio):

Prior exp as comcl bdcst copywriter. Good typing skills. On-air/production/continuity/traffic background.

#### Field Reporter (TV):

Ability to report "feature" news stories from the field. Write & package film reports.

#### Broadcast Technician (TV):

FCC 1st class license. Exp in studio operations & maintenance.

#### Co-anchor/Producer (TV):

Co-anchor Noon news. Write newscasts. Report from field. Write & package film reports.

#### Minority Affairs Producer (TV):

Write/produce/edit documentary films. Previous exp writing documentary material/16mm film editing.

#### Reporter (TV):

Previous exp reporting/writing for TV news. Exceptional ability to communicate on camera.

#### Broadcast Engineer (Radio):

FCC 1st class license. At least 2 yrs operating exp., AM/FM, including automation equipment.

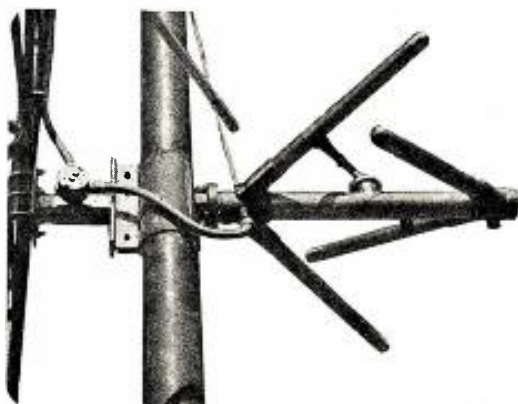
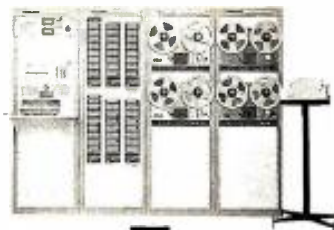
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# The Magic Music<sup>SM</sup> \* Story.

**Y**ou've probably heard about Greater Media's Magic Music programming by now.

They tell us it's the first brand-new idea in music formats for radio in a lot of years. And it's a big fat success.

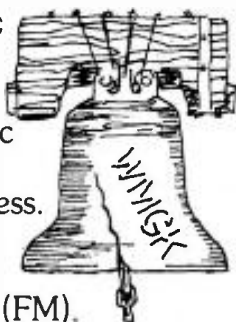
We started it about a year ago in Philadelphia when we launched WMGK (FM). First response: mail pull the likes of which we had never seen. Next response: fast buying action from agencies and advertisers who just liked what they heard.

After that: big numbers in key demos in our first ARB (Oct/Nov '75). The "Sold Out" sign went up then and it's been up again and again. Especially since our second (Jan/Feb '76) and our third books (Apr/May '76) showed us moving up even higher in the top ranks of Philadelphia radio.

This past spring we put our Magic Music programming on our WMJC (FM) in Detroit.



first ARB (Apr/May '76); confirmation of this



It happened all over again. Instant mail pull. Instant advertiser reaction. A spectacular leap to the top rungs in our

new leadership by Pulse (Mar-May '76).

Then: "Sold Out" city!

Now all's well at Greater Media.

Right?

Well, yes. Except we're learning what they mean when they say "imitation is the sincerest form of flattery."

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Enter our friendly lawyers. How do we protect our trademark rights? Tell the world the way it is, they say: "Magic Music is Greater Media's exclusive



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attention to the complaint. Dr. Lefever said CBS was "doing what comes naturally" in selecting the stories to be aired. He said he doubted that "deliberate decisions were made to black out certain kinds of news."

ASCEF asked the commission to designate the complaint for hearing, and, on a finding that CBS-TV has violated the fairness doctrine, ASCEF said, the commission should require the network to begin providing "reasonable opportunities" for the expression of views said to have been ignored and to provide "compensatory opportunities" for the expression of those views "to help balance the years of non-coverage."

## ABC-TV strengthens supporting line-up for Reasoner-Walters

The *ABC Evening News with Harry Reasoner and Barbara Walters* will begin operations Oct. 4 with added strength on its editorial and production support staffs.

Twenty-four additional job slots—for writers and news producers in Los Angeles, Chicago, Washington, New York and London—plus nine correspondent posts have been filled, some by internal transfers of personnel and some through hiring from outside. All the new positions are "designed to increase our coverage and presentation capability," Bill Lord, vice president-television news, said.

He added that ABC News will be boosted by "a budget increased substantially to allow us to cover the news in a more extensive and professional manner," effective immediately, but he would not estimate the percentage increase, saying the costs in a political year account for higher news budgets as a rule.

Detailed planning and "finalization" meetings are scheduled, and a first rehearsal for the new *Evening News* will be taped Sept. 20, Mr. Lord said.

The new correspondent assignments are: Bill Stewart, investigative reporter and Sunday night anchorman, WCCO-TV Minneapolis, named correspondent, *ABC Evening News*, New York; Robert Miller, journalism professor, Loyola University, New Orleans and former reporter with WWL-TV there, named correspondent, Chicago; Jack Smith, reporter-writer-assignment editor for WLS-TV Chicago (and son of Howard K. Smith), named correspondent based in New York for four months, then in Paris; Roger Caras, contributor on *ABC Saturday News with Ted Koppel*, named pets and wildlife correspondent, evening news; Brit Hume, investigative reporter, ABC News' *Closeup* documentary series in Washington and New York, named correspondent, Washington.

Four other correspondents will join the line-up, pending final contract arrangements. They are to include three women—one a consumer affairs reporter, one based in Chicago and one in Washington—and one man based in Bonn.

## Programing

## Networks shuffle program schedules to accommodate presidential debate

**New shows and premiere episodes are casualties of Sept. 23 telecast; delays and reslotting of debuts and specials now under way**

The first televised debate between President Ford and Jimmy Carter on Thursday, Sept. 23 (9:30-11 p.m., NYT) has thrown monkey wrenches into all three networks' prime-time schedules for that night.

NBC, for instance, was planning to spring the first installment of its nine-hour miniseries, *The Captains and the Kings* (9-11 p.m.), on Sept. 23 to a barrage of *Rich Man*, *Poor Man*-type publicity and then run off most of the subsequent episodes in the regular *Best Sellers* weekly time period (Thursday, 9-10 p.m.).

Now, Irwin Segelstein, NBC's executive vice president for programs, says NBC will have to find another two-hour time slot for *Captains*, which will probably cause further schedule disruptions in subsequent weeks.

ABC was also slated to kick off the fifth year of *Streets of San Francisco* with a two-hour special (9-11 p.m.) introducing Karl Malden's new partner, Richard Hatch. (Mr. Malden's partner throughout the first four years, Michael Douglas, has quit to follow other show-business-related pursuits.) Plans are to split the two-hour movie, with the first hour to run on Sept. 30 at 10 p.m. and the second hour a week later, according to Sy Amlen, a programing vice president at ABC.

Another veteran police show, *Hawaii Five-O*, CBS, was set to begin its ninth season with a two-hour special shot in Hong Kong (9-11 p.m.). CBS sources say that special will now run in its entirety on Sept. 30 (also 9-11 p.m.), a move that postpones the fall-season debut of five-year-old *Barnaby Jones* to Oct. 7 (10-11 p.m.).

Various sources say that, over-all, ABC will suffer the least disruption of its Thursday-night schedule—on Sept. 23, it will simply run the premiere episodes of the three sitcoms slotted from 8 to 9:30 p.m.: *Welcome Back, Kotter*; *Barney Miller* and *The Tony Randall Show*.

CBS has logged a Charlie Brown rerun for 8 p.m. on Sept. 23, followed by the premiere episode of *The Waltons* (8:30-9:30 p.m.), which the following week will resume its regular Thursday-at-8 time period.

NBC's strategy, according to Mr. Segelstein, is to push the opening episode of its new 60-minute adventure series, *The Gemini Man*, up a half-hour, to 7:30 p.m.

NBC doesn't have to make application to the FCC for this move because it's allowed three hours of 'nonexemptive' prime-time material between 7 and 11



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p.m. and it's only taking two. (Other sources say NBC may run into clearance problems because many of its affiliates are emphasizing their new and returning access shows during the week of Sept. 20.)

Then, at 8:30 p.m. on Sept. 23, NBC will weigh in with the second episode of its World War II comedy-adventure, *Baa Baa Black Sheep* (whose regular time period is Tuesday, 8-9 p.m.), to go head-to-head with *The Waltons* on CBS and ABC's *Barney Miller* and *The Tony Randall Show*. *Baa Baa*'s first episode on Tuesday, Sept. 21, a two-hour special, may not do well in the ratings, particularly during its first hour, because it'll clash with a special 60-minute *Happy Days* ABC has scheduled, focusing on the Fonz's love affair.

## Parents, know thy children's TV habits, Rule tells West Coast Rotary

**ABC president details network's approach to violence, says home must bear larger degree of a shared responsibility**

Some suggestions for producers and editors on the use of violence in children's programs were offered by Elton H. Rule, president of ABC Inc., in a speech to the Rotary Club of Los Angeles.

He said they were examples of guidelines developed by ABC, for the producers and editors of its own programs, from findings in the two five-year research projects involving children and TV in which ABC invested \$1 million (BROADCASTING, March 15, 22).

He cited these examples: "The presentation of violence should exclude details which could be imitated by a viewer; it should be used clearly as a dramatic example of what should not be done, and the negative consequences of such violence should be demonstrated."

"There is much more to be done in this area," he added, "and our research is continuing, but I think we are definitely moving in the right direction."

Mr. Rule incorporated findings and suggestions from a variety of research projects in stressing that television takes "very seriously" its responsibility to younger viewers, but that broadcasters can't do it all.

"Let me emphasize," he said, "that ours is only a part of the over-all responsibility for the effect that television has on our children. We in the television industry can control our programs and what happens to them right up to the point where they enter the home. But in the living room or the family room, control can be exercised only by parents. The most constructive use of television for children can come about only through the shared responsibility of broadcaster and parent alike."

Mr. Rule cited a Roper Organization survey, made last spring, that found, he



**Covering the champs.** Five road games of Houston Aeros hockey teams will be telecast during the coming season by KPRC-TV Houston. Television schedule starts Jan. 2 with Jerry Trupiano on play-by-play and Jack Stanfield, Aeros assistant general manager, on color. At special "Stick With the Astros" luncheon announcing TV arrangement (l-r): Bill Dineen, coach of the World Hockey League championship club; Earl Littman, president of Goodwin, Dannenbaum, Littman & Wingfield, Houston, agency for the Aeros, and Jack Harris, president and general manager of KPRC-TV.

said, that "a sizable majority" of parents had strict rules governing much of their children's behavior, but that "only about two-fifths" had rules about what programs their children could watch, and "fewer than a third" of those with children under 12 had rules against their watching after 9 p.m.

"What this appears to mean," he said, "is that parents who take active charge of most of the elements of their children's upbringing allow a kind of anarchy to prevail where television viewing is concerned. To me, this is a cause for real concern. Children are unique creatures, with their own personal areas of knowledge and ignorance, their own needs and fears and insecurities. No television program, no matter how sensitively designed, can be guaranteed to affect all children in the same way."

Mr. Rule said ABC had collected from its outside consultants some suggestions for parents on how to help their children get the best out of TV, among them: "Know what your children watch"; "watch television with your children" enough to know how they react to what they're seeing; "comment on the things you see with your children," and "use your family television viewing as a basis for conversations."

## Spanish network flies high with satellite

**SIN sends 25 hours of live programming a week to affiliates**

The Spanish International Network announced last week that seven of its television stations will carry 25 hours of live programming each week from Mexico City by satellite, starting yesterday (Sept. 12).

Rene Anselmo, SIN president, said the move would "insure SIN's position as the fourth television network" and provide swifter linkages between Mexico City and the 9.5-million Spanish-language viewers in the 10 U.S. and four Mexican border markets served by the SIN network.

The network's programming, entirely in

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JVC's unique patented dubbing switch is provided to facilitate quality tape transfers. For playback through regular TV sets, an optional RF converter can be plugged right into the deck. The CR-4400U operates on AC as well with its companion

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

**Good catch.** NBC-TV has nailed the second game of the 1976 World Series for its catch-all *Big Event* series on Sunday, Oct. 17.

The second game is traditionally played on a Sunday afternoon but NBC reportedly talked Bowie Kuhn, the baseball commissioner, into making it a night game because of the higher sets-in-use figure and the flexibility of the *Big Event* time slot (which is pencilled in to run for 90 minutes each week—9:30-11 p.m., NYT—but which can expand to as much as four-and-a-half hours, as in the case of *The First Fifty Years* special on Nov. 21).

The World Series games of Oct. 19, 20 and (if necessary) 21 will continue to be played at night, and at least one National and American League playoff game per day will be played at night (Oct. 9-14). ABC will telecast the playoffs this year.

Spanish, includes the seven-hour Sunday variety show, *Siempre en Domingo* ("Always on Sunday"), international news, live soccer matches and championship boxing bouts.

Mr. Anselmo said feeds will be carried live by WXTV(TV) Paterson, N.J., KMEX-TV Los Angeles, KFTV(TV) Hanford, Calif.; KDTV(TV) San Francisco, KLOC-TV Modesto, Calif., KWEX-TV San Antonio, Tex., and XEWT-TV Tijuana, Mexico (San Diego).

Two other affiliates, WLTU(TV) Miami and KMXN-TV Albuquerque, N.M., will carry tape delays of the Mexico City feeds and will be interconnected as soon as satellite ground stations are available in their areas, Mr. Anselmo said.

## The Wold connection

**Supplier again gets heavily involved in regional, part-time hook-ups in football season**

With the start of National Collegiate Athletic Association football and the National Football League regular season, Robert Wold Co. has announced it will be associated in 1976 with the production of approximately 450 individual football broadcasts on behalf of 50 company clients.

The Los Angeles-based Wold firm supplies end-to-end service including engineers, stadium circuits, telephones, land lines and domestic satellite time leased from AT&T and Western Union on a bulk basis.

Six NFL clubs used Wold services for TV games in the just-ended pre-season schedule. Four TV stations have contracted for Wold transmissions of Saturday night college games in the West that will not be covered by ABC-TV. Wold will also interconnect a network of stations in 10 major markets offering a black college game of the week. That started Sept. 11

and will run on 11 consecutive Saturday mornings.

In addition, Wold will produce and interconnect the 52d annual Shrine East-West Bowl game and pageant on Jan. 2. Network advertising will be sold in half the commercial positions by Sports Media Inc. with the remaining spots available to stations for local sale. Fifty stations have contracted for the telecasts.

Wold's involvement with radio football spans both the NFL and major college games. Wold is working with 23 of the 28 pro clubs on regional radio networks and is delivering facilities to Mutual for its coverage of NFL action.

Wold services will also be used in radio coverage of 13 major college schedules, including Mutual's Notre Dame schedule and "wild-card" games, plus a Big Ten game-of-the-week line-up.

## Program briefs

**H-B goes to Canada.** Taft, H-B International, Hollywood, has entered agreement with Telegenic Programs, Toronto, to exclusively sell and distribute Hanna-Barbera programs throughout Canada. Deal affords Telegenic nine H-B 30-minute TV series, including five new 1976-77 network series, and five 10-minute specials. Series include *Scooby-Doo*, *Dynomutt*, *Mumbly*, *Jabberjaw* (all ABC-TV), *Clue Club* (CBS-TV), *Top Cat*, *Secret Squirrel*, *Birdman & Galaxy Trio* and *Atom Ant*. Specials are "The Runaways," "Cyrano," "The Crazy Comedy Concert," "Robin Hoodnik" and "Jack and the Beanstalk."

**Picked.** Radio rights to Dec. 18 Tangerine Bowl have been granted to Motor Racing Network. Football contract is MRN's first venture into collegiate sports. *MRN, Drawer S, Daytona Beach, Fla. 32015.*

**Goal.** World television rights outside of Canada for *Canada Cup of Hockey—1976* have been acquired by Productel Inc., Montreal. First open world hockey tournament will include 15 regular and two-out-of-three playoff games.

**Labor Day of love.** In its 11th year on TV, the 21 1/2-hour Jerry Lewis Labor Day Telethon for the Muscular Dystrophy Association (MDA) received pledges of \$21.7 million, a \$2.8 million increase over last year's intake. Two more stations carried this year's show, bringing the number to 197, which founder Mr. Lewis calls his "love network." Originating from Las Vegas, the telethon was broadcast live via satellite to Puerto Rico and outlets in Alaska and Hawaii, and was tape-delayed to Guam. Of the 197 stations, 86 are ABC affiliates, 59 are CBS, 39 are NBC and 13 are independents. Ed McMahon of the *Tonight* show anchored the program, which featured Mr. Lewis and more than 100 other celebrities. Last year's telecast drew an audience of 82 million viewers, and MDA expects a similar rating this year.

## Banks adopt ethics code and guidelines for advertising

Industry group lists areas subject to misinterpretation

A code of ethics and specific guidelines covering advertising by financial institutions were released last week by the Financial Advertising Committee on Ethics, an industry group formed in 1975 to make such recommendations.

A spokesman for FACE said the guidelines are applicable to all media, including radio and television, pointing out that instances of misinformation or lack of information cut across all advertising.

Developed to assist industry self-regulation, the code and guidelines cover areas thought to be most susceptible to advertising misinterpretation: "free" services; "free" checking accounts; price reduction or savings claims; packaged services; premiums and giveaways; deposit insurance; indefinite superlatives in connection with rate comparisons and communications to customers on how interest rates are computed.

Among the components of the guidelines: free services (other than free checking) may be advertised only if the service is an unconditional gift and does not require another tie-in service; free checking accounts may be advertised, provided there is no charge for other parts of the service, such as monthly statements, checks or other instruments; price reduction or saving must be compared with either the advertiser's own former or usual price or with the current price of a comparable service offered by other financial institutions; packaged services may be advertised, but conditions for obtaining it, such as approval by the bank, must be included in advertising copy; "free" premiums may be advertised, provided they are unconditional gifts or if conditions attached to them are stated clearly and prominently.

## Act study shows how ads for children increase before Christmas

Survey cites rise in toy spots during pre-holiday programing

Action for Children's Television released the results of a study last week reaffirming that TV advertising directed toward children increases markedly during the pre-Christmas season.

The ACT study was conducted by Dr. F. Earle Barcus of the Boston University School of Public Communications, who monitored Saturday morning programs on the three network affiliates in Boston and

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The TK-46 is a new camera.

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Features improved, where possible, for the TK-46. To make it the worthy successor to the world's most successful TV cameras.

| Feature                                           | Year Introduced | 69 | 70 | 71     | 72 | 73    | 74 | 75    | 76 |
|---------------------------------------------------|-----------------|----|----|--------|----|-------|----|-------|----|
| High Efficiency Prism Optics                      |                 | •  | •  | •      | •  | •     | •  | •     | •  |
| Wide Range Voltage Regulation                     |                 | •  | •  | •      | •  | •     | •  | •     | •  |
| Comb Filter and Coring                            |                 | •  | •  | •      | •  | •     | •  | •     | •  |
| Chromacomp                                        |                 | •  | •  | •      | •  | •     | •  | •     | •  |
| Electromechanical Lens Cap                        |                 | •  | •  | •      | •  | •     | •  | •     | •  |
| Small Diameter Mini Cable                         |                 |    | •  | •      | •  | •     | •  | •     | •  |
| Joystick Remote Control Panel                     |                 |    |    | •      | •  | •     | •  | •     | •  |
| Internal Bias Light                               | TK-44A          |    |    |        | •  | •     | •  | •     | •  |
| Extended Sensitivity                              |                 |    |    |        | •  | •     | •  | •     | •  |
| Scene Contrast Compression                        |                 |    |    |        | •  | •     | •  | •     | •  |
| Compact Camera Control Unit                       |                 |    |    | TK-44B | •  | •     | •  | •     | •  |
| Simplified Set-Up Controls                        |                 |    |    |        | •  | •     | •  | •     | •  |
| Automatic Color Balance                           |                 |    |    |        | •  | •     | •  | •     | •  |
| Automatic Iris Control                            |                 |    |    |        | •  | •     | •  | •     | •  |
| Automatic Centering Control                       |                 |    |    |        | •  | •     | •  | •     | •  |
| Indoor/Outdoor Switch                             |                 |    |    |        | •  | •     | •  | •     | •  |
| Super Quiet Switch                                |                 |    |    |        | •  | •     | •  | •     | •  |
| Out of Band Aperture Equalization                 |                 |    |    |        |    | •     | •  | •     | •  |
| Shared CCU with Portable Camera Head              |                 |    |    |        |    |       | •  | •     | •  |
| New State-of-the-Art Preamps                      |                 |    |    |        |    | TK-45 |    | •     | •  |
| Tilting Viewfinder                                |                 |    |    |        |    |       |    | •     | •  |
| Simplified Control Panel Layout                   |                 |    |    |        |    |       |    | •     | •  |
| Accident-Proof Set-Up Controls                    |                 |    |    |        |    |       |    | •     | •  |
| Simultaneous In/Out of Band Aperture Equalization |                 |    |    |        |    |       |    | •     | •  |
| Operations-Oriented Styling                       |                 |    |    |        |    |       |    | •     | •  |
|                                                   |                 |    |    |        |    |       |    | TK-46 |    |

Above are 25 good reasons why the new TK-46 produces such high quality pictures.

### Innovation and improvement.

The TK-46 includes the latest version of high efficiency prism optics for superior low-light pictures; the comb filter and coring that set a new standard for signal-to-noise ratio; and Chromacomp, RCA's colorimetry adjustment. All standard.

Chromacomp allows colorimetry adjustment without affecting picture luminance. Hue and saturation of primary colors may be changed without altering grey scale balance. Matching to other cameras is simple.

Such innovations made the TK-44 and 44A the best-selling TV cameras. And further developments made sales leaders of their successors.

#### **Age of the automatics.**

The TK-44B and TK-45 launched the automatic TV camera age. Automatics that simplify or eliminate subjective operator judgements were introduced on these cameras. They include automatic iris, operated by reflected light levels; automatic white balance and automatic black

#### **What's new on the TK-46?**

Better signal-to-noise ratio, for one thing. In low light, a new, advanced preamp design improved signal-to-noise ratio by 3 dB—especially useful in multiple-generation tape production.

Also new for the TK-46 is a tiltable viewfinder with an 8" diagonal screen. The cameraman can hold a horizontal view while tilting the camera through a 30° arc.

Simultaneous in- and out-of-band contours with combing and coring are standard on the TK-46. Our



# **RCA**

balance; automatic centering control.

Another notable development was internal bias light. It minimizes lag and permits camera operation with as few as five foot-candles of incident light.

Scene Contrast Compression gave users another important benefit. With this control, the cameraman can pull details out of shadow areas (in sports arenas, for instance) without a shift in color balance. He can pan into bright light without overexposure, too.

These proved performance advantages are also yours on the TK-46.

chart will show you all the advantages and how long they have been performance proved. A look at the TK-46 will show how well it performs today, and for many tomorrows.

#### **The one camera truly worth looking into.**

If you are planning to invest in a quality TV camera, look into the TK-46 soon. You'll find it's the one state-of-the-art camera with outstanding proof of performance behind its many features.

To see what all the TK-46 excitement is about, see your RCA Representative.

# WPVR #1 in women (#2 in adults) in Roanoke\*



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Using our Beautiful Music program service WPVR was a solid #1 in women in Roanoke according to the April/May 1976 Arbitron. In the first full year with our programming, WPVR's audience has doubled! Hats off to Jim Gibbons, Frank Grimes, Bob Passmore and everyone at WPVR. And here's the exciting part of the story - 70% of WPVR's adult audience is under 50!

These are numbers WPVR can be proud of and numbers that WPVR can sell.

If your audience is too small or too old - or if you feel your present syndicator isn't helping you solve your sales problems perhaps KalaMusic can help.

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See us in Suite 1721 at the NRBA Convention



**KalaMusic**

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Kalamazoo, MI 49006

\*Audience estimates for WPVR-FM Average Quarter Hour women 18+\*Adults 18+, Adults 18-49, Monday-Sunday, 6 a.m.-Midnight; total persons 12+ April/May Arbitron 1975, 1976; and subject to qualifications issued by rating service.

the afterschool shows of WNEW-TV New York, an independent station. The survey was designed to analyze the differences between the advertising content of children's programs telecast in April and November of 1975.

The study revealed there was a 17% increase in network television advertising targeted toward children during the holiday season (compared with April), and a 67% boost in the number of commercials on the independent station (WNEW-TV).

The study found that the largest increase in advertising to children from April to November was in the toy field: this category accounted for 17.3% of all commercials in April to 47.5% in November. All other product categories decreased both in frequency and as a proportion of all TV advertising.

Dr. Barcus acknowledged that some criticized commercial practices, such as host selling and program tie-ins, now occur rarely if at all, but said others persist. He said on some programs well-known personalities, cartoon or program characters are used as integral parts of the commercials although they do not directly endorse products. Dr. Barcus added that commercials generally do not give information on the operation of the product, pricing, size, quantity, ingredients or materials.

According to Peggy Charren, president of ACT, the pre-Christmas study "proves that children's advertising is still misleading and unfair to young viewers." She said there is a "necessity for regulatory action to compel the broadcasting and advertising industries to desist from practices that manipulate and confuse the members of the child audience."

## Mrs. Dole leaves FTC temporarily

**She'll step aside while stumping  
for husband, Republican VP nominee**

Federal Trade Commissioner Elizabeth Hanford Dole has announced her intention of taking a leave of absence from the FTC to avoid any sign of conflict of interest while campaigning with her husband, Senator Robert Dole (R-Kan.), President Ford's running mate.

The President's advisers decided that Mrs. Dole could retain her post during the campaign, but could not combine her duties with campaign participation.

Her absence will leave the FTC with three commissioners. Chairman Calvin Collier told her, however, that he was "delighted to learn of your intention to remain a member" and not resign.

Rep. Joe L. Evins (D-Tenn.) was not so delighted. In a House speech, Mr. Evins said, "In the event she wishes to engage in politics and campaign for her husband, she should resign from the commission." He said that Mrs. Dole was confirmed by the Senate for a specific term and that "a commissioner of a regulatory agency should not be appealing for votes from business and industry regulated by the commission."

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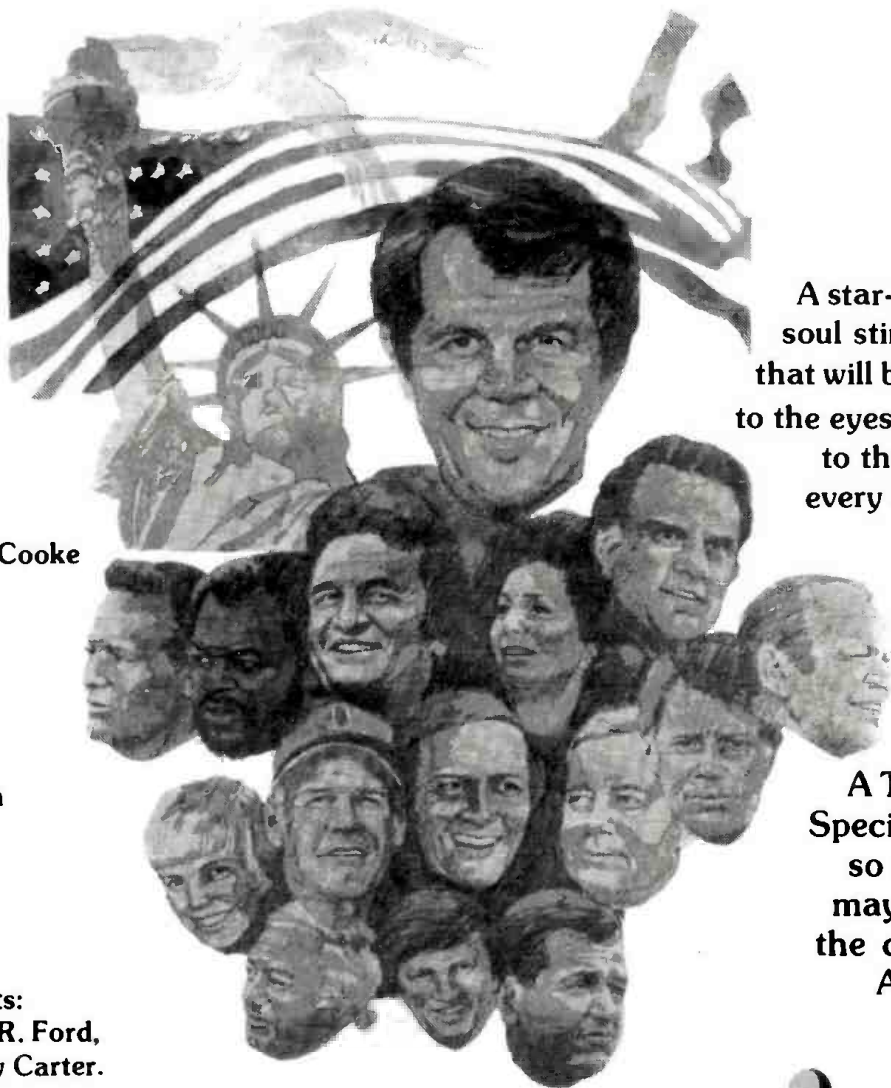
Due to local TV station policies concerning political candidates a "non-candidate" version of the program may be seen in some areas.

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More than meets the eye.

## Must-attach element of pole legislation is dropped in mark-up

**Frey amendment removes that part; forfeiture section remains intact**

The House Communications Subcommittee last Wednesday completed mark-up of pole attachment legislation, sending the House Commerce Committee a bill with substantial differences from the one originally proposed. The section attached to the bill regarding cable forfeitures, however, left the subcommittee mark-up unamended.

Under the new pole attachment legislation, neither the FCC nor the states could require that cable be attached to any poles. Previously, utilities could have faced such a requirement if they already granted space for other communications services on their poles (BROADCASTING, Sept. 6). The change came with the passage of an amendment offered by Representative Lou Frey Jr. (R-Fla.).

According to an aide to Mr. Frey, cable witnesses have repeatedly testified that they were not seeking a right of attachment. The amendment, however, did cause a stir among cable interests. But at a meeting with Mr. Frey following the mark-up session, they were said to have been assured that report language accompanying the bill would provide for redress, if, for example, a utility refused to allow cable on its poles.

The substitute bill—under the sponsorship of Representative Timothy Wirth (D-Colo.)—would give the states nine months to assert jurisdiction regarding pole attachments. Pole attachments in those states that did not take jurisdiction would be subject to FCC regulations. The FCC would also review the regulatory procedures of the states.

"Original jurisdiction" for the states was persistently sought by Representative Charles Carney (D-Ohio). Mr. Carney initially wanted the states to have a full year to assume jurisdiction. Mr. Wirth called

for a six-month deadline and the nine-month compromise was agreed upon.

To Mr. Wirth, however, the whole issue of state jurisdiction is a "straw man." He claimed: "I don't think that the states are going to assert jurisdiction."

The new proposed legislation would also specifically exclude poles owned by railroads, municipal electric companies and rural electric cooperatives from state and FCC jurisdiction.

The forfeiture section of the bill, which survived mark-up intact, would give the FCC power to impose fines on cable systems for violations of the rules.

The House Commerce Committee did not reach pole attachment/forfeiture matters when it reviewed new legislation last Thursday. Another meeting has been set for tomorrow (Sept. 14).

Following the committee meeting, Mr. Wirth indicated that he still was confident that the bill could make its way through Congress this session. To do that, rules would have to be suspended to bring the bill to a House floor vote directly after passage by the Commerce Committee, instead of also taking it to the Rules Committee. The Rules Committee had set a Sept. 10 deadline for new legislation. Congress is planning to adjourn around Oct. 2.

## 'Midnight Blue', back on cable, draws Hill fire

**Murphy wants FCC to order it off Manhattan access channel**

Representative John Murphy (D-N.Y.), crusader against violence and smut on television, has accused the FCC of "participating in a conspiracy to bring filth into the homes of the people of New York City" by permitting the reappearance of *Midnight Blue* on a New York cable access channel.

Actually, the name *Midnight Blue* has been changed to *America's Midnight Blue*, but the product is unchanged, Representative Murphy said in a letter to FCC

Chairman Richard Wiley.

Mr. Murphy made an issue of *Midnight Blue* during the House Communications Subcommittee's hearings on cable television (BROADCASTING, May 31), at which he presented a screening of the show for subcommittee and audience. At the time, in late May, the show had been kicked off the access channel it had occupied on Manhattan Cable in New York. Since then, however, the show has returned to the same channel, and, according to Mr. Murphy, "about one hour earlier on Friday nights, when thousands of New York's teen-agers are exposed to this filth."

"It is incomprehensible to me," Mr. Murphy said in his letter to FCC Chairman Wiley, "that the FCC allowed the show to run in the first place, and I think it borders on the criminally negligent to allow it to continue since the commission was made painfully aware of it during the hearings. I feel little restraint in saying that the FCC is participating in a conspiracy to bring filth into the homes of the people of New York City."

Mr. Murphy said he recognizes the need to permit cable operators broad discretion in dealing with obscene or indecent material to avoid stifling novel programs just because they might be distasteful or unpopular. "But by any legal standard," he argued, "*Midnight Blue* is pornographic. It is not protected by the First Amendment."

The congressman charged too that Manhattan Cable has "willfully violated" commission rules. The FCC has held that cable systems are liable for obscene or indecent material shown on their access channels.

The FCC had made no response to Mr. Murphy at midweek last week, although the staff was reported working on one. Manhattan Cable had no rebuttal, either. It had not yet seen the Murphy letter, Charlotte Schiff Jones, vice president, reported. In a conversation with BROADCASTING, however, she repeated her plea for a clarification of the cable operator's responsibility under the FCC's rules. She argued, as she had before the House Communications Subcommittee, that the burden should be on the producers of the access programs.

Mrs. Jones said *Midnight Blue* was permitted to return to the access channel about two months ago after its producers agreed to a set of guidelines Manhattan Cable set out governing the use of obscene and indecent material. She balked at describing the guidelines, however, saying much in the agreement with the producers of *Midnight Blue* had been verbal and would take her a while to draw together. She added that Manhattan Cable is currently working on a written list to make available to all producers of access programming. "We are quite determined to adhere to the principle and spirit of public access," Mrs. Jones said, meaning not to interfere with program content. But at the same time, she added, "we are trying to be responsible in not presenting obscene material."

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## AMST says FCC moved too fast in opening up more CB channels

**In petition for reconsideration, it says commission did not explain adequately how interference to TV channels would be overcome; ABC also asks for review**

The FCC order last month opening up 17 new citizen-band channels has not only "aggravated the public's difficulties but is also illegal.

That position has been taken by the Association of Maximum Service Telecasters. Accordingly, that group has petitioned the FCC to reconsider its order, effective Jan. 1 (BROADCASTING, Aug. 2), and stay action until making a decision on reconsideration.

AMST restated the claim it offered in earlier comments that the additional 17 channels (bringing the number available to 40) would "for the first time cause major interference on television channel 6." It also argued that the new frequencies would increase the sale of CB transmitters, therefore increasing the interference

that other television channels face.

"The commission has acted on this major controversial issue in complete disregard of legal requirements," AMST said. Lacking, it believes, is an adequate explanation of the action in regard to interference. AMST said this is required by the Administrative Procedure Act.

To deal with the interference problem, the commission increased the required harmonic radiation suppression for new class D transmitters from 49 to 60 decibels. AMST however, contended that "suppression at the level of 110 db is necessary to assure adequate protection to television from harmonic radiation."

ABC also sought delay and reconsideration. It said that even though the commission had considered the television interference problem, the matter is so serious, "potentially affecting millions of television viewers, that we feel constrained to suggest that more effective measures be taken," ABC said.

AMST urged that the commission withhold action until results come in at the end of this year from two studies—one by the FCC Field Operations Bureau and the other by Magnavox, under the auspices of the Electronic Industries Association. "Any need for additional citizen-band service frequencies cannot be so critical that the commission should not wait the few months necessary to obtain a firm basis upon which to act," AMST said.

AMST also asked that the commission

make new harmonic suppression requirements apply to all newly manufactured equipment. It argued against "grandfather status" for existing equipment.

And, it argued, "It is wholly arbitrary and capricious for the commission to proceed with this enormous expansion of CB radio when it is clear that the citizen-radio service cannot remain in the 27 mhz band..." The AMST notes that the FCC is considering moving CB to another part of the spectrum and claims that "the commission has adopted a program that will commit hundreds of millions of dollars to new equipment that the commission will subsequently make obsolete when it reaches its permanent solution."

## FCC urged to broaden its concerns in management of spectrum

**Report suggests three-ply approach to incorporate economic factors, says present system offers no incentives for conservation**

To the FCC, management of the spectrum has always involved considerations of engineering and legal criteria, as well as with apparent social benefits. Economic factors have not been explicitly considered, except by economists and social scientists outside the FCC. But the commission's spectrum allocation staff of the Chief Engineer's Office has now issued a report containing a "preliminary analysis" of the feasibility and merit of introducing economic factors into the spectrum-management process.

The report, by John O. Robinson, assumes that the present multibillion-dollar investment in radio equipment and the "immeasurable public vested interest" in the existing system must be accepted as given. However, the report says that would not prevent changes in spectrum management.

And the report concludes that the development of a free market in the spectrum—a market in which property rights would be established and traded for a price—is not feasible; it cites the high cost that would be involved in adjudicating and enforcing those rights, and notes that "propagation characteristics of electromagnetic energy are such that the achievement of compatible operation among the large number and variety of radiating sources and associated receivers becomes a complex systems engineering matter."

But the report lists three techniques for introducing economic factors into the spectrum-management process. They are shadow pricing (the determination of spectrum value by some analytical method), user charges (the primary pur-

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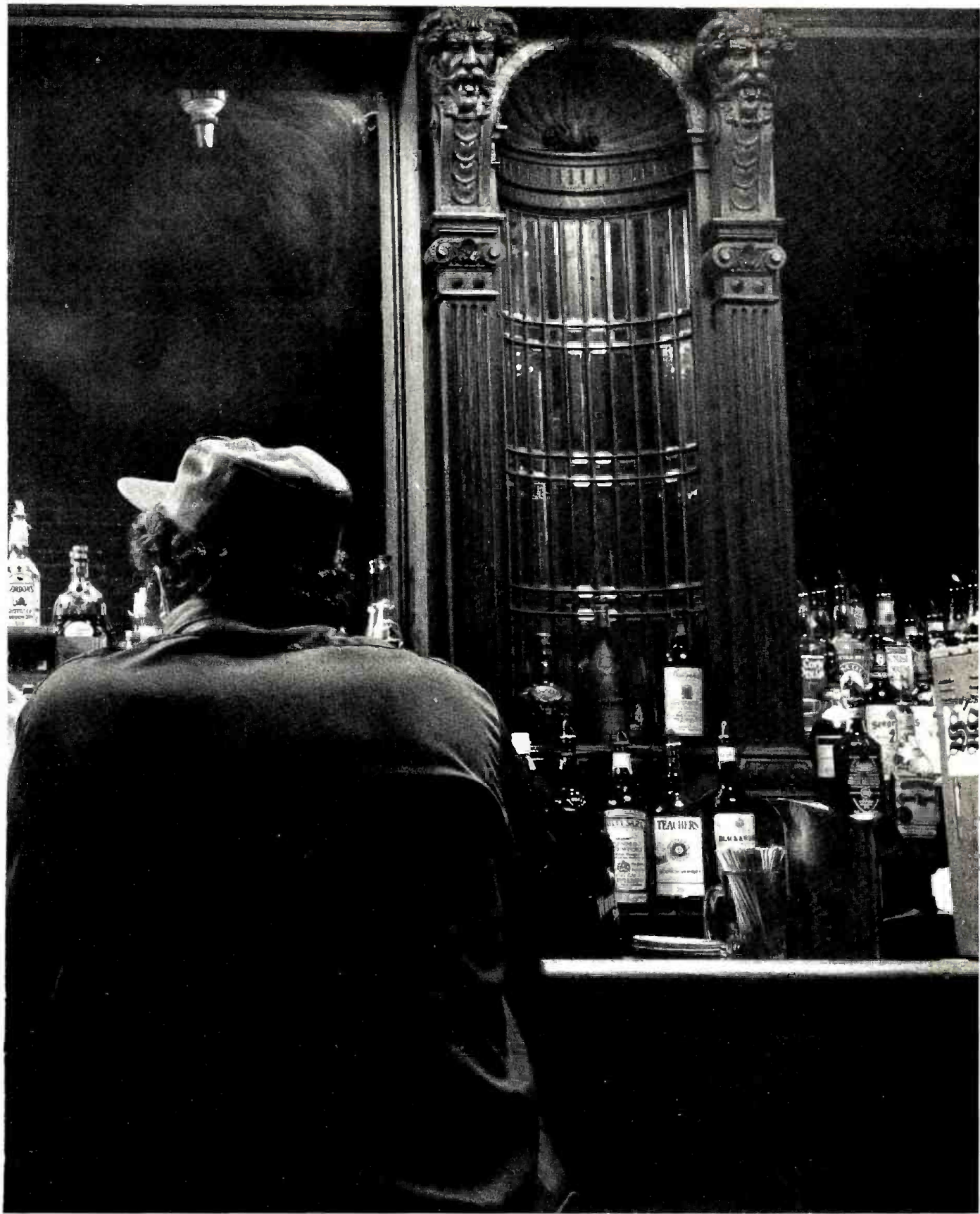


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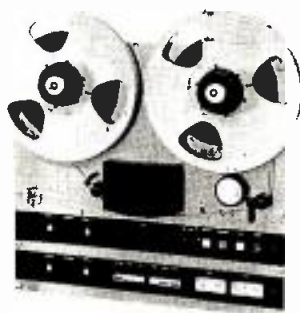
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pose of which would be to promote conservation of the spectrum, including consideration of nonspectrum alternatives, such as cable) and auctions (which would be used in cases in which several qualified applicants are seeking the same frequency). Besides their primary functions, the techniques, the report says, are mutually reinforcing.

The report does not claim that, even in combination, the techniques would achieve the "classical economic goal of maximizing efficiency." But it does claim that their use would result in increased efficiency in the spectrum allocation and use. And that, the report says, is critical, for, with the spectrum now available for use at no charge, there is no incentive to conserve.

Indeed, the report says that there is a positive incentive to substitute no-cost spectrum for more efficient—and more costly—radio equipment.

Comments on the report are requested, and should be sent to SAS/OCE, Room 7312, FCC, 2025 M Street, N.W., Washington 20554.

### Satellite limitation sought

Keystone Broadcasting System says it will petition the FCC to adopt a rule prohibiting commercial television or radio network companies from owning communications satellites. Keystone, which describes itself as the nation's largest noninterconnected radio network—it serves some 1,200 affiliates—notes in a statement that feasibility studies indicate that satellite technology would facilitate interconnection of broadcast stations. But satellite ownership, Keystone contends, would give commercial networks a competitive advantage. Under Keystone's proposal, RCA, the parent corporation of NBC, would be required to divest itself of its domestic satellite company, RCA American Division of RCA Global Communications.

### Technical Briefs

**Tower tragedy.** Plane spraying for mosquitoes in Clarksdale, Miss., Aug. 24 hit tower of WBI(FM) there and crashed into residential area killing pilot and three other persons, injuring nine and setting five houses on fire. Plane was one of two spraying the area against Culex mosquitoes which carry St. Louis encephalitis and was flying about 50 feet lower than its flight plan called for when it hit 200-foot antenna at 10:27 p.m. Crash bent tower, but did not knock station off air. Damage to tower and antenna were estimated to be at least \$4,000.

**Four-in-one.** Beacart Division of UMC Electronics Co., North Haven, Conn., has introduced new four-slot broadcast audio cartridge tape reproducer. Called Model 4D, machine features individual motor and power supply for each slot. Should one slot need servicing, remaining three stay operational.

## Cox says it's nowhere but up for FM medium

And AM might be heading for a fall, group predicts in report on future of the junior radio service; among other forecasts: \$750 million in revenues, half of audience by 1980

FM won't be second best much longer. By 1980 it should equal AM for audience share and cash flow, be not too far behind AM in revenues, and overtake it in pre-tax and net income. These are some of the predictions made by Cox Broadcasting Corp. in a study of the medium titled "Cox Looks at FM Radio: Past, Present and Future."

The conclusion will be presented today (Sept. 13) by Cox President Clifford M. Kirtland Jr. at the Institute of Broadcasting Financial Management conference in Boston. The report, which was eight months in the making, is the second in-depth effort prepared by the Atlanta-based group owner and cable operator. The first was released in early 1975 and dealt with the future of advertising, broadcasting and cable. This one traced the history of the major factors that led to the development of FM. Based on this past data and on interviews with broadcasters in the top-40 markets, it presents computer projections on various financial aspects of radio for the next seven years.

Included among these predictions:

- FM revenues will triple to more than three-quarters of a billion dollars by 1980 versus one-quarter of a billion in 1974. This is a net income growth rate of approximately 20% per year.

- FM pre-tax income will skyrocket from \$7 million in 1974 to more than \$60



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## FM, actual and projections (\$million)

| Year      | Net FM revenues | FM expenses | FM pre-tax income | FM net income | Add: depreciation** | FM cash flow | Cash flow as a % of net revenues |
|-----------|-----------------|-------------|-------------------|---------------|---------------------|--------------|----------------------------------|
| 1960      | 9.4             | 11.0        | (1.6)             | (0.8)         | 0.6                 | (0.2)        | (2.1)                            |
| 1961      | 10.0            | 11.8        | (1.8)             | (0.9)         | 0.6                 | (0.3)        | (3.0)                            |
| 1962      | 13.9            | 15.9        | (2.0)             | (1.0)         | 0.9                 | (0.1)        | (0.7)                            |
| 1963      | 16.3            | 18.2        | (1.9)             | (1.0)         | 1.0                 | 0.0          | 0.0                              |
| 1964      | 19.7            | 21.0        | (1.3)             | (0.7)         | 1.1                 | 0.4          | 2.0                              |
| 1965      | 24.7            | 25.8        | (1.1)             | (0.6)         | 1.4                 | 0.8          | 3.2                              |
| 1966      | 32.3            | 32.6        | (0.3)             | (0.2)         | 1.8                 | 1.6          | 5.0                              |
| 1967      | 39.8            | 40.0        | (0.2)             | (0.1)         | 2.2                 | 2.1          | 5.3                              |
| 1968      | 53.2            | 51.5        | 1.7               | 0.8           | 2.8                 | 2.0          | 3.8                              |
| 1969      | 67.4            | 71.9        | (4.5)             | (2.3)         | 4.2                 | 1.9          | 2.8                              |
| 1970      | 84.9            | 89.3        | (4.4)             | (2.2)         | 5.1                 | 2.9          | 3.4                              |
| 1971      | 115.0           | 120.6       | (5.6)             | (2.8)         | 6.4                 | 3.6          | 3.1                              |
| 1972      | 151.9           | 152.9       | (1.0)             | (0.5)         | 8.3                 | 7.8          | 5.1                              |
| 1973      | 198.3           | 195.1       | 3.2               | 1.6           | 11.2                | 12.8         | 6.5                              |
| 1974      | 248.2           | 241.2       | 7.0               | 3.5           | 13.3                | 16.8         | 6.8                              |
| 1975 est. | 310.4           | 299.2       | 11.2              | 5.6           | 16.6                | 22.2         | 7.2                              |
| 1976 est. | 383.1           | 365.4       | 17.7              | 8.8           | 20.3                | 29.1         | 7.6                              |
| 1977 est. | 467.5           | 441.5       | 26.0              | 13.0          | 24.5                | 37.5         | 8.0                              |
| 1978 est. | 564.2           | 528.2       | 36.0              | 18.0          | 29.3                | 47.3         | 8.4                              |
| 1979 est. | 674.3           | 626.2       | 48.1              | 24.0          | 34.8                | 58.8         | 8.7                              |
| 1980 est. | 798.6           | 736.2       | 62.4              | 31.2          | 40.9                | 72.1         | 9.0                              |
| 1981 est. | 937.9           | 859.0       | 78.9              | 39.4          | 47.7                | 87.1         | 9.3                              |

Assumption: corporate tax rate at approximately 50%.

\*Standard error of estimates: Revenues 2.3, expenses 1.4, depreciation 0.2.

\*\*And amortization.

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million in 1980. AM will decline in profitability as FM increases.

■ FM cash flow will increase from \$17 million in 1974 to more than \$70 million by 1980.

■ FM listener share should rise to 50% in 1980 from 25% in 1972.

The study concentrated on the top-40 metro markets. However, in some instances data was used for all stations or for other market groups with an emphasis on FCC financial figures and audience information from Arbitron Radio.

As background and as a basis for comparison, the report showed financial statistics for AM's and FM's from 1960 to 1974 (the last year for which FCC figures are available). For AM's, net revenues have increased every year except 1961 with an average annual growth rate of about 6%. Cash flow as a percentage of net revenues has dropped consistently since 1968 with the exception of 1972, an election year.

FM net revenues have grown, on the average, in excess of 25% annually since 1960. Pre-tax income and net income have been positive in three of the past seven years. After adding back depreciation and amortization, the study said that FM stations as a group have been generating a positive cash flow since 1964. "In other words, FM stations have been financially viable since the mid-1960's." The report put great emphasis on the cash flow figures since, it said, to most operators "it is the cash flow generated by the business that is the financial return on investment. It is

the cash flow that allows for capital improvements so crucial to this industry." By 1981, the report predicts, FM stations will generate 51% of the radio industry cash flow. They accounted for 10% in 1974.

Most of radio's growth since 1960, the report stated, has been in FM facilities. There were 741 on the air in 1960 and 2,547 in 1974. However, this increase in the number of stations is not solely responsible for the growth in total FM net revenues from \$9.4 million in 1960 to \$248.2 million in 1974. The study concludes that this is due to "ever-increasing average net revenues per station." That figure increased from \$13,000 in 1960 to \$97,000 in 1974 and is estimated by Cox to be \$115,000 in 1975 and \$137,000 in 1976.

The study came up with a number of reasons for FM's increases including the different programming, the cleaner, technically superior sound quality and the lower number of commercials.

Breaking down the financial gains of the stations further, the study revealed that "the smallest markets in the country had the most 'successful' development of FM between 1969 and 1974 from a bottom-line standpoint." This is because in the smaller markets there is less competition and a greater chance to increase their audience share and revenues quite rapidly. In addition, automation has helped many stations keep their expenses low.

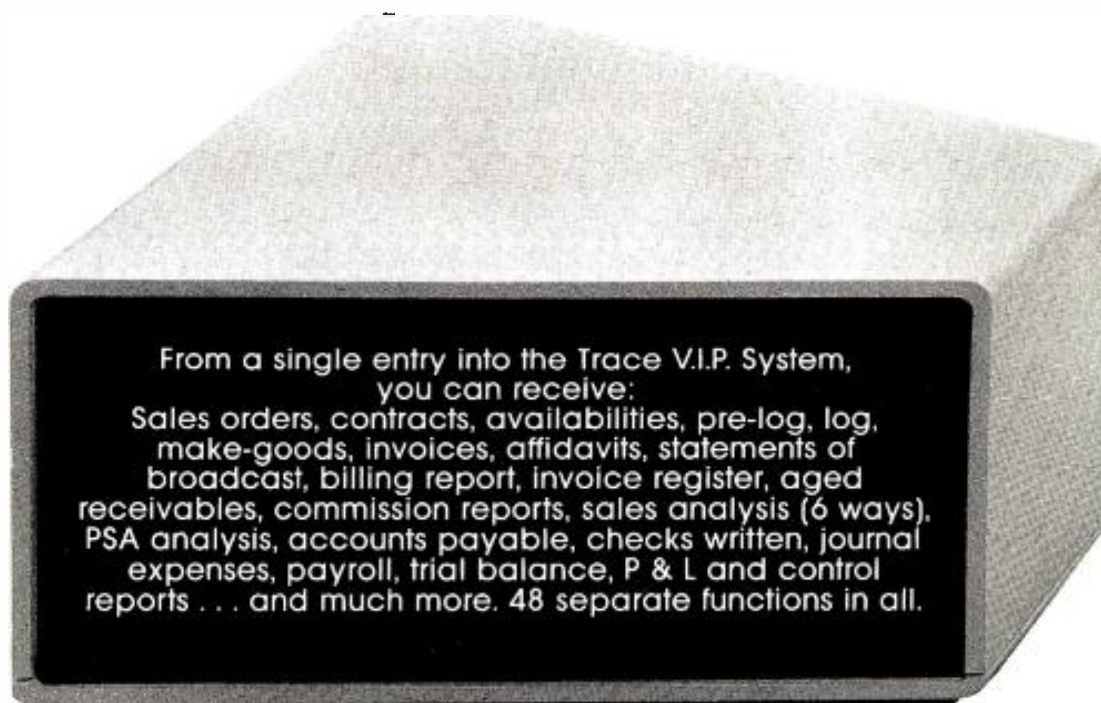
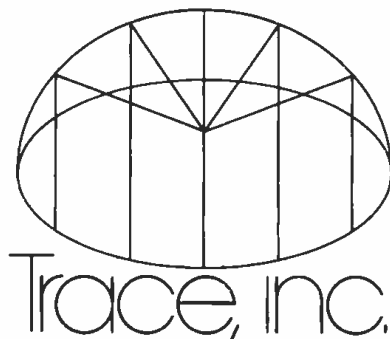
Directly responsible for the increasing financial status of FM's is a rise in the number of people listening. Since 1967

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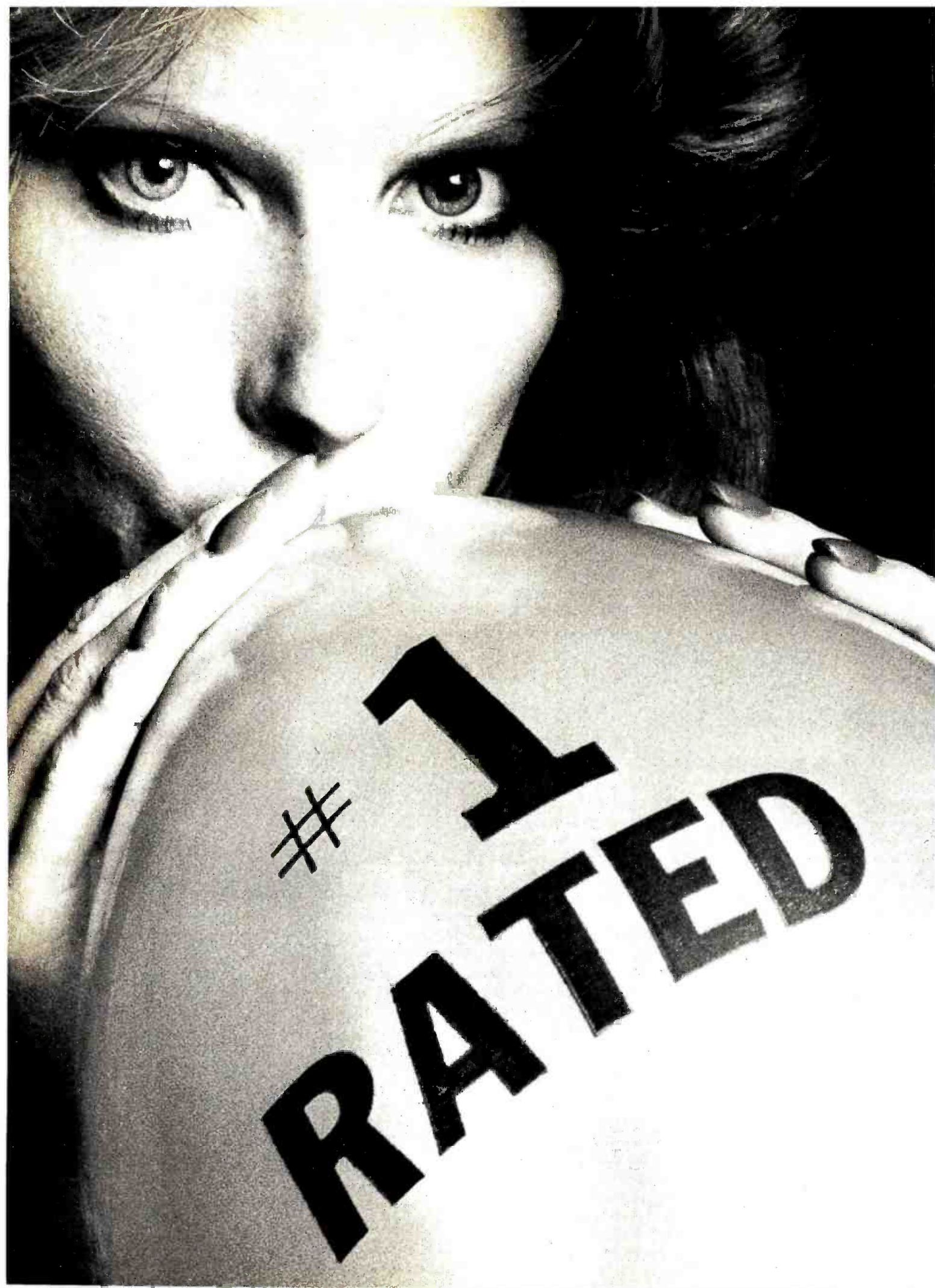
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# Before you buy any dreams, here are the realities.

Ratings are great and we get our share of them.  
But the reality of our business is more than ratings.  
It's bottom-line profits.  
We know you expect a programming company  
to show you ratings, so we'll show you ours.



| Stereo Rock*                           |                           |                |
|----------------------------------------|---------------------------|----------------|
| Station                                | City                      | Adults 18-34   |
| WPTH                                   | Fort Wayne                | #1             |
| KHQ-FM                                 | Spokane                   | #1             |
| WJLQ                                   | Pensacola                 | #1             |
| WLAP-FM                                | Lexington                 | #1             |
| WGFM                                   | Albany, Schenectady, Troy | #1             |
| WVTS                                   | Terre Haute               | #1             |
| WIBW-FM                                | Topeka                    | #1             |
| Stereo Rock consulted by George Burns. |                           |                |
| Beautiful Music*                       |                           |                |
| Station                                | City                      | Adults 18 Plus |
| KAIR-A/F                               | Tucson                    | #1             |
| KASE                                   | Austin                    | #1             |
| KHAR                                   | Anchorage                 | #1             |
| WEZN                                   | Bridgeport                | #1             |
| WLVU                                   | Erie                      | #1             |

\* April/May 1976 Arbitron - 6 A.M. - 12 Midnight, M/S  
TSA or Metro Persons

## Our idea of success isn't only a lot of fancy numbers, even if we do have them.

Let's face it, we both know that terrific ratings don't always mean terrific profits.

Sure, to get those juicy time buys, you need the right numbers, but how much are they costing you?

We believe we can get you the ratings you need - without sacrificing your bottom-line.

Because we're not selling grandiose dreams or promises. Or musical formats. Or just ratings.

We're selling our ten years of experience in solving problems that produce sales volume and net profits. Because when you get right down to it - every market is unique. Every station has a different set of problems and objectives.

You can't transfer success.

You know it. And we know it.

So before we ask you to commit hard dollars on our Beautiful Music or Stereo Rock or Country formats, we commit our own time and money to finding and documenting the right answers. And we're finding the right answers for a lot of stations with solid positioning to targeted demographics to attain sales objectives.

## Science vs. Instinct: The Systems Plan.™

All too often, format decisions are based on large amounts of instinct and small amounts of documented facts.

We believe the reverse should be true so we've done something about it. We created The Systems Plan.™  
It's a research discipline that allows both of us to base our problem-solving decisions on quantitative and qualitative data and facts.

About your equipment and staff. About your station's past and present history. Your short and long-term goals.

Your competition is researched. Your market's demographic make-up, rating history, sales volume and market profit is analyzed.

After this first research phase is completed, we position you. And project your ratings and your sales on a national, regional and local basis. We also project your overhead. (Advertising, promotion, staff, equipment.)

The Systems Plan™ is the tool that positions your station for maximum market acceptance and profitability.

And it's all based on the reality of documented fact. Not gut instinct.

## We can't make your station a success.

No matter how hard we work or how smart we think we are, we can't make you rich and famous.

Only you and your operations people and sales people can do that. All we can do is give you the right answers and tools to position your station and to produce the kind of listening audience and strong net profits you want.

So whether you're looking for a programming company that can deliver ratings. Or one that can deliver ratings plus better profit margins, call us.

Because today no one can afford to deal in dreams when we've all got to face the realities.

# TM

TM Programming, Inc.

I'm interested in: ☐ Beautiful Music ☐ Stereo Rock ☐ Beautiful Rock ☐ TM Country  
I'd like to see how TM Programming can position my station using: ☐ The Systems Plan™

Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

TM Programming, Inc.  
1349 Regal Row  
Dallas, Texas 75247  
214/634-8511

## AM, actual and projections (\$ million)

| Year      | Net AM revenues | AM expenses | AM pre-tax income | AM net income | Add depreciation** | AM cash flow | Cash flow as a % of net revenues |
|-----------|-----------------|-------------|-------------------|---------------|--------------------|--------------|----------------------------------|
| 1960      | 588.3           | 510.5       | 77.8              | 38.9          | 25.5               | 64.4         | 11.0                             |
| 1961      | 580.7           | 519.1       | 61.6              | 30.8          | 26.0               | 56.8         | 9.8                              |
| 1962      | 622.2           | 542.4       | 79.8              | 39.9          | 27.1               | 67.0         | 10.8                             |
| 1963      | 664.8           | 571.4       | 93.4              | 46.7          | 28.6               | 75.3         | 11.3                             |
| 1964      | 712.3           | 600.9       | 111.4             | 55.7          | 30.0               | 85.7         | 12.0                             |
| 1965      | 767.8           | 644.5       | 123.3             | 61.6          | 32.2               | 93.8         | 12.2                             |
| 1966      | 839.8           | 703.9       | 135.9             | 67.9          | 35.2               | 103.1        | 12.3                             |
| 1967      | 867.5           | 737.7       | 129.8             | 64.9          | 36.9               | 101.8        | 11.7                             |
| 1968      | 969.8           | 783.5       | 186.3             | 93.1          | 49.9               | 143.0        | 14.8                             |
| 1969      | 1,018.4         | 857.4       | 161.0             | 80.5          | 49.9               | 130.4        | 12.8                             |
| 1970      | 1,052.0         | 893.3       | 158.7             | 79.3          | 50.9               | 130.2        | 12.4                             |
| 1971      | 1,143.0         | 969.2       | 173.8             | 86.9          | 53.8               | 140.7        | 12.3                             |
| 1972      | 1,255.1         | 1,040.4     | 214.7             | 107.3         | 57.1               | 164.4        | 13.1                             |
| 1973      | 1,303.6         | 1,109.4     | 194.2             | 97.1          | 60.4               | 157.5        | 12.1                             |
| 1974      | 1,354.9         | 1,180.5     | 174.4             | 87.2          | 64.3               | 151.5        | 11.1                             |
| 1975 est. | 1,428.1         | 1,255.2     | 172.9             | 86.4          | 69.8               | 156.2        | 10.9                             |
| 1976 est. | 1,488.9         | 1,332.1     | 156.8             | 78.4          | 74.3               | 152.7        | 10.3                             |
| 1977 est. | 1,544.9         | 1,410.8     | 134.1             | 67.0          | 78.9               | 145.9        | 9.4                              |
| 1978 est. | 1,595.4         | 1,490.9     | 104.5             | 52.2          | 83.8               | 136.0        | 8.5                              |
| 1979 est. | 1,639.4         | 1,572.2     | 67.2              | 33.6          | 88.8               | 122.4        | 7.5                              |
| 1980 est. | 1,676.0         | 1,654.4     | 21.6              | 10.8          | 93.9               | 104.7        | 6.3                              |
| 1981 est. | 1,704.3         | 1,737.2     | (32.9)            | (16.5)        | 99.3               | 82.8         | 4.9                              |

Assumption: corporate tax rate at approximately 50%.

\*Standard error of estimates: revenues 18.6, expenses 7.7, depreciation 2.3.

\*\*And amortization.

when the audience share for FM's in the top-40 markets topped 10% for the first time, it has grown at an average rate of 3.5 share points per year.

The majority of successful FM's, in terms of audience levels, the study discovered, are either independent stations or those with separate call letters and formats from sister AM stations. The study also found that a high percentage of the successful stations use syndicated programming.

With the increase in listenership has come an increase in ad sales. The percentage of total net market revenues captured by FM outlets in the top-40 markets increased from 7% in 1969 to 18% in 1974 with an average gain of 2.2 shares per year.

Based on all these figures, the study made several predictions for the financial future of both FM and AM (see charts). The outlook for FM projects net income rising from the 1974 figure of \$3.5 million to \$18 million in 1978 to \$39.4 million in 1981.

The forecasts for AM are not as encouraging. The study sees net income decreasing from \$87.2 million in 1974 to \$52.2 million in 1978 to a loss in 1981 of \$16.5 million unless, the study warns, AM operators find ways to lower their expenses or redirect their sales efforts, especially toward the retail and co-op.

The broadcaster interviews turned up these opinions of the future of radio:

- There will probably be no major deregulation of radio by the FCC.

- The C-P-M's charged by FM stations will rise to AM levels over the next few years.

- The 30-second spot will become the

primary length for radio.

- Soft rock and disco will be two new FM formats with increasing numbers of all-news and MOR operations showing up also.

## Justice says it would favor suspension of fairness rules

### It would prefer program deregulation wherever major competition exists

The Department of Justice, which usually spells trouble for broadcasters when it interests itself in communications matters, has acted out of character by indicating it would favor the removal of all FCC regulations of program content in markets where vigorous competition is assured.

The department touched on the issue of content regulation in comments it filed with the Office of Management and Budget on a draft bill that the Office of Telecommunications Policy had submitted for clearance to Congress. The bill, filed in the closing days of John Eger's tenure as acting OTP director, would provide for a test suspension of the fairness doctrine as it applies to radio stations in the 10 largest metropolitan areas, and would prohibit the FCC from considering format changes or program content when passing on sales of radio stations (BROADCASTING, June 7).

The Justice Department, in a letter

signed by Michael M. Uhlmann, assistant attorney general for legislative affairs, endorsed the test suspension of the fairness doctrine. Indeed, given "the dozens of radio stations that currently serve" those 10 major markets, he said, the proposed experimental lifting of the fairness doctrine "can be viewed as overly cautious."

He said that although the department has not analyzed the conditions in each of the areas, "it seems reasonable to assume that any likelihood of 'monopolistic domination' of radio in them is remote indeed." And since the rationale for program content regulation traditionally advanced—scarcity of media voices—appears to be absent, he said, "the need to continue even the potential for FCC content regulation in such instances would appear to be lacking. Consequently, the department believes that elimination of such regulation of radio is a highly desirable course to pursue."

The department is often found in FCC proceedings urging denial of station sales or petitioning to deny renewal applications on the ground that the licensees involved have an undue concentration of media control in the area. The department's aim is always said to be to promote competition among the stations and newspapers.

Mr. Uhlmann, in his letter to OMB, said that the department generally supports the objectives of OTP's proposed bill because, "if enacted, it would substitute reliance upon the safeguards implicit in effective competition for the present regime that envisions detailed regulatory supervision of radio broadcasting." He added that the policy underlying the Communications

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|                                                                             | YOU PAY<br>ONLY:                                               | YOU SAVE:<br>(off list) | YOU PAY<br>ONLY:                                                 | YOU SAVE:<br>(off list) |
| with<br>Angenieux 9.5-95mm<br>AV30 DA Zoom Lens<br>(Automatic Iris Control) | \$6835                                                         | \$3575                  | \$7685                                                           | \$3990                  |
| with<br>Angenieux 12-120mm<br>AV30 DA Zoom Lens<br>(Automatic Iris Control) | \$6105                                                         | \$2875                  | \$6955                                                           | \$3290                  |
| with<br>Angenieux 12-120mm<br>AV30 Zoom Lens                                | \$5915                                                         | \$1325                  | \$6765                                                           | \$1575                  |
| with<br>Angenieux 9.5-57mm<br>AV30 Zoom Lens                                | \$6210                                                         | \$1525                  | \$7060                                                           | \$1775                  |

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Act of 1934 and providing the framework for FCC regulation is that "commercial broadcasting should be a field of free competition."

The department does not find the same basis for supporting the second provision of OTP's bill as it does the first. The ban on program content regulation would apply in all markets. And although there may not be any reason for continuing such regulation in markets with a multitude of stations, Mr. Uhlmann said, "the same may not be true in other less well populated regions." The service of a single station in smaller communities, he added, may be highly important.

The department is not necessarily opposed to the proposal, but on the basis of current information, Mr. Uhlmann said, the department would not recommend its submission to Congress. At a minimum, he said, the second section should be rewritten to permit the FCC to review the performance of radio stations in smaller markets that are under common control with other local media.

## Three in one at NAB's fall meetings

**Radio, TV and engineers will have  
separate agendas at miniconventions  
in seven cities; Wiley will be  
kick-off featured speaker in Houston**

The National Association of Broadcasters has announced the programs for the first of its fall regional meetings this year. There will be separate, although concurrent, programs for radio, TV and engineers in each of seven cities.

The sessions will feature varieties of how-to tips for stations, news from the regulatory and legislative fronts, and persons prominent in Washington.

The program for radio, sponsored jointly by NAB and the Radio Advertising Bureau, offers ideas on how to set up small-market radio news operations, on investigative reporting and on how to prepare the new FCC license renewal form.

For TV the program calls for looks at the state of the art in electronic news gathering and at developments in cable and payable, as well as in the federal government.

The engineers will examine the FCC's new remote pickup rules, circular polarization for TV and the status of AM stereo.

The conferences will be held in Houston, Oct. 18-19; Denver, Oct. 21-22; Portland, Ore., Oct. 25-26; New York, Nov. 11-12; Atlanta, Nov. 15-16; Chicago, Nov. 18-19, and Washington, Nov. 22-23.

Following is a summary of the activities planned so far for the fall meetings, separated according to broadcast discipline.

**Radio.** FCC Chairman Richard Wiley will be the headline speaker at the radio meeting in Houston. At luncheons in other cities the key speaker will be an executive of a major advertising agency or a

large radio advertiser.

RAB President Miles David and Robert Alter, RAB executive vice president, will lead three sessions on improving station revenues, including new ideas for recruiting sales people, collecting past-due accounts and increasing sales with the use of speculative spots.

An informal breakfast the second day of the meetings will offer broadcasters an opportunity to meet with top NAB, RAB and FCC staff members.

Among other radio plans:

John Summers, NAB executive vice president and general manager, and George Bartlett, NAB vice president for engineering, will talk about automatic transmission systems, notification of inspection and reduction of FCC fines.

The Radio Television News Directors Association will sponsor a session on how to set up and maintain a news operation at a small-market station. Mike Edwards of KTBB(AM) Tyler, Tex., will moderate in Houston. Dave Thomas of KSIR(AM) Estes Park, Colo., will moderate in Denver, and Kellyn Beck of KLD-AM-FM Klamath Falls, Ore., will moderate in Portland.

Another news session, this one on investigative reporting for medium and large market stations, will be led in Houston by David Day of the Texas State Network, Austin; Hal Kemp of KTRH(AM) and Don Watson of KPRC(AM), both Houston. In Denver the participants will be Leo McGuire, KOA(AM); Bob Scott, KLZ-AM-FM; Joseph Ryan, KHOW(AM), and Wayne Vriesman, KWGN-TV, all Denver. In Portland, the session's participants will be Jim Howe, KEX(AM) and Brian Jennings, KXL(AM), both Portland, and Wally Nelskog, KIXI-AM-FM Seattle.

Other sessions include Richard Shiben, chief of the FCC Renewal and Transfer Division, reviewing the new short form radio renewal procedure, NAB's government relations department outlining ways for broadcasters to establish channels with their congressmen, and NAB President Vincent Wasilewski with a quiz on problems broadcasters faced in 1976.

**Television.** Two senators and two representatives have been lined up as luncheon speakers for the TV meetings so far, including Senators Ernest Hollings (D-S.C.) in Houston and Ted Stevens (R-Alaska) in Denver. Representative Lou Frey (R-Fla.), ranking Republican on the House Communications Subcommittee, is scheduled for Atlanta and Subcommittee Chairman Lionel Van Deerlin (D-Calif.) for Chicago.

The FCC will be represented, too, with Chairman Wiley slated for the Houston and Chicago meetings. The line-up of commissioners for the other seminars: Robert E. Lee in Denver, Abbott Washburn in Portland, James Quello in New York and Benjamin Hooks in Atlanta. Commission participants in Washington have not been picked yet.

Opening the TV seminars will be a discussion by William Carlisle, NAB vice president for government relations, on "Cablecast or Broadcast." Participants in that session will include: "The Prober"—

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Dawson B. (Tack) Nail of *Television Digest*, Washington, at the meetings in Houston and Denver; Sol Paul of *Television/Radio age*, New York, in Portland; "The Cableman"—Ben Conroy of Communications Properties Inc., Austin, Tex., at the Houston meeting; John C. Malone of Tele-Communications Inc., Denver, in Denver, and Don Tykeson of Liberty Cable, Eugene, Ore., in Portland; "The Washington Lawyer"—Michael H. Bader of Haley, Bader & Potts at the meeting in Houston; Richard Schmidt of Cohn & Marks in Denver, and Richard Hildreth of Fletcher, Heald, Rowell, Kenahan & Hildreth in Portland; "The Broadcaster"—Charles H. Tower of Corinthian Broadcasting, New York, in Houston; Robert A. Innes of KWGN-TV Denver in Denver, and Thomas P. Dargan of KATU(TV) Portland in Portland; "The Former Fed"—Sol Schildhouse (former FCC Cable Bureau chief) of Furrow, Schildhouse & Dent, Washington, at the meeting in Houston; John W. Pettit (former FCC general counsel) of Hamel, Park, McCabe & Saunders, Washington, in Denver, and Kenneth Cox (former FCC commissioner) of Haley, Bader & Potts in Portland.

Other items on the TV agenda:

NAB's Office of Free Television will provide an update on the statistics of cable viewing and cable profits.

Roger Rice, president of the Television Bureau of Advertising will forecast spot,

local and network TV for 1977.

Donald Zeifang, NAB senior vice president for government relations, will review the Washington regulatory and legislative scene.

There will be a session examining ENG, with Larry Weidman of KPRC-TV Houston at the meeting in Houston, Roger Ogden of KBTU(TV) Denver at Denver and Bob White of KIRO-TV Seattle in Portland.

Erwin Krasnow, NAB's new general counsel, will discuss FCC rules and regulations.

Roy Danish, director of the Television Information Office, will also speak.

**Engineering.** The engineers will join the radio broadcasters to hear luncheon addresses by FCC Chairman Wiley in Houston and prominent advertisers and agency executives in later meetings.

On the engineers' agenda are sessions on:

"Understanding the New Remote Pickup Rules," with M.E. McClanahan of Marti Electronics Inc., Cleburne, Tex. (Houston and Denver) and John E. Leonard Jr. of Moseley Associates Inc., Goleta, Calif. (the remaining meetings).

"Maintenance of Television Broadcast Facilities," with Cecil Smith (Houston), Bud Rees (Denver), Charles Rhodes (Portland), Fred Seitz (New York), David Comstock (Atlanta), Bob Seaberg (Chicago), Dennis Chamberlin (Washington), all from the engineering department, Tektronix, Inc., Beaverton, Ore.

"Present Status of AM Stereo," with Eric Small, Eric Small & Associates, San Francisco, (Houston and Portland); Eb Tingley, Electronic Industries Association, Washington (Denver); Emil L. Torick, CBS Technology Center, Stamford, Conn. (New York and Atlanta); Carl G. Eilers, Zenith Radio Corp., Chicago (Chicago) and Harold Kassens, A.D. Ring & Associates, Washington (Washington). All are members of the National AM Stereo Radio Committee.

"What Automatic Transmission Systems Mean to the Broadcaster," with William B. Honeycutt, KDFW-TV Dallas (Houston); Ralph F. Batt, WGN Continental Broadcasting, Chicago (Denver and Chicago); Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix (Portland); James D. Parker, CBS-TV (New York and Washington) and Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis (Atlanta).

"Improving Coverage Through Signal Processing," with J.P. Combs, product management, or D.F. Masse, engineering, Broadcast Products Division, Harris Corp., Quincy, Ill., in all cities.

"Circular Polarization for Television," with Robert E. Winn, Commercial Communications Systems Division, RCA, Camden, N.J. (all except Atlanta and Washington) and E.N. Luddy, consultant relations, RCA Corp., Washington (Atlanta and Washington).

"Ask the FCC," with Wallace E. Johnson, chief, FCC Broadcast Bureau (Houston and Neal K. McNaughten, the bureau's assistant chief (Denver and Portland).

"The Buck Stops Here." Engineers will have an opportunity to test their solutions to some actual problems faced by broadcasters during the past year.

## Changing Hands

### Announced

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

■ WCSM-AM-FM Celina, Ohio: Sold by Johnston Broadcasting Co. to John Coe and William Hayman for \$480,000. Seller is owned by Hugh Johnston, who has no other broadcast interests. Mr. Hayman, father-in-law of Mr. Coe, has no other broadcast interests. Mr. Coe's father, Dee O. Coe, and family have interests in WLOI(AM)-WCOE(FM) La Porte and WWCA(AM) Gary, both Indiana, and have sold WJOR(AM) South Haven, Mich., for \$200,000, subject to FCC approval (BROADCASTING, June 28). WCSM is 500 w daytimer on 1350 khz. WCSM-FM is on 96.7 mhz, with 3 kw and antenna 125 feet above average terrain. Broker: Larson, Walker & Co.

■ KFNF(AM) Shenandoah, Iowa: Sold by Shenandoah Broadcasting Co. to Family Stations Inc. for \$300,000. Seller is owned by John H. Gayer and Royce E. Wills. Mr. Gayer also owns KAAT(AM) Denver and

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has interests in KBCR(FM) Steamboat Springs and KVMT(FM) Vail, both Colorado. He is also permittee for new AM in Steamboat Springs. Mr. Wills has no other broadcast interests. Buyer is nonprofit, nonstock religious group owner with six FM stations in California, Maryland and New Jersey, and a shortwave station in Scituate, Mass. Two weeks ago buyer entered into three-way station trade, subject to FCC approval, involving KCBS-FM, KMPX(FM) and its own KEAR(FM), all San Francisco (BROADCASTING, Sept. 6). President of buyer is Harold Camping, who owns real estate, engineering design and electrical construction firms in Oakland, Calif. KFNF is on 920 khz, with 1 kw day and 500 w night. Broker: Henry Broughall.

■ **KXAR(AM)** Hope, Ark.: Sold by Hope Broadcasting Co. to Sandia 76 for \$250,000. Principals in seller are A.H. Washburn, Roy Anderson and Haskell Jones. Messrs. Washburn and Anderson have no other broadcast interests. Mr. Jones owns KDQN(AM) DeQueen, Ark., with his wife, Verlaine Jones. Buyer is owned by Arch Wylie (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wylie has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope city manager. Buyers have no other broadcast interests. KXAR is on 1490 khz with 1 kw day and 250 w night.

■ **WQAK(AM)** Decatur, Ga.: Sold by George H. Buck Jr. to RFB Radio Inc. for \$250,000. Mr. Buck also owns WHVN(AM) Charlotte, N.C.; WMGY(AM) Montgomery, Ala., and WCOS-AM-FM Columbia, S.C. Principals in buyer are Robert F. Bell (51%), John D. Emory (17%) and J. Thomas Hurvis (17%). They also have interests in KFMR(FM) Fremont, Calif., and Mr. Bell is vice president of group-owner, Chicago-based Globetrotter Communications Inc. WQAK is 500 w daytimer on 1310 khz.

■ **WMEN(AM)** Tallahassee, Fla.: Sold by Plantation Radio Inc. to Grace Enterprises Inc. for \$227,000. Seller is owned by Cecil H. Grider, John H. Chastain and Dorothy W. Jones. Mr. Grider owns WIMO(AM) Winder, Ga., and has interests in WWNS(AM)-WMCD(FM) Statesboro, Ga., and WPFA(AM) Pensacola, Fla. Mr. Chastain is son-in-law of Mr. Grider and also has interest in WPFA. Mrs. Jones is niece-by-marriage of Mr. Grider and has no other broadcast interests. Buyer is owned by Dr. William R. Crews (51%) and his wife, Freda V. Crews (49%). Buyers also own religious-format WOGA(AM) Sylvester, Ga., and KDFL(AM) Sumner, Wash. WMEN is 5 kw daytimer on 1330 khz.

■ **KAGB-FM** Inglewood, Calif.: Sold by Gilbert Robinson, receiver, to All Pro Broadcasters Inc. for \$225,500. Seller is receiver in bankruptcy for Clarence Avant, principal in unsuccessful Avant Garde Broadcasting Co., who has no other broadcast interests. Buyer principal is Willie Davis, former player on Green Bay (Wis.) Packers football team. Mr. Davis owns Schlitz beer distributing company in Los Angeles and is chairman of board of Los

Angeles Urban League. He has no other broadcast interests. KAGB-FM is on 103.9 mhz, with 1.65 kw and antenna 390 feet above average terrain. Broker: Cliff Gill of Surety Realty, Hollywood.

■ **KBRL(AM)** McCook, Neb.: Sold by Edwin S. Towle III to Leroy M. Santee, Carol B. Santee and David R. Santee for \$200,000. Seller also owns KTNC(AM) Falls City, Neb. Leroy Santee and his wife, Carol, are teachers in Denver public schools. David Santee is their son. Santees have no other broadcast interests. KBRL is 5 kw daytimer on 1300 khz. Broker: Richard A. Shaheen Inc.

#### Approved

The following transfer of station ownership was approved last week by the FCC:

■ **KJOI(FM)** Los Angeles: Sold by Able Communications Inc. to Coca-Cola Bottling Co. of Los Angeles for \$3.9 million. Seller, owned by Louis Marx and Dan W. Lufkin, received FCC approval two weeks ago for sale of KOAX(FM) Dallas for \$1.7 million (BROADCASTING, Sept. 6). Buyer is publicly held soft drink and water bottler with no other broadcast interests. KJOI is on 98.7 mhz with 75 kw and antenna 1,180 feet above average terrain.

■ Other sales approved by the FCC last week include: WLFA(AM) Lafayette, Ga.; WCCI(FM) Savanna, Ill.; KCHE-AM-FM Cherokee, Iowa; KTMF(AM) New Prague, Minn. (see page 76).

## Growth year for NRBA convention

**Third annual all-radio meeting expects 2,000 to hear speakers topped by Dole and Houser, visit 95 equipment exhibits and 50 hospitality suites, and attend 21 workshop sessions**

The National Radio Broadcasters Association gathers in San Francisco next week for a convention with more sessions, exhibits and people than at the association's previous two efforts at an all-encompassing (AM as well as FM) radio conference.

There are some 21 workshops scheduled during the three-day program Monday through Wednesday at the Hyatt Regency Embarcadero, and a collection of guest speakers headlined by Senator Robert Dole (R-Kan.), the Republican nominee for vice president. Mr. Dole will speak at lunch Tuesday. Thomas Houser, director of the Office of Telecommunications Policy, will speak at the Monday luncheon.

There are no FCC commissioners among the scheduled speakers, but a Q-and-A session with top FCC staffers is set for the mid-afternoon slot Tuesday.

At previous NRBA conventions, broadcasters had no more than three workshops to choose between at any given time in the program. Not so this year, where three

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choices is the minimum and five is normal. The sessions are longer, too—two hours each—in response to requests for more time for discussion, according to NRBA's administrative director in New York, Elena Saldan. The workshops are of the nuts-and-bolts variety and are divided according to the division of labor at radio stations, with separate concurrent sessions usually for managers, programmers, sales people and engineers.

Between 1,200 and 1,500 people have pre-registered for the convention so far and it is estimated now that 2,000 will attend. That is 500 more than went to Atlanta for the NRBA convention this time last year. The increased attendance reflects the increase in NRBA membership, more than doubled in size to 800 stations since the association changed its name last year from the National Association of FM Broadcasters and decided to take in AM members.

Also increased is the amount of exhibit space—95 10-foot-by-10-foot booths, up from 89 last year and the maximum available space at the hotel. Around 55 hospitality suites have been reserved, too.

There have been some changes in the over-all convention program since last published (BROADCASTING, Aug. 23). Following is the up-to-date version:

## Sunday, Sept. 19

**Registration.** 9 a.m.  
**NRBA board meeting.** 12 noon.

**Cocktail reception.** 6 p.m.  
**Armstrong Awards/FM Pioneers dinner.** 7:30 p.m.

## Monday, Sept. 20

**Registration.** 8 a.m.  
**General session.** 9 a.m.  
**Four concurrent workshop sessions.** 9:45 a.m.

*My three best sales: success stories from small markets.* Kenny Belfore, KTOK(AM)-KAFG(FM) Oklahoma City; Robert Harvit, WBTH(AM) Williamson, W.Va.; Phil Hoover, WDFI(FM) Marion, Ohio; David A. Rodgers, KWTY-AM-FM Salinas, Calif.; Stephen Trivers, WOLR(FM) Kalamazoo, Mich.

*Management moxie that motivates.* Bruce Johnson, Starr Broadcasting, New York; Carl Venters Jr., WPTF(AM)-WQDR(FM) Raleigh, N.C.; David A. Moss, Marketing Research and Survey, Princeton, N.J.

*Programming album-oriented rock, progressively better.* William Compton, KDKB-AM-FM Phoenix; Jack Crawford, WKOA-AM-FM Nashville; John Gorman, WHK(AM)-WMMS(FM) Cleveland; Michael Harrison, Radio & Records, Los Angeles; Jeff Pollack, KBPI(FM) Denver; Ed Romig, KEEN(AM)-KOME(FM) San Jose, Calif.; Norm Winer, WBCN(FM) Boston; Stanford Garrett, KZEL-FM Eugene, Ore.

*Engineering the quality sound.* Ed Butterbaugh, CKLW-AM-FM Windsor, Ont.; Bruce Earl, SRO, Los Angeles; Edward Edison, Hammett & Edison, San Francisco; Robert Kanner, KFRC-AM-FM San Francisco; John McCarthy, KFOG(AM) San Francisco; Jacques Verdier, KNBR(AM) San Francisco.

**Luncheon.** 12 noon. Speaker: Thomas Houser, director, Office of Telecommunications Policy.  
**Exhibit hall opens.** 1:30 p.m.

**Six concurrent workshop sessions.** 3:15 p.m.

*Sales: nonbroadcast ways to produce revenue.* Robert Herpe, WPLR(AM) New Haven, Conn.; Thomas Holter, WLVE(FM) Baraboo, Wis.; Ray Nordstrand, WFMT(FM) Chicago; Jack Gennaro, WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis.

*Management: good housekeeping through good systems.* Joseph Coons, Paperwork Systems, Bellingham, Wash.; Dennis Doelitzsch, WDDD(FM) Marion, Ill.; Samuel Hassan, WILY(AM)-WRXX(FM) Centralia, Ill.; Timothy Ives, WJBC(AM)-WBNO(FM) Bloomington, Ill.

*Programming: country that reaches city Americans.* Jay Albright, KUZZ-AM-FM Bakersfield, Calif.; Cliff Haynes, KNEW(AM) Oakland, Calif.; Craig Scott, WJJD-FM Chicago; Hal Smith, KLAC(AM) Los Angeles.

*Promotion: large-market ideas that get big responses.* Robert Ardrey, WIOF(FM) Waterbury, Conn.; Isabelle Lemon, KNBR(AM)-KNAI(FM) San Francisco; Carolyn Von Moren, KGO(AM) San Francisco; James Gabbert, KIOI(AM)-KIOI(FM) San Francisco.

*Research and ratings: is there a rating in your station's future.* Ted Dorf, WGAY-AM-FM Washington; Larry Manuel, Arbitron Radio, New York; Richard Roslow, The Pulse Inc., New York; James Seiler, Media Statistics Inc., Silver Spring, Md.; Richard Livingston, Custom Audience Consultants, Washington.

**Cocktail reception and auction.** 5:30 p.m.  
Music by Pablo Cruise.

## Tuesday, Sept. 21

**Annual NRBA membership meeting.** 8:30 a.m.

**Morning eye-opener.** 9 a.m. Torbet-Lasker Inc., New York, is host.

**Five concurrent workshop sessions.** 9:45 a.m.

*Sales: how to change radio station vs. rep to station plus rep.* Francis Boyle Jr., Eastman Radio, New York; Robert Duffy, The Christal Co., New York; Herb Hahn, Selcom Inc., New York; Alan Torbet, Torbet-Lasker, New York; Robert Williams, McGavren-Guild, New York; Ralph Guild, McGavren-Guild, New York.

*Management: financing for acquisition and expansion.* Richard Casper, WINZ-AM-FM Miami; Barry Dickstein, Aetna Business Credit, Hartford, Conn.; Ted Hepburn, R.C. Crisler & Co., Cincinnati; Thomas Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn (law firm), Washington; J. Roger Sullivan, Citibank, New York; Jack Thayer, NBC Radio, New York.

*Programming: top 40 that's tops.* George Johns, WNAF(AM)-WIBC(FM) Indianapolis; Gerry Peterson, KCBO(AM) San Diego; John Sebastian and Gary Stevens, KDWB(AM) Minneapolis; Michael Spears, KFRC-AM-FM San Francisco; Todd Wallace, Radio Index, Phoenix.

*Promotion: blockbuster promotion on a fire-cracker budget.* Lee Bayley, Drake-Chenault Enterprises, Canoga Park, Calif.; Ron Vaughn, KYNO-AM-FM Fresno, Calif.; Jay Hoffer, KRAK(AM) Sacramento, Calif.; Robert McAllan, WJLK-AM-FM Asbury Park, N.J.; Thomas Rounds, Watermark, Los Angeles.

*Engineering: six answers to the four-channel question.* Lou Dorren, Quadracast Systems, San Mateo, Calif.; Mr. Earl, SRO; James Gab-

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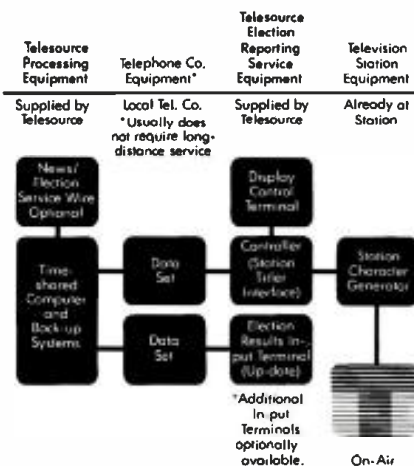
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## Who is America's #1 Major Market Good Music Radio Station?

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bert, KIOI-AM-FM San Francisco; Jerry LeBow, Sansui Electronics, New York; Jerry Plemmons, KOED-FM San Francisco; Emil Torick, CBS Technology Center, Stamford, Conn.; Claude Hall, *Billboard* magazine, Los Angeles.

**Luncheon.** 12 noon. Speaker: Senator Robert Dole (Kan.), Republican vice presidential nominee.

**Exhibit hall opens.** 1:30 p.m.

**Exhibit hall tour.** 2:30 p.m.

**FCC/legal session.** 3 p.m. Wallace Johnson, chief, Broadcast Bureau; Martin Levy, chief, Broadcast Facilities Division; William Ray, chief, Complaints and Compliance Division; Richard Shiben, chief, Renewal and Transfer Division; Joseph Ryan, special assistant to the director of OTP; Thomas Shattenfield, Arent, Fox, Kintner, Plotkin & Kahn, Washington.

**Cocktail reception and auction.** 5:30 p.m. Music by Sons of Champlin.

### Wednesday, Sept. 22

**Morning eye-opener.** 9 a.m. SESAC, New York, is host.

**Four concurrent workshop sessions.** 9:45 a.m.

*My three best sales: success stories from successful formats.* Eric Anderson, WNOE-AM-FM New Orleans; Edward Argow, KFAC-AM-FM Los Angeles; Murray Green, WNEB(AM)-WFBO(FM) Indianapolis; Harvey Levin, KNEW(AM) Oakland, Calif.; Bernard Mann, WGLD-AM-FM High Point, N.C.

*Management: employment practices you should practice.* George Malti, Farrand, Malti, Spillane & Cooper (law firm), San Francisco; Garry Mathiason, Littler, Mendelson, Fastiff & Tichy (law firm), San Francisco; James Connor, WWSH(FM) Philadelphia; Alice Potter, KRE-AM-FM Berkeley, Calif.

*Programming: beautiful music makes beautiful sounds on the cash register.* Richard Ferguson, WEZN(FM) Bridgeport, Conn.; Kenneth Mellgren, WJIB(FM) Boston; James Schulke, Schulke Radio Productions, South Plainfield, N.J.; Marlin Taylor, Bonneville Broadcast Consultants, Tenafly, N.J.; Ted Dorf, WGAY-AM-FM Washington. *Engineering: facing the AM stereo facts of life.* William Hayes, Communications Associates, Hicksville, N.Y.; Harold Kassens, A.D. Ring & Associates, Washington; Mr. LeBow of Sansui; Norman Parker, Motorola Inc., Chicago; R.S. McCallister, RCA Broadcast Systems, Camden, N.J.

**Luncheon.** 12 noon. Speaker: Lowell Thomas, commentator and author.

**Exhibit hall opens.** 1:30 p.m.

**Exhibit hall tour.** 2:30 p.m.

**Three concurrent workshop sessions.** 3:15 p.m.

*Sales: 101 new co-op ideas that work.* George Francis Jr., WAYS(AM) Charlotte, N.C.; William McGee, Broadcast Marketing Co., San Francisco; Doug Robinson, Doug Robinson Advertising, Sacramento, Calif.; Thurman Worthington, WKEZ(FM) Norfolk, Va.

*Programming: nothing middle of the road in MOR.* Kerby Confer, WLYC(AM)-WILQ(FM) Williamsport, Pa.; Gary Edens, KOY(AM) Phoenix; Robert Henley, WGN(AM) Chicago; James Hilliard, WIBC(AM)-WNAP(FM) Indianapolis; Cullie Tarleton, WBT-AM-FM Charlotte, N.C.

*Engineering: FCC filed inspection.* Phil Kane and Ney Landry, FCC district office, San Fran-

cisco, and Richard Parks, Zack Electronics, San Francisco.

**Closing cocktail reception and final auction.** 5:30 p.m.

## Slow month at FCC

**Broadcast and cable matters get lower priority than Hill hearings and common-carrier cases**

September seems likely to be a light month for the FCC, as far as broadcasting and cable matters are concerned. A calendar for the month—the first issued by the commission since July—indicates that common-carrier items and congressional hearings will occupy a number of the commission's working days.

One meeting shaping up as an interesting one for cable interests will be held Sept. 29. The commission is scheduled to discuss then the application of the fairness doctrine and the equal-time law to cable television systems. That discussion will follow one on a proposed rule to prohibit cablecast channel identification by program originators.

The commission this month is also scheduled to discuss petitions for reconsideration of the new short-form renewal applications for radio licensees and commercial ascertainment procedures on Sept. 15, and proposed standards for determining when distant stations that are viewable off the air within a community need not be blacked out under the non-duplication rule on Sept. 23.

The commission is scheduled to testify before the House Communications Subcommittee on license renewal legislation on Sept. 16, and on cable legislation on Sept. 22. The commission is also set to testify before the subcommittee on Sept. 30 on common-carrier legislation.

Chairman Richard E. Wiley said last week the next calendar will be of the customary three-month variety. And the chairman said the October-December period will be busy.

## Appeals will give FCC its day in court

**Format and station renewal decisions draw opposition**

The FCC's litigation division continues to be assured of work for some time to come. Classical Radio for Connecticut Inc., a group located in southwestern Connecticut, and Committee for Community Access of Boston, have joined other citizen groups in petitioning the U.S. Court of Appeals in Washington to review the FCC's order asserting that the commission will leave format decisions to licensee discretion (BROADCASTING, Aug. 2). The groups said the order in effect reversed a decision of the court in a case involving WEFM(FM) Chicago (BROADCASTING, Sept.

6) and is therefore, "an abuse of agency discretion."

In other actions, Eastminster Broadcasting Corp. filed a notice of appeal of the commission's order denying Eastminster's applications for renewal of the licenses of WOTW-AM-FM Nashua, N.H. The Black United Front filed petitions for review of the commission's renewal of Metromedia Inc.'s license of WTTG(TV) Washington, and Don Burden's Star broadcasting companies filed a notice of appeal from the commission's refusal to permit KOIL(AM) and KEFM(FM), both Omaha; KISN(AM) Vancouver, Wash., and WIFE-FM Indianapolis to continue operating for 90 days pending commission action on requests by other parties for authorization to operate the properties on an interim basis. The stations, whose licenses were denied renewal by the commission, went off the air at midnight Wednesday, Sept. 1 (BROADCASTING, Sept. 6).

## Station license ruled taxable property by court in Puerto Rico

**Decision on WAPA-TV in San Juan results in \$93,562 payment for the last four fiscal years**

The FCC might not agree, but in Puerto Rico a broadcast license can be a "property" and, therefore, subject to property taxes. The San Juan Superior Court issued such a ruling in a case involving WAPA-TV San Juan, which is owned by Columbia Pictures Industries.

The ruling is based on the fact that Columbia acquired the station 15 years ago from Winston Salem Broadcasting Co. and the Mestre family, and lists the license as an asset. The court upheld the Puerto Rico Justice Department's contention that WAPA-TV owns the license, profits from it and can dispose of it in the same manner in which it acquired it. Without a special exemption, the court said, the station is subject to \$93,562.78 in property taxes covering the last four fiscal years. Lawyers involved in the case do not think the ruling would extend beyond Puerto Rico, but say it might apply to stations on the island. Columbia Pictures will appeal the case to the commonwealth's supreme court.

### Media briefs

**Another en banc.** FCC announced that its next open en banc meeting will be Tuesday, Oct. 12, in Washington. Subject will be announced at later date. Anyone wishing to participate should call FCC's public information officer at (202) 632-7260 or write to 1919 M Street, N.W., Washington 20554.

**To file or not to file.** FCC has reopened rulemaking proceedings on program materials to be retained by broadcasters. It's seeking comments on whether all written comments and suggestions from

public should be kept by radio stations in public inspection file and whether stations should retain and make available to public transcripts, tapes or disks of all programs except entertainment and sports. Comments are due at FCC by Oct. 7, replies by Oct. 18.

**Seven aboard.** Association of Independent Television Stations Inc. (INTV) has elected seven members to replace former directors on board: James C. Dowdle, general manager, WTOG St. Petersburg, Fla.; Richard H. Frank, president of Christ-Craft Industries Inc. and general manager, KCOP Los Angeles; Milton Grant, vice president and general manager, WDCA-TV

Washington; William C. McReynolds, vice president and general manager, KPHO-TV Phoenix, Ariz.; Crawford Rice, vice president and general manager, KSTW Tacoma, Wash.; William A. Schwartz, vice president and general manager, KTVU Oakland, Calif., and Robert J. Worthington, president and general manager, KBMA-TV Kansas City, Mo. Leavitt Pope, president of WPix Inc., New York, who serves as treasurer of INTV, was re-elected as director.

**Added duty.** FCC Commissioner Benjamin L. Hooks has been designated education commissioner succeeding former Commissioner Glen O. Robinson,

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who left commission in July. Commissioner Hooks said he wants "to help stimulate the growth of public television so it can reach its exciting potential."

**Birthday cakes.** American Revolution Bicentennial Administration has announced Nov. 30 deadline for applications by radio or television stations to be honored for special Bicentennial contributions. Application forms are obtainable from Office of Communications, ARBA, 2401 E Street, N.W., Washington 20276.

## Crossownership breakups advocated in doctoral thesis

**University of North Carolina student suggests divestiture of newspaper-broadcast operations in cities with less than three TV outlets**

It's come a little late, but a PhD dissertation by a student at the University of North Carolina offers a new approach to the question of dealing with newspaper-broadcast crossownership. It is not concerned with barring only future media crossownerships in the same community or with the breakup of 16 media monopolies, as the FCC was in the rule it adopted in January 1975. Nor would it call for an across-the-board break-up of all commonly owned television-newspaper holdings in the same community, as the Justice Department would.

Rather, it is based on a study of specific factors said to lead to "news homogeneity" of crossowned newspapers and television stations in the same market. It suggests a rule that would require the breakup of 33 of the 72 jointly owned newspaper-television combinations in the same city.

The author, William T. Gormley, a former reporter, whose dissertation was published by the University of North Carolina's Institute for Research in Social Sciences under the title "The Effects of Newspaper-Television Crossownership on News Homogeneity," does not demonstrate that the newspapers and stations in-

involved are necessarily the worst offenders in terms of producing "overlapping" stories—stories that echo each other—and of failing to editorialize.

But the combinations are those in cities with only one or two television stations. And it is in such cities, Mr. Gormley found in studying a sample of 10 cities that news "homogenization" is most likely to be found among commonly owned newspapers and television stations.

The overlapping news story, Mr. Gormley holds, is the product of cooperation between the staffs of commonly owned newspaper and television stations that operate through three mechanisms—sharing of carbons of stories, cross-employment between newspaper and station and the location of the media properties in the same building.

Failure to editorialize is also pronounced among stations in one- and two-station cities, according to the study. Mr. Gormley found that 50% of newspaper-owned stations in those 33 cities did not editorialize; the same could be said of only 10% of the non-newspaper-owned stations.

Mr. Gormley said he agreed with the FCC's view that the financial well-being of incumbent licensees is a value worth considering. But, he said, "it pales in comparison to the public's right to know." And in cities served by only one or two television stations, he added, "newspaper-television crossownership poses a threat" to that right and should be eliminated.

## CBS Inc. adds to its publishing holdings

**Purchase of Fawcett Publications gives it magazines, paperbacks**

CBS Inc. will acquire Fawcett Publications Inc. for an unspecified amount of cash under an agreement in principle announced by those companies last week ("Closed Circuit," Sept. 6).

The projected acquisition is subject to execution of a definitive contract and approval by the boards of directors of both companies and by Fawcett shareholders.

Fawcett is a privately held publishing house, established in 1919. It publishes

*Woman's Day*, *Mechanix Illustrated*, *Rudder* and a number of other special-interest magazines and mass-market paperback books. It also includes a printing company, book and magazine distribution and subscription fulfillment services.

CBS through its CBS/Publishing Group owns Holt, Rinehart & Winston, W.B. Saunders Co. and *Field and Stream*, *World Tennis*, *Road and Track*, *Cycle World* and other special-interest magazines.

## FCC and Justice face another renewal clash

**Commission staff recommendation calls for rejection of petition to deny Fresno AM-FM-TV licenses**

The FCC seems likely to challenge the Department of Justice a second time on a petition to deny license renewals.

The commission is expected to consider soon, possibly this week, a staff recommendation that it reject the department's petition to deny the renewals of KMJ-AM-FM-TV Fresno, Calif. The stations are owned by McClatchy Newspapers, which also owns the *Fresno Bee*. Justice contends McClatchy controls an undue amount of the local advertising in Fresno—more than 80% (BROADCASTING, Nov. 4, 1974).

A similar argument was rejected by the commission in May, when it turned down a Justice petition and renewed the licenses of Stauffer Publications Inc.'s WIBW-AM-FM-TV Topeka, Kan. (All told, the department has filed eight petitions to deny.) The department has indicated it may appeal the WIBW decision (BROADCASTING, Aug. 9).

A department official said last week a final decision on whether to proceed with the appeal would be made on the basis of the commission's decision in the Fresno case.

## Setback for Liberty Lobby

Anti-Defamation League of B'nai B'rith, New York, has reported the U.S. district court in Waco, Tex., has dismissed a suit filed by the right-wing Liberty Lobby against ADL and Mutual Broadcasting System. The suit followed Mutual's termination of an agreement to distribute *This Is Liberty Lobby*, a daily program that ADL charged with "peddling anti-Semitism" (BROADCASTING, July 8, 1974). ADL said District Judge Jack Roberts denied Liberty Lobby's claims of interference with its freedom of speech and of a conspiracy to violate antitrust laws. The judge also was quoted as citing a 1945 precedent, involving the Rev. Dr. Carl McIntire, in holding there is no reason why a station may not refuse to sell time to anyone (barring violation of FCC rules or antitrust laws). The ADL said a similar suit by Liberty Lobby in Texas state courts is still pending.

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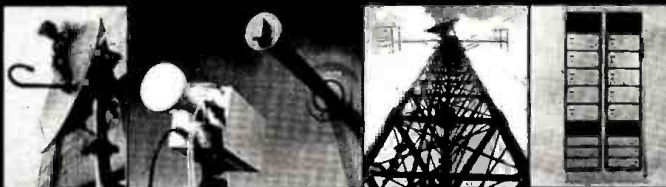
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## Shutout by a shutdown

**Also paying for the sins of Don Burden are 100 employees of the four Star radio stations ordered off the air by the FCC**

The woman's voice answered the phone as if nothing had happened. It may have been the only thing that was still the same last week at the four Don Burden radio stations, which closed for good at 12:01 a.m. on Sept. 2, by order of the FCC (BROADCASTING, Sept. 6).

"KOIL and KEFM," the woman answered. "We're off the air," she added when the caller asked to speak with the manager of the Omaha stations. There really wasn't anybody left around to talk to about the closing, she said, except one, Les Steffens. Mr. Steffens, she explained, was the accountant.

She was a little off on his title, but she was on the button about there being virtually nobody else around. Mr. Steffens, who is secretary-treasurer of Star Stations Inc., the parent company of the Burden group, estimated that the stations—there were five until three months ago—had employed about 150 people. "They're all

gone now," he added.

Well, not quite, he corrected. Some, he pointed out, kept their old jobs at WIFE(AM) Indianapolis when that Burden station was taken over by new, FCC-approved ownership on June 1. But most of the rest were still looking for work or in the process of getting set up in new jobs.

Mr. Steffens was one of the lucky latter group, having joined with two other Star Stations executives—Tom Devaney, executive vice president, and Sam Holman, national program director—in a new full-service consulting firm, Consolidated Communications Corp., based in Omaha.

Though Mr. Steffens is still busy tidying up the loose ends of the Star Stations' business, CCC is already active, offering services encompassing sales, sales service, programming, production and promotion. Mr. Devaney is president, Mr. Holman executive vice president and Mr. Steffens chief financial officer. The address is 10407 Devonshire Circle, Omaha 68114. Telephone (402) 397-3010, or tollfree (800) 228-2771.

Some former Star Stations executives are working for themselves on what may prove to be long-term projects—as applicants or prospective applicants for the facilities whose loss meant their jobs.

Sol Rosinsky, president and general manager of the group's KISN(AM) Vancouver, Wash., and a group of other

KISN employees have formed Rose Broadcasting Co. Inc., which is one of the applicants to take over KISN's facilities (see below).

Robert D. Kiley, president and general manager of Star's WIFE-AM-FM Indianapolis until the new licensee took over the AM station in June, is forming Radio Circle City Inc. to apply for the WIFE-FM facilities in the next few weeks. But he says he realizes others have already applied, and expects still more to file, so that a final grant may be a long time off. Against that prospect, he's joined his brother, Roger, in the Indianapolis advertising agency of Kiley, Miller & Bain.

Don Burden, whose lost radio properties have been variously valued at \$14 million to \$20 million, was said by one of his former executives last week to be "trying to organize a new business—I don't know what." Mr. Burden could not be reached for clarification. Another former executive said Mr. Burden "does of course hope to work out arrangements to lease or sell his physical facilities to the new licensees, whoever they may be."

The closing of his stations received national attention in a brief Sept. 2 report on *CBS Evening News* taped at KOIL, including the sign-off when "an engineer ended 51 years of broadcasting by flipping a switch."

Newsman Walt Dean, reporting for CBS

## Burden facilities are much in demand

**Applicants are lining up for silenced stations in Omaha, Indianapolis, Vancouver, Wash.**

Applications to take over the deleted Star Stations are beginning to collect at the FCC, coming from professional and novice broadcasters.

The former Don Burden-owned stations, WIFE-AM Indianapolis, KOIL(AM)-KEFM(FM) Omaha and KISN(AM) Vancouver, Wash., were denied renewal of licenses last year (BROADCASTING, Feb. 3, 1975) and were ordered by the FCC to cease operation at 12:01 a.m. on Sept. 2, 1976 (BROADCASTING, Aug. 2). The other

Star station, WIFE(AM) Indianapolis, has been taken over by a competing applicant.

One applicant, owned by a group of Washington, D.C.-area businessmen, hopes for both interim operating authority until the commission approves a permanent licensee, and permanent operating authority for all the vacated Star stations. The group is incorporated under the name Viking, with Viking Omaha Inc. seeking KOIL(AM)-KEFM(FM) Omaha, Viking Vancouver Inc. seeking the Vancouver station and Viking Indianapolis Inc. applying for the Indianapolis FM.

Viking is owned by Robert S. Landsman, Norman B. Schrott, Arnold Berlin

and Mort Yadin. The men are engaged variously in real estate, investment and securities, stock and mortgage brokerage, property management and other businesses. To date, Viking is the only group to file applications for all four stations.

Viking will have plenty of competition, however. One experienced broadcaster it will compete with in both Vancouver and Omaha is Don T. Dudley, principal of black-controlled Dudley Communications Ltd. Mr. Dudley is the sole general partner in Dudley Communications, which has 48 limited partners. Mr. Dudley, applying for interim operating authority for KOIL and both interim authority and permanent operating authority for the deleted KISN facilities, said in his application for KISN that the station would be black-controlled and that both minorities and women in the local area would be sought for participation in station ownership.

Mr. Dudley owns KYAC-AM-FM Seattle, but plans to sell the FM.

Webster-Baker Broadcasting Co. is another group competing for permanent operating authority on the KOIL facilities. Webster-Baker is owned by William B. Webster, his son, John W. Webster, and Joe Baker. The owners have no other broadcast holdings. The Websters are in real estate and investment businesses. Mr. Baker is program director of KMTV(TV) Omaha. Webster-Baker plans to offer an "adult music format," it said in its application for KOIL, which will be different from any other in the Omaha area.

Nathan A. Novak is another individual

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News, offered a TV summary of Mr. Burden's problems. He noted that "throughout the long battle, Burden has had little comment," but said "other station spokesmen have called the penalty 'un-American' and 'unbelievably severe.'"

The report showed Jimmy O'Neill, KOIL program director: "I really feel," Mr. O'Neill said, "that there must have been a terrible vendetta in Washington somewhere, and in the process of their determination to do Mr. Burden and Star Stations in, they've also done 100 employees in, and all of the listeners who might enjoy listening to this radio station."

In the recorded sign-off, KOIL Manager Steve Shepard said: "Now, KOIL leaves the air for an indefinite period of time by order of the Federal Communications Commission. We wish to express our thanks to the thousands of listeners who have enjoyed and depended on the station over the past 51 years. This is KOIL Omaha."

Newsman Dean concluded the CBS News report: "The action leaves this city of 400,000 with only three full-time AM radio stations until the KOIL license is reassigned, a process which could take years. And for broadcasters, it serves as a sober reminder that the government not only grants the right to operate, but can also take it away."

Some former Burden executives esti-



**Curtians.** An unidentified engineer at KOIL(AM) Omaha prepares to flip the switch that put KOIL off the air for good after 51 years of broadcasting. This taped scene was used by *CBS Evening News* in its report on the FCC's action that put KOIL and three other Don Burden stations out of business simultaneously at 12:01 a.m. Sept. 2.

mated last week that as many as 90% of Star Station employees were without work as a result of the FCC action. Most of

those questioned by BROADCASTING seemed more reconciled than bitter, but most seemed likely to agree with Mr. Devaney that for both Mr. Burden and his employees "it was a pretty lethal dose of punishment."

There was no severance pay as such for employees generally, according to several executives. But there was "a profit-sharing disbursement" and a long-standing profit-sharing plan in which "many" shared, one official said. Another reported that "many were paid beyond their final work dates."

"The FCC said a long time ago that it was coming, so at least we had plenty of notice," another said without much enthusiasm.

Mr. Steffens, meanwhile, was supervising the job of closing the books, collecting the remaining receivables and paying the bills. "It'll take about a month to wrap it all up," he estimated. The phones at WIFE were disconnected early last week and its part of the premises cleaned out and "abandoned," he said.

The bookkeeping for Indianapolis was being transferred to Omaha, but Mr. Steffens said one KISN accountant, Rosemary Norton, would be kept on the job in Vancouver to wind up work on the books there.

"She'll probably do a lot of it at home," he added. "I don't want her working in that building alone."

interested in the KOIL(AM)-KEFM(FM) facilities, but only on an interim basis. Mr. Novak's application offered to operate the two stations until the commission approves a permanent licensee and to donate all profits made in the interim period to charities. Mr. Nathan, an Omaha businessman with interests in automobile sales, insurance and other enterprises, said in his application that the facilities of the Omaha stations would prove worthwhile "as a training ground for students" of nearby Creighton University. Mr. Nathan said he would retain the current staff of the stations, and, although accruing no financial benefits for himself, would make the stations available for the education of broadcast-interested students at Creighton, with no cost to the university.

Rose Broadcasting Co. is another group competing with Don Dudley and Viking for the KISN facilities. Rose, like the two other hopefuls, has filed applications for both interim authority and permanent use of the KISN facilities. Rose would be owned by Sol Rosinsky (56%), Phil Jackson (14%) and six other 5% stockholders. Mr. Rosinsky was general manager of KISN before its shutdown, and Mr. Jackson is an experienced broadcaster who began his career in 1946. Messrs. Rosinsky and Jackson have enlisted former KISN employees, including blacks and women, as minority stockholders. Rose said in its application that it is willing to enter into joint interim operating authority with the Don Dudley group "and/or any other applicant for the KISN facilities" and would donate any profits made during interim operation

to the United Way.

Rose said that each of the employees has been "fully exonerated of any culpability" in the Star proceeding.

Applicants who have filed for the WIFE-FM Indianapolis facilities, were, again, Viking Indianapolis Inc., and the new owner of WIFE, Indianapolis Broadcasting Inc. Indianapolis took over WIFE(AM) in June (BROADCASTING, June 14) after being granted special temporary operating authority by the commission. It is paying former owner Don Burden \$992,000 for the station's assets and will lease studio transmitter and parking space for \$5,000 a month. Indianapolis is principally owned by Jerry Kunkel, Stanley Cederquist and Murray Feiwell, local business and professional men (BROADCASTING, April 5). The group has been denied temporary operating authority of the FM facility pending

FCC approval of an interim operator. Indianapolis had asked the commission to allow it to take over the station until an interim operator is approved so that the public would not be deprived of a "vital" media outlet. Indianapolis said it had entered into a lease-purchase agreement with Mr. Burden which would allow Indianapolis to begin operation immediately on the Sept. 2 cut-off date.

The FCC denied this request stating that because Indianapolis was served by numerous other stations and because of competing applications for the WIFE-FM facilities, the request would be denied. The commission said it would consider the Indianapolis request for temporary operating authority for WIFE-FM in due course, along with the other applicants, but would not grant it emergency temporary operating authority.

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# The Broadcasting Playlist Sep 13

## Contemporary

| Over-all-rank<br>Last This<br>week week | Title (length)<br>Artist—label | Rank by day parts                          |        |      |       |
|-----------------------------------------|--------------------------------|--------------------------------------------|--------|------|-------|
|                                         |                                | 6-10a                                      | 10a-3p | 3-7p | 7-12p |
| 1                                       | 1                              | Don't Go Breaking My Heart (4:23)          | 1      | 1    | 1     |
| 7                                       | 2                              | Elton John & Kiki Dee—Rocket/MCA           | 2      | 1    | 2     |
| 4                                       | 3                              | (Shake...) Shake Your Booty (3:06)         | 3      | 7    | 5     |
| 5                                       | 4                              | K.C. & Sunshine Band—TK Records            | 5      | 4    | 4     |
| 9                                       | 5                              | You Should Be Dancing (3:23)               | 6      | 3    | 3     |
| 8                                       | 6                              | Bee Gees—RSO/Polydor                       | 4      | 5    | 6     |
| 6                                       | 7                              | A Fifth of Beethoven (3:02)                | 8      | 8    | 9     |
| 10                                      | 8                              | Walter Murphy—Private Stock                | 9      | 6    | 10    |
| 3                                       | 9                              | Lowdown (3:15)                             | 7      | 11   | 7     |
| 2                                       | 10                             | Boz Scaggs—Columbia                        | 10     | 10   | 8     |
| 16                                      | 11                             | Play That Funky Music (3:12)               | 11     | 9    | 12    |
| 13                                      | 12                             | Wild Cherry—Epic                           | 12     | 13   | 11    |
| 12                                      | 13                             | I'd Really Love to See You... (2:36)       | 14     | 12   | 13    |
| 14                                      | 14                             | England Dan & John Ford Coley—Big Tree     | 13     | 14   | 14    |
| 17                                      | 15                             | If You Leave Me Now (3:40)                 | 15     | 15   | 16    |
| 19                                      | 16                             | Chicago—Columbia                           | 16     | 17   | 15    |
| 15                                      | 17                             | You'll Never Find Another Love... (3:36)   | 17     | 16   | 17    |
| 20                                      | 18                             | Lou Rawls—Phila. Int'l.                    | 18     | 18   | 21    |
| 29                                      | 19                             | Let 'Em In (5:08)                          | 23     | 20   | 20    |
| 23                                      | 20                             | Paul McCartney & Wings—Capitol             | 19     | 19   | 23    |
| 30                                      | 21                             | Say You Love Me (3:58)                     | 27     | 24   | 19    |
| 22                                      | 22                             | Fleetwood Mac—Reprise                      | 20     | 21   | 22    |
| 25                                      | 23                             | Devil Woman (3:21)                         | 24     | 29   | 18    |
| 24                                      | 24                             | Cliff Richard—Rocket                       | 21     | 22   | 24    |
| 11                                      | 25                             | With Your Love (3:33)                      | 22     | 23   | 25    |
| 28                                      | 26                             | Jefferson Starship—Grunt                   | 25     | 25   | 26    |
| 31                                      | 27                             | Heaven Must Be Missing an Angel (3:28)     | 28     | 28   | 27    |
| 37                                      | 28                             | Tavares—Capitol                            | 26     | 27   | 28    |
| 32                                      | 29                             | Getaway (3:38)                             | 29     | 26   | 29    |
| 27                                      | 30                             | Earth, Wind & Fire—Columbia                | 31     | 31   | 30    |
| 33                                      | 31                             | Still the One (3:42)                       | 30     | 33   | 31    |
| 34                                      | 32                             | Orleans—Asylum                             | 32     | 30   | 32    |
| 35                                      | 33                             | Summer (3:59)                              | 36     | 32   | 33    |
| 26                                      | 34                             | War—United Artists                         | 34     | 35   | 34    |
| 39                                      | 35                             | Baby, I Love Your Way (3:28)               | 37     | 34   | 35    |
| 36                                      | 36                             | Peter Frampton—A&M                         | 35     | 36   | 37    |
| 18                                      | 37                             | Magic Man (2:45)                           | 33     | 39   | 36    |
| —                                       | 38                             | Heart—Mushroom                             | 38     | *    | 38    |
| 38                                      | 39                             | Disco Duck (Part 1) (3:15)                 | 40     | 38   | 40    |
| —                                       | 40                             | Rick Dees & His Cast of Idiots—RSO/Polydor | *      | *    | *     |
| —                                       | 40                             | She's Gone (3:24)                          | *      | *    | *     |
| —                                       | 40                             | Hall & Oates—Atlantic                      | *      | *    | *     |
| —                                       | 40                             | A Little Bit More (2:56)                   | *      | *    | *     |
| —                                       | 40                             | Dr. Hook—Capitol                           | *      | *    | *     |
| —                                       | 40                             | I Only Want to Be with You (3:20)          | *      | *    | *     |
| —                                       | 40                             | Bay City Rollers—Arista                    | *      | *    | *     |
| —                                       | 40                             | Wham! Bam Shag-A-Lang (3:32)               | *      | *    | *     |
| —                                       | 40                             | Silver—Arista                              | *      | *    | *     |
| —                                       | 40                             | Afternoon Delight (3:10)                   | *      | *    | *     |
| —                                       | 40                             | Starland Vocal Band—Windsong               | *      | *    | *     |
| —                                       | 40                             | Do You Feel Like We Do (14:15)             | *      | *    | *     |
| —                                       | 40                             | Peter Frampton—A&M                         | *      | *    | *     |
| —                                       | 40                             | Rock 'N' Me (3:05)                         | *      | *    | *     |
| —                                       | 40                             | Steve Miller Band—Capitol                  | *      | *    | *     |
| —                                       | 40                             | That'll Be the Day (2:32)                  | *      | *    | *     |
| —                                       | 40                             | Linda Ronstadt—Asylum                      | *      | *    | *     |
| —                                       | 40                             | Fernando (4:11)                            | *      | *    | *     |
| —                                       | 40                             | Abba—Atlantic                              | *      | *    | *     |
| —                                       | 40                             | This Masquerade (3:17)                     | *      | *    | *     |
| —                                       | 40                             | George Benson—Warner Bros.                 | *      | *    | *     |
| —                                       | 40                             | Young Hearts Run Free (3:51)               | *      | *    | *     |
| —                                       | 40                             | Candi Staton—Warner Bros.                  | *      | *    | *     |
| —                                       | 40                             | I Can't Hear You No More (2:49)            | *      | *    | *     |
| —                                       | 40                             | Helen Reddy—Capitol                        | *      | *    | *     |
| —                                       | 40                             | Beth (2:45)                                | *      | *    | *     |
| —                                       | 40                             | Kiss—Casablanca                            | *      | *    | *     |
| —                                       | 40                             | Get Closer (3:45)                          | *      | *    | *     |
| —                                       | 40                             | Seals & Crofts—Warner Bros.                | *      | *    | *     |
| —                                       | 40                             | The Wreck of the Edmund Fitzgerald (5:57)  | *      | *    | *     |
| —                                       | 40                             | Gordon Lightfoot—Reprise                   | *      | *    | *     |
| —                                       | 40                             | Don't Stop Believin' (3:24)                | *      | *    | *     |
| —                                       | 40                             | Olivia Newton-John—MCA                     | *      | *    | *     |
| —                                       | 40                             | Kiss and Say Goodbye (2:24)                | *      | *    | *     |
| —                                       | 40                             | Manhattans—Columbia                        | *      | *    | *     |
| —                                       | 40                             | Sunrise (3:29)                             | *      | *    | *     |
| —                                       | 40                             | Eric Carmen—Arista                         | *      | *    | *     |
| —                                       | 40                             | Who'd She Do (3:18)                        | *      | *    | *     |
| —                                       | 40                             | Ohio Players—Mercury                       | *      | *    | *     |
| —                                       | 40                             | Howzat (3:43)                              | *      | *    | *     |
| —                                       | 40                             | Sherbet—MCA                                | *      | *    | *     |

## Playback

**The beat goes on.** "The up records are disco-flavored," says Wayne Hiller of KOWB(AM) Fargo, N.D. He may be right. The top bolt on this week's "Playlist"—(Shake, Shake, Shake) Shake Your Booty by K.C. & the Sunshine Band (TK Records) at No. 2—is a popular tune in discos, as are You Should Be Dancing by the Bee Gees (RSO/Polydor) at No. 3, Play That Funky Music by Wild Cherry (Epic) at No. 6 and You'll Never Find Another Love Like Mine by Lou Rawls (Philadelphia International) at No. 9. (Not to mention Disco Duck [Rick Dees et al, on RSO/Polydor] at No. 20.) "Dance music is music you boogie to. No matter what it's called, there's a market for it," explains Roy Laurence of WCAU-FM Philadelphia. The disco fad is a trend now, he says; it's crossing over, and influencing contemporary. WCAU-FM changed from an "oldies" format to disco in March. "For a radio station that is quite conservative when it comes to backing a new format, we are embarking on something that we feel has several good years of profits ahead," says Mr. Laurence. There are just a handful of disco radio stations now, including WBS(FM) New York, WPIX-FM New York and WKYS(FM) Washington.

## Country

| Over-all-rank<br>Last This<br>week week | Title (length)<br>Artist—label | Rank by day parts                        |        |      |       |
|-----------------------------------------|--------------------------------|------------------------------------------|--------|------|-------|
|                                         |                                | 6-10a                                    | 10a-3p | 3-7p | 7-12p |
| 3                                       | 1                              | If You've Got the Money... (2:05)        | 1      | 1    | 1     |
| 1                                       | 2                              | Willie Nelson—Columbia                   | 4      | 2    | 2     |
| 5                                       | 3                              | (I'm a) Stand by My Woman Man (2:57)     | 6      | 3    | 4     |
| 2                                       | 4                              | Ronnie Milsap—RCA                        | 5      | 5    | 6     |
| 4                                       | 5                              | I Don't Want to Have to Marry You (3:03) | 2      | 8    | 5     |
| 6                                       | 6                              | Jim Ed Brown & Helen Cornelius—RCA       | 7      | 4    | 3     |
| 22                                      | 7                              | All I Can Do (2:23)                      | 3      | 6    | 8     |
| 10                                      | 8                              | Dolly Parton—RCA                         | 8      | 7    | 7     |
| 9                                       | 9                              | Here's Some Love (2:59)                  | 9      | 9    | 9     |
| —                                       | 10                             | Tanya Tucker—MCA                         | 10     | 10   | 10    |
| 7                                       | 11                             | Can't You See (3:43)                     | 11     | 13   | 11    |
| —                                       | 12                             | Waylon Jennings—RCA                      | 20     | 11   | 14    |
| 11                                      | 13                             | Don't Stop Believin' (3:24)              | 17     | 14   | 12    |
| 12                                      | 14                             | Olivia Newton-John—MCA                   | 13     | 16   | 15    |
| 15                                      | 15                             | I Wonder If I Ever Said Goodbye (3:30)   | 12     | 17   | 13    |
| 16                                      | 16                             | Johnny Rodriguez—Mercury                 | 16     | 12   | 19    |
| 13                                      | 17                             | Bring It on Home to Me (2:20)            | 14     | 20   | 16    |
| 18                                      | 18                             | Mickey Gilley—Playboy                    | 15     | 22   | 17    |
| 17                                      | 19                             | My Prayer (2:41)                         | 22     | 21   | 18    |
| 8                                       | 20                             | Narvel Felts—ABC/Dot                     | 19     | 19   | 21    |
| 14                                      | 21                             | Misty Blue (2:36)                        | 21     | 18   | 23    |
| —                                       | 22                             | Billie Jo Spears—United Artists          | 25     | 15   | 20    |
| 19                                      | 23                             | Games That Daddies Play (3:00)           | 18     | *    | 24    |
| 21                                      | 24                             | You Rubbed It in All Wrong (2:32)        | 23     | *    | 22    |
| 23                                      | 25                             | Billy (Crash) Craddock—ABC/Dot           | 24     | 25   | *     |
| —                                       | 26                             | Here I Am Drunk Again (2:27)             | *      | *    | *     |
| —                                       | 27                             | Moe Bandy—Columbia                       | *      | *    | *     |
| —                                       | 28                             | See You on Sunday (3:33)                 | *      | *    | *     |
| —                                       | 29                             | Glen Campbell—Capitol                    | *      | *    | *     |
| —                                       | 30                             | Rocky Mountain Music (3:32)              | *      | *    | *     |
| —                                       | 31                             | Eddie Rabbitt—Elektra                    | *      | *    | *     |
| —                                       | 32                             | Golden Ring (3:01)                       | *      | *    | *     |
| —                                       | 33                             | George Jones & Tammy Wynette—Epic        | *      | *    | *     |
| —                                       | 34                             | Cowboy (3:10)                            | *      | *    | *     |
| —                                       | 35                             | Eddy Arnold—RCA                          | *      | *    | *     |
| —                                       | 36                             | Say It Again (2:56)                      | *      | *    | *     |
| —                                       | 37                             | Don Williams—ABC/Dot                     | *      | *    | *     |
| —                                       | 38                             | One of These Days (3:03)                 | *      | *    | *     |
| —                                       | 39                             | Emmylou Harris—Reprise                   | *      | *    | *     |
| —                                       | 40                             | I Met a Friend of Yours Today (3:09)     | *      | *    | *     |
| —                                       | 41                             | Mel Street—GRT                           | *      | *    | *     |
| —                                       | 42                             | Let's Put It Back Together Again (3:16)  | *      | *    | *     |
| —                                       | 43                             | Jerry Lee Lewis—Mercury                  | *      | *    | *     |
| —                                       | 44                             | Here Comes That Girl Again (2:54)        | *      | *    | *     |
| —                                       | 45                             | Tommy Overstreet—ABC/Dot                 | *      | *    | *     |
| —                                       | 46                             | Afternoon Delight (2:56)                 | *      | *    | *     |
| —                                       | 47                             | Johnny Carver—ABC/Dot                    | *      | *    | *     |
| —                                       | 48                             | The Letter (2:53)                        | *      | *    | *     |
| —                                       | 49                             | Conway Twitty & Loretta Lynn—MCA         | *      | *    | *     |

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

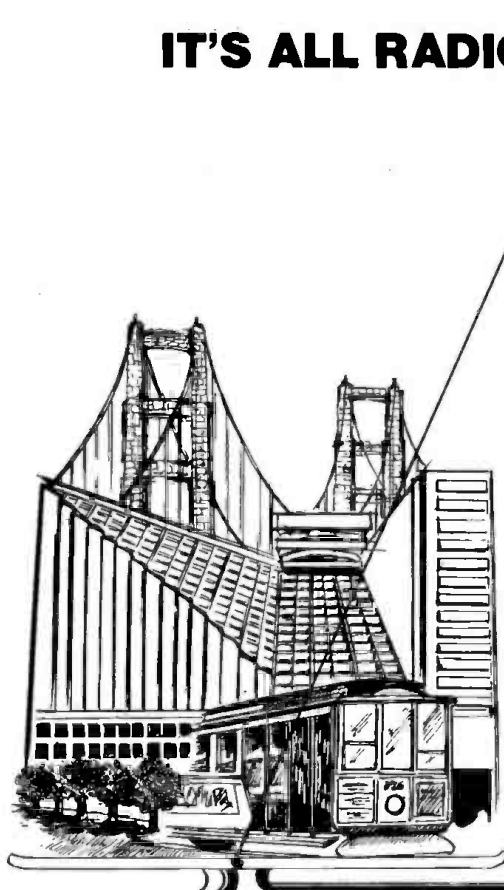
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## Media

**Mauro A. Sardi**, VP/treasurer, United Artists Broadcasting and United Artists Television, New York, named VP, administration, and controller of LIN Broadcasting Co., New York.

**John V. Girvin**, in management information systems department, ABC, New York, named director of broadcast systems, that department.

**John Axten**, planning analyst, corporate planning department, ABC Inc., New York, named to newly created position of director of planning and analysis, ABC Radio Network, New York.

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

**T.O. McCaffrey**, general manager, WRDU-TV Durham, N.C., assumes additional duties as executive VP of licensee, Triangle Telecasters. **James K. Mason**, operations manager, promoted to station manager.



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**Royce N. Nation**, business manager, KWGN-TV Denver, named treasurer of licensee, WGN of Colorado.

**Erica Farber**, general manager, WROR(FM) Boston, named general manager, WXLO(FM) New York. Both are RKO General stations.

**Rosalyn Cherry**, coordinator, Industrial Relations Information System, computerized personnel records and retrieval system, NBC, New York, promoted to IRIS manager.

**Gladys Christman**, freelance writer, promotion department, CBS-TV, Television City, Calif., joins KCOP(TV) Los Angeles as assistant promotion director.

**Alan Goodman**, general sales manager, Doubleday-owned KDWB(AM) Minneapolis-St. Paul, named general manager, co-owned KRIZ(AM) Phoenix.

**James C. Dages**, general sales manager, WLIO(TV) Lima, Ohio, promoted to general manager.

**Mark D. Graff**, news/public affairs director, WKSW(FM) Cleveland, promoted to operations manager.

**Michael Laurence** has resigned as director of special projects for NBC, effective Sept. 24, and will announce his future plans later. He was in charge of organizing and developing major NBC meetings and conventions.

**R. Mark Grady**, news/community affairs director, WKLM(AM) Wilmington, N.C., named operations manager, WEGG(AM) Rose Hill, N.C.

**David Madsen**, graduate, University of Nebraska, Lincoln, joins KMEG(TV) Sioux City, Iowa, as assistant promotion director. This corrects item in Aug. 23 "Fates & Fortunes" which identified Mr. Madsen as promotion director.

**Fred W. Warner**, from WCHS-TV Charleston, W.Va., joins WCPB-TV Cincinnati as audience promotion manager.

**Edmund A. Ramsaur**, president of Multimedia Inc., Greenville, S.C., has taken medical leave of absence. No changes in executive staffs of Multimedia divisions or subsidiaries are planned.

Newly elected officers, New England Broadcasting Association: **Thomas G. Maney**, WCVB-TV Boston, president; **Diane Gosdanian**, Petry Television, Boston, first VP; **Joseph Dinino**, WSBK-TV Boston, second VP; and **Trudy Dineer**, McCann-Erickson, New York, treasurer.

**Madison Hodges**, news editor/anchor, KTHV(TV) Little Rock, Ark., appointed station manager, noncommercial KLRE(FM) there.

## Broadcast Advertising

**David Margulis**, VP in charge of administration, and **Harvey Gabor**, VP/creative director,

Ogilvy & Mather, New York, elected senior VP's.

**Allen Banks**, director of media planning, Dancer-Fitzgerald-Sample, New York, and **Ira Weinblatt**, DFS's senior associate media director, both elected senior VP's.

**Judy Dyer**, research supervisor, J. Walter Thompson, San Francisco, elected VP.

**Robert C. Spaulding**, associate media director, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., elected VP. **Vance J. Arbuckle**, associate creative director, Noble-Dury & Associates, Nashville, named DM&M associate creative director. **Sandy Herring**, assistant editor, *St. Louis Construction News and Review*, joins DM&M as assistant public relations director.

**Taylor Eldon**, VP/New York sales manager, Television I division, H-R-Television, New York, and **Robert Spielmann**, sales manager, KOSA-TV Odessa, Tex., named VP's/national sales managers, Television I and II divisions, respectively, of H-R-Television. **Joan Fitzpatrick**, assistant New York sales manager, TV-I, succeeds Mr. Eldon as TV-I sales manager for that city.

**Gregory S. Gush**, sales manager of White sales team of Katz Television American in Chicago, named sales manager of American Red sales team there. **Thomas R. Alt**, sales representative for Katz, replaces Mr. Gush as sales manager of White sales team.

**Gerard N. Molfese**, account executive, Kaiser Broadcasting Spot Sales, New York, joins The Devney Organization, radio/TV rep firm there, as executive VP.

**Mary Flatlie**, media supervisor, Foote, Cone & Belding/Honig, Los Angeles, promoted to associate media director. **Pat Means**, product manager, Purex Corp., Lakewood, Calif., joins FC&B/H as account executive. **Ann Greenwald**, media planner, Doyle Dane Bernbach, New York, joins FC&B/H there, in same capacity.

**Ed Outland**, account executive, Kaiser Broadcasting Spot Sales, New York, promoted to Detroit sales manager, succeeding **Roy Wade**, who resigned.

**Carolyn Henderson**, assistant to marketing director, Garrison, Jasper, Rose & Co. advertising, Indianapolis, named director of media services.

**Thom Carroll**, in charge of financial management and spot broadcast operations of The Target Group Inc., New York, media buying service, named VP.

**Elizabeth Thayer**, from Katz Television, Dallas, joins Avery-Knodel there as account executive.

**James Eric**, account executive, WAMO-AM-FM Pittsburgh, named sales manager.

**Talmadge E. Thompson**, account executive, WHO-TV Des Moines, Iowa, promoted to sales manager.

**Larry Kirby**, VP/general manager, WWDC-AM-FM Washington, appointed general sales manager, WRC(AM) there.

**Lou Buron**, local sales manager, KDWB(AM) Minneapolis-St. Paul, promoted to general sales manager.

**Mary O'Herron**, public relations representative, Marine World/Africa USA, wildlife park in Redwood City, Calif., joins KSFO(AM) San Francisco as sales promotion coordinator.

## Programing

**Jack Wartlieb** and **Owen Simon**, heads of production/operations and creative services, respectively, Group W Productions, New York, named VP's.

**Ron Fury**, production executive on ABC-TV's movies-of-the-week series, joins Columbia Pictures Television, Burbank, Calif., as director of production operations.

**Thomas Werthelmer**, VP, MCA Inc., Universal City, Calif., elected to MCA's board of directors.

**Lucy Jarvis**, producer with NBC since 1960 and independent producer through her company, Creative Projects Inc., New York, named producer of prime-time special programs to be conducted by Barbara Walters on ABC-TV. She will report to Edwin T. Vance, VP and national program director, ABC Entertainment. **Wally Weltman**, director, late-night programs, West Coast, ABC Entertainment, appointed director of daytime programs.

**Erv Zavada**, producer/director, KNXT(TV) Los Angeles, joins Dave Bell Associates, Hollywood, as director, program development.

**David Orphan**, producer/director, WMAL-TV Washington, joins WJZ-TV Baltimore as production manager.

**Sean Malloy**, producer/director, noncommercial WCET(TV) Cincinnati, joins WLWT(TV) there in same capacity.

**David W. Hammond**, program director, WBNS-AM-FM Columbus, Ohio, named to same post, WBEN(AM) Buffalo, N.Y.

**Gayle Philpot**, WCMH(TV) Columbus, Ohio, producer/director, joins WOWK-TV Huntington, W.Va., in same post.

**Jane Caper**, producer, WTTG(TV) Washington, joins WCVB-TV Boston as producer of its nationally syndicated *House Call* series.

**Roy Perry**, record librarian, WCAU-FM Philadelphia, appointed music director.

**Sam Lee**, assistant program director/music director, KISN(AM) Vancouver, Wash., joins KLWW(AM) Cedar Rapids, Iowa, as program director.

**Glen E. Gleixner**, WCAP(AM) Lowell, Mass., air personality, joins WERA(AM) Plainfield, N.J., as program director.

**Steve Owens**, former Detroit Lions running back, joins Oklahoma News Network, Oklahoma City, as sports director.

**John Myers**, promotion director/air personality, KAKE(AM) Wichita, Kan., named music director.

## Broadcast Journalism

**Warren Maus**, station service representative and account executive, NBC Radio's News and Information Service, Los Angeles, named manager, West Coast, NIS.

**Laura Lawrence**, news administrator, WNBC-TV New York, named manager of local TV news operations.

**Cameron Harper**, anchor/producer, WAVE-TV Louisville, Ky., joins NBC News as reporter, Cleveland bureau, and reporter/anchor for its WKYC-TV there.

**Bill Littauer**, reporter, WPIX(TV) New York, named executive producer. **Peter Landis**, associate producer, promoted to news editor, succeeding **Don Young**, named metropolitan editor.

**Denny Connor**, assignment editor/news producer, WKRC-TV Cincinnati, promoted to assistant news director, succeeded by **John Elder**, news photographer. **Nick Clooney**, air personality, WKYC(AM) there, joins WKRC-TV as anchorman. **Scott Richards**, WLKY-TV Cincinnati night news producer, joins WKRC-TV as reporter/anchorman. **Jo Anne Moore**, WKRC(AM) reporter named to same post for TV counterpart.

News department additions, WMC-TV Memphis: **Frank Gardner**, producer, noncommercial

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

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WQED-TV Pittsburgh, special projects director; **Dave Daughtry**, assistant news director, WTOP-TV Washington, anchorman, **Richard Copley**, chief documentary cameraman/editor, WNAC-TV Boston, news photographer; **Roger Cooper**, chief of AP Tennessee broadcast bureau, reporter; **Dennis Gaston**, news photographer/processor, WJXT(TV) Jacksonville, Fla., news photographer; **Jim Zarchin**, news producer, WHBQ-TV Memphis, producer, and **Kevin Roberts**, reporter/anchor, WHBQ-TV, reporter. **Borys Tomaszczuk**, WMC-TV news/production supervisor, appointed assignment editor.

**Sheldon Gawiser**, election consultant to NBC News, Cleveland, named manager of polling, election unit. **Carol Nadell**, election unit staffer, named manager, data gathering.

**Harry Minnich**, anchorman, WXII(TV) Winston-Salem, N.C., named news/public affairs director, WBKO(TV) Bowling Green, Ky.

**Stephen Miller**, night news manager, CBS News, New York, joins WTOP-TV Washington as assistant news director for operations/planning.

**Arthur Alpert**, news director, WJAR-TV Providence, R.I., named assistant news director, WTTG(TV) Washington.

**Dave Pearce**, reporter, WPRI-TV Providence, R.I., promoted to news director.

**Bill Proctor**, anchor/reporter, WAVY-TV Portsmouth, Va., joins WDAF-TV Kansas City, Mo., in same position.

**Peter Maer**, managing editor, WSB(AM) Atlanta, joins WGST(AM) there as news director.

**Doug Kiel**, reporter/anchor, WEMP(AM)

Milwaukee, promoted to news director.

**Mark Wurzbarger**, newscaster, WERA(AM) Plainfield, N.J., promoted to news director.

**Mike Mahoney**, anchor/reporter, KOMU-TV Columbia, Mo., named to same post, WWAY-TV Wilmington, N.C.

**Jan Carson**, reporter, KTRK-TV Houston, assumes additional responsibility as co-anchor.

**Carole Wilson**, reporter, WLWT(TV) Cincinnati, named to additional post of co-anchor.

**Sheila Banks** and **Paul Reece**, WNAC-TV Boston reporters, named co-anchors.

**Margaret Linton**, public affairs director, KAKE-TV Wichita, Kan., and **Daniel Gray**, WQXI(AM) Atlanta reporter, join KSD(AM) St. Louis as reporters.

## Equipment & Engineering

**Julius Koppelman**, president of RCA Service Co., named to new post of group VP, RCA electronics and diversified businesses organization, responsible for picture tube and distributor and special products divisions and RCA Service Co. **Joseph W. Karoly** promoted to succeed him as president of RCA Service Co. **Irv-ing K. Kessler**, VP, commercial-communications systems division and government-systems division, RCA, New York, elected to newly created post of group VP in charge of same division, RCA electronics and diversified businesses organization. **Howard W. Johnson**, staff VP, reliability and quality, RCA corporate staff, named staff VP, product safety. He succeeds **Wendell C. Morrison**, who retires after 36 years with RCA. **Paul Gaillard**, director, planning/administration, RCA American Communications, New York, named Americom director of marketing.

**Joseph E. Weber**, industrial relations manager, Vidar division, TRW, Mountain View, Calif., joins International Video Corp., Sunnyvale, Calif., in same capacity.

**Arthur A. Silver**, Northeast district manager for Richardson, Tex.-based Collins Radio Group/Rockwell International, joins Ampro Corp., Feasterville, Pa., as VP, sales/marketing.

**Thomas R. Pitts**, owner of CATV supply companies in Winona, Minn., and in Florida, joins Jerrold Electronics, Horsham, Pa., as sales engineer, Midwestern region.

**Ricahrd J. Kosloli**, supervisor of technical operations, WRFM(FM) New York, joins WNCN(FM) there as chief engineer.

**Al Lille**, staff engineer with WILX-TV Onondaga, Mich., and co-owned WJCO(AM) Jackson, Mich., named assistant chief engineer of stations.

## Allied Fields

**Peter H. Starr**, who resigned earlier this summer as president of Starr Broadcasting Group (BROADCASTING, July 12), has been named president of R.T. Systems Inc., Smyrna, Ga., whose chairman is D.H. Overmyer, principal in WDHO-TV Toledo, Ohio, and former group station owner. Firm, which services railway terminals by lifting trucks on and off flatcars, may be interested in acquiring broadcasting stations, according to Mr. Starr. He continues as consul-

tant to Starr group, based at Kenner, La.

**Thomas McNight**, former FCC staff member who joined Office of Telecommunications Policy's office of general counsel in February, rejoins FCC as legal assistant to Commissioner Abbott Washburn. He succeeds **Edward Cowling**, who resigned last month to work in President Ford's election campaign. **Sebastian Lasher**, engineering assistant to Commissioner Washburn, has begun six-month leave of absence to work for House Appropriations Committee.

**Bill Roberts**, White House assistant news secretary, has been named to take over duties of assistant news secretary **Larry Speakes**, who is now serving Republican vice presidential candidate Senator Robert Dole (Kan.) as news secretary. Mr. Roberts served as president of Radio Television News Directors Association when he headed Time-Life Broadcast Bureau in Washington. In another move at White House news office, **Margaret Earl**, former assistant to deputy news secretary John Carlson, named assistant news secretary.

**Serban Vallimareacu**, deputy assistant director, Voice of America, Washington, promoted to associate United States Information Agency director for policy and plans there. He is succeeded by **Hans N. (Tom) Tuch**, top-level foreign service official. **Juliet C. Antunes**, USIA executive committee staff member, named assistant USIA director, in charge of office of equal employment opportunity.

**Charles Hooker**, assignment editor, WFSB-TV Hartford, Conn., named director of photography/radio/TV, University of Rhode Island, Kingston.

## Deaths

**Captain Franz Otto Willenbacher**, 79, USN retired, who headed legal branch of Navy's Office of Communications during World War II, and coordinated naval communications for Allied invasion of Normandy on D-Day in 1944, died Sept. 5 at Naval Medical Center in Washington. Naval Academy graduate who served also in World War I, Captain Willenbacher, set up unit of experts that included late Paul M. Segal and Duke M. Patrick, who afterwards headed law firms; Edward Cooper, vice president of Motion Picture Association of America, and Joseph Zias, incumbent member of FCC's Appellate Board.

**John Wall**, 70, retired broadcast equipment marketing executive, General Electric, died of kidney failure Sept. 5 in Vienna, Va. He was with GE 43 years. Survivors include his wife, Jerry, and son, John.

**Keith Keller**, 27, publicist for Walt Disney Productions, died of cancer Aug. 25 at St. Joseph hospital, Burbank, Calif. He had handled publicity on revival of syndicated *The Mickey Mouse Club* TV series.

**Marylou Wright Harrison**, 51, wife of Thomas C. Harrison, president of Blair Radio division of John Blair & Co., died Sept. 8 at Northern Westchester hospital in Mount Kisco, N.Y., near their home, following lengthy illness. Survivors include her husband; daughter, Lucy, and two sons, Thomas Jr. and Daniel.

**Where is  
America's  
#1 Major  
Market  
Good Music  
Radio  
Station?**  
(Stay tuned to this  
magazine  
for all details)

continued from page 14

**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**—*Council of Better Business Bureaus* sixth annual assembly. FCC Chairman Richard E. Wiley will be featured speaker. Fairmont hotel, New Orleans.

**Sept. 27-29**—Conference on "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; live 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 filmed 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.

**Oct. 2-3**—*Illinois News Broadcasters Association* fall meeting with sessions on future of broadcast news, federal election laws, legal/ethical concerns, ERA. Guests include Lloyd Bobyns, NBC-TV "Weekend" anchor. Northern Illinois University Student Center, DeKalb. Contact: Bob Woggon (815) 753-1681.

**Oct. 3-5**—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Minot.

■ **Oct. 3-5**—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

■ **Oct. 6-7**—*National Association of Broadcasters* ninth AM directional antenna seminar. Course programmed by Carl Smith and Associates, consulting engineers. Cleveland Engineering and Scientific Center, Cleveland.

**Oct. 6-8**—*Indiana Broadcasters Association* annual membership meeting. Executive Inn, Vincennes.

**Oct. 7**—FCC's deadline for comments on reopened rulemaking proceeding on program records to be maintained by radio station licensees, including filing of letters received by licensee from public for three years and retention and disclosure of transcript, tape or disk of all programs except entertainment and sports (Docket 19667). Replies are due Oct. 18. FCC, Washington.

■ **Oct. 7**—FCC's deadline for comments on its proposed amendment of rules to issue separate program logging rule common to all noncommercial educational broadcast stations. Replies are due Oct. 18. FCC, Washington.

■ **Oct. 7-9**—*Pennsylvania Cable Television Association* fall meeting. Sheraton-Picasso Inn and Resort in Pocono Mountains (I-80 at Pennsylvania Turnpike Northeast Extension).

**Oct. 7-10**—*Women in Communications Inc.* national meeting. George E. Reedy, writer-lecturer and former presidential press secretary, will be keynote speaker Oct. 7. Marc Plaza hotel, Milwaukee.

**Oct. 8-9**—*Intercollegiate Religious Broadcasters* convention. Evangel College, Springfield, Mo.

**Oct. 8-10**—*American Women in Radio and Television* Southern area conference. Hilton hotel, Chattanooga.

**Oct. 9**—Seminar of *California Trial Lawyers Association* for Northern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public

## Annual Double Issue

# Broadcast Journalism and Presidential Politics

An examination of Radio-TV performance in the election year

**Broadcasting Jan 3**

figure status. Hilton Inn, San Francisco International Airport.

**■ Oct. 9**—Seminar workshop of *Florida Association of Broadcasters* on selling, sales management and ascertainment of community needs. Featured will be Carleton F. Loucks, sales and management consultant, and Richard F. Shiben, chief of Renewals and Transfers Division, FCC. Bay Point resort, Panama City, Fla.

**■ Oct. 9-10**—New England College Radio Conference, sponsored by *WUMB (AM) Boston, Massachusetts Student Broadcasting Association and Intercollegiate Broadcasting System*. Harbor Campus, University of Massachusetts, Dorchester. Contact: Mark Governor or Pat Monteith, WUMB, Dorchester 02137; (617) 287-1900, ext. 2250.

**Oct. 10-12**—*American Association of Advertising Agencies* Western region conference. Del Monte Hyatt hotel, Monterey, Calif.

**■ Oct. 10-12**—Fall convention, *Kentucky CATV Association*. Continental Inn, Lexington.

**Oct. 11**—*Pennsylvania Association of Broadcasters* fall seminar. Penn Harris Motor Inn, Harrisburg.

**Oct. 12**—Public hearings begin in Dallas on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 500 South Ervay Street.

**■ Oct. 12-13**—Special meeting of the engineering committee of the *Association of Maximum Service Telecasters*. Featured will be discussion of general proposals for reducing FCC established minimum mileage separation requirements for VHF stations and studies and reports on needs to achieve UHF service on a technical parity with VHF service. Other topics: the proposed circularly polarized transmission for TV; CB and FM interference problems for TV, and U.S. planning for participation in the 1979 World Administrative Radio Conference. WTVF(TV) Nashville.

**Oct. 13**—*American Society of Composers Authors and Publishers* Country Music Awards dinner. National Guard Armory, Nashville.

**Oct. 13**—*New England Cable Television Association* fall meeting. Howard Johnson motor lodge, Nashua, N.H.

**Oct. 13-15**—*Western Educational Society for Telecommunications* annual conference. Sheraton-Anaheim hotel, Anaheim, Calif. Contact: Richard Elliott, 2001 Associated Road, Fullerton, Calif. 92631.

**Oct. 13-15**—Rocky Mountain region co-operative advertising trade fair and seminar, co-produced by *Sales and Marketing Management and Co-Ad Associates*, Lakewood, Colo. Among those on agenda are Ed Crimmins, co-op expert; Paul Faser, Airtime Inc., New York; Fred Lief, Compton Advertising, New York, and Bill McGee, Broadcast Marketing Co. of San Francisco. Currihan Hall, Denver.

**Oct. 13-18**—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

**Oct. 13-16**—*Western Educational Society for Telecommunications* conference. Sheraton Anaheim, Anaheim, Calif.

**Oct. 14**—*Minnesota Cable Television Association* meeting. Bloomington.

**Oct. 14-17**—*American Women in Radio and Television* East Central conference. Hyatt Regency, Dearborn, Mich.

**■ Oct. 17-22**—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. John Schneider, president, CBS/Broadcast Group, will be Oct. 17 luncheon speaker. Americana hotel, New York.

**Oct. 18**—*Mississippi Cable Television Association* meeting. Biloxi.

**■ Oct. 18-19**—*Advertising Research Foundation* 22nd annual conference. Waldorf-Astoria hotel, New York.

**■ Oct. 18-19**—*National Association of Broadcasters* regional conference. Senator Ernest F. Hollings (D-S.C.) will be second-day luncheon speaker. Hyatt Regency hotel, Houston.

**Oct. 18-20**—*Mid-American Cable Television Association*. Wichita, Kan.

**■ Oct. 19**—*Federal Communications Bar Association* luncheon. Speaker will be Thomas Houser, direc-

tor of Telecommunications Policy, Army-Navy Club, Washington.

**Oct. 19**—*FCC* regional meeting with broadcasters and members of the public from Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Hyatt Regency hotel, Houston.

**Oct. 19-20**—*Alabama Cable Television Association* fall workshop meeting. Specific site to be announced, Birmingham.

**Oct. 20-21**—*Kentucky Broadcasters Association* fall convention. FCC Commissioner Benjamin L. Hooks will speak. Holiday Inn North, Newtown Pike, Lexington.

**■ Oct. 21-22**—*National Association of Broadcasters* regional conference. Senator Ted Stevens (D-Alaska) will be second-day luncheon speaker. Brown Palace hotel, Denver.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Fawcett Center, Columbus.

**Oct. 22**—Regional convention of *Pittsburgh chapter, Society of Broadcast Engineers*. There will be 50 equipment exhibit booths. Howard Johnson motor inn, Monroeville, Pa.

**■ Oct. 22-23**—Annual meeting, *Maryland-Delaware Cable Television Association*. Sheraton-Fountainbleau, Ocean City, Md.

**Oct. 22-24**—*American Women in Radio and Television* Southwest area conference. Baton Rouge.

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

**Oct. 24-30**—*First World Jewish Film and Television Festival*. Jerusalem. Contact: Melville Mark, 52 rue de Moillebeau, 1211 Geneva 28.

**Oct. 25-28**—*National Association of Broadcasters* regional conference. Thunderbird Motor Inn, Portland, Ore.

**■ Oct. 25-27**—Fall meeting of *New York State Cable Television Association*. The Concord hotel, Kiamesha Lake.

**Oct. 26-27**—*American Association of Advertising Agencies* Eastern annual convention. Hotel Roosevelt, New York.

**■ Oct. 27-28**—Fall meeting, *Virginia Cable Television Association*. Sheraton Inn, Hampton.

**Oct. 27-30**—*Missouri Broadcasters Association* fall meeting. Crown Center hotel, Kansas City.

**Oct. 28**—*FCC* regional meeting with broadcasters and members of the public from Missouri, Kansas, Nebraska, Iowa, North Dakota, South Dakota and Minnesota. Meeting with broadcasters in Crown Center hotel, Kansas City. Meeting with public in Kansas City municipal auditorium.

**Oct. 29-31**—*American Women in Radio and Television* Midwest area conference. Pittsburgh.

## November

**■ Nov. 1**—*FCC's* new deadline for filing comments on its inquiry into the relevance of license requirements for broadcast station operators (Docket 20817). Replies are now due Nov. 15. FCC, Washington.

**Nov. 4-7**—Western region conference, *American Advertising Federation*. The Broadmoor, Colorado Springs.

**Nov. 5-7**—Seventh annual *Loyola National College Radio Conference*. Host will be university's two radio stations. Lewis Towers campus, Loyola University, 820 North Michigan, Chicago.

**Nov. 7-8**—Annual convention of the *Society of Broadcast Engineers*. Holiday Inn, Hempstead, N.Y.

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

**■ Nov. 10**—*FCC's* deadline for comments on proposed amendment of rules relating to employment discrimination policies of cable television applicants and certificate holders and licensees of cable television relay stations (CARS). Replies due Dec. 10. FCC, Washington.

**Nov. 10-12**—International Film & TV Festival, sponsored by *International F.T.F. Corp.*, New York. Americana hotel, New York.

**Nov. 10-13**—*Society of Professional Journalists*, Sig-

*ma Delta Chi*, national convention. Marriott hotel, Los Angeles.

**Nov. 11-12**—*National Association of Broadcasters* regional conference. Waldorf Astoria hotel, New York.

**Nov. 11-12**—*American Association of Advertising Agencies* Central region annual meeting. Ambassador West hotel, Chicago.

**■ Nov. 11-12**—*Oregon Association of Broadcasters* fall conference. The Thunderbird Jantzen on the Columbia River.

**Nov. 12-14**—*American Women in Radio and Television* board of directors meeting. Radisson hotel, Downtown, Minneapolis.

**Nov. 15**—Public hearings begin in Washington on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC, 6th and Pennsylvania Avenue, Washington.

**■ Nov. 15-16**—*National Association of Broadcasters* regional conference. Representative Louis Frey (R-Fla.) will be second-day luncheon speaker. Omni International hotel, Atlanta.

**■ Nov. 15-17**—First International Videodisc Programming Conference, co-sponsored by *Visiondisc Corp.* and *United Business Publications*. Agenda will include discussions about software likely to be distributed on the new video-disk format. McGraw-Hill conference center, 1221 Avenue of the Americas, New York. Contact: Linda Williamson, (212) 697-8300.

**■ Nov. 18-19**—*National Association of Broadcasters* regional conference. Representative Lionel Van Deerlin (D-Calif.) will be second-day luncheon speaker. Hyatt Regency O'Hare hotel, Chicago.

**Nov. 19-22**—*Federal Communications Bar Association* annual seminar. Cerromar Beach hotel, P.R.

**Nov. 21-23**—Sixth national symposium on children's television, held by *Action for Children's Television* in cooperation with *Harvard Graduate School of Education*. University Law School, Science Center and Gutman Conference Center, Cambridge, Mass.

**Nov. 22-23**—*National Association of Broadcasters* regional conference. Statler Hilton hotel, Washington.

**■ Nov. 28-Dec. 2**—Annual conference, *North American Broadcast Section, World Association for Christian Communication*. Galt Ocean Mile hotel, Fort Lauderdale, Fla. Information: Rev. Edward B. Willingham Jr., 800 Palms building, Detroit 48201.

## December

**Dec. 1-4**—*Western Cable Television* show and convention. House Minority Leader John J. Rhodes (Ariz.) will be featured luncheon speaker. Disneyland hotel, Anaheim, Calif.

**■ Dec. 2-4**—Fifth annual general assembly of *UNDA-USA* (national Catholic association for broadcasters and allied communicators). Eleventh annual Gabriel Awards banquet will be held Dec. 2. Assembly: Galt Ocean Mile hotel; awards banquet: Pier 66 hotel, Fort Lauderdale, Fla.

**■ Dec. 10**—Deadline for entries, 17th annual International Broadcasting Awards for broadcast commercials, sponsored by *Hollywood Radio and Television Society*. 1717 North Highland Avenue, Hollywood 90028, (213) 465-1183.

**Dec. 11-16**—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla.

**Dec. 13-14**—Annual meeting of cable television presidents. Place to be announced.

## January 1977

**■ Jan. 7-10**—*Missouri Broadcasters Association* winter convention. Friday-Sunday cruise from Miami to Nassau, Bahamas.

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

**Jan. 9-12**—*National Retail Merchants Association* annual convention. New York Hilton hotel, New York.

**■ Jan. 13-15**—Winter Consumer Electronics Show sponsored by the *Consumer Electronics Group of the*

Electronic Industries Association. Conrad Hilton, Chicago.

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

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

## February 1977

**Feb. 2-3**—Association of National Advertisers joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York, (212) 697-9550.

**Feb. 10-11**—Arkansas Broadcasters Association winter convention. Camelot Inn, Little Rock.

**Feb. 12-16**—National Association of Television Program Executives 14th annual conference. Fontainebleu hotel, Miami.

## March 1977

**March 25-27**—Tentative date for Intercollegiate Broadcasting System national convention. Washington.

**March 27-30**—National Association of Broadcasters annual convention. Washington.

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

## April 1977

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

**April 18-21**—Ninth annual conference of Southern Educational Communications Association. Host will be KETC-TV St. Louis. Breckenridge Pavilion hotel, St. Louis.

**April 22-24**—National Association of Farm Broad-

casters South Central regional meeting. Hilton Inn, Amarillo, Tex.

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

## May 1977

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

## June 1977

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

## September 1977

**Sept. 14-18**—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco.

# For the Record

As compiled by BROADCASTING, Aug. 30 through Sept. 3 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

**Concord, Calif.**—KLOC Broadcasting Co. seeks ch. 42 (638-644 mhz); ERP 280 kw vis., 336 kw aur., HAAT 2815.8 ft. P.O. address Box 3889 Modesto, Calif. 95352. Estimated construction cost \$83,607; first-year operating cost \$34,400; revenue \$120,000. Consulting engineer Cecil Lynch. Principals: Applicant is licensee of KLOC(AM) Ceres, Calif., and KLOC-TV Modesto, Calif., and is owned by Chester Smith (51%), Charles Val Pittman (10%), and other stockholders. Ann. Aug. 30.

## AM application

**Van Buren, Ark.**—Crawford County Communications seeks 1060 khz, 500 w-D. P.O. address: 823 Fayetteville Rd., Van Buren 72956. Estimated construction cost \$32,857; first-year operating cost \$8,780; revenue \$48,000. Format: C&W, pops. Principals: William L. Pharis (66-2/3%) and Bert Denson (33-1/3%). Mr. Pharis was news editor at KFSM-FM Ft. Smith, Ark. up to 1976 and owns two music stores. Mr. Denson is engineer at KFSM-TV and has farming interests. Ann. Aug. 30 (amended).

## FM applications

**Yuma, Colo.**—Cen-Ten Productions seeks 100.9 mhz, 2.5 kw, HAAT 337 ft. P.O. address: 8074 W. Polk Place, Littleton, Colo. 80123. Estimated construction cost \$8,856; first-year operating cost \$51,540; revenue \$40,000. Format: Country and Contemporary. Principals: Richard E. and wife, Susanne L. Dedrick (30% each) and James H. Vincent (40%). Mr. Dedrick was announcer at KERE(AM) Denver, and is presently production manager for advertising company. Mr. Vincent owns food and drug store in Yuma. Ann. Sept. 1.

**Indianapolis**—Indianapolis Broadcasting seeks

107.9 mhz, 40.6 kw., HAAT 910 ft. P.O. address: 1440 N. Meridian Ave., Indianapolis 46202. Estimated construction cost \$728,407; first-year operating cost \$290,324; revenue \$325,000. Format: Popular music. Principals: Jerry L. Kunkel (36.76%), John S. Ansted (10.56%), Herbert Simon (13.94%), and 8 other stockholders. Applicant is licensee of WIFE(AM) Indianapolis. Mr. Kunkel was employed at WTVW(TV) Evansville, Ind., and has cable TV interests. Mr. Simon has realty interests. Ann. Aug. 24.

## FM actions

**Starke, Fla.**—Sanders Enterprises. Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 310 ft. P.O. address: Drawer 520, Starke 32091. Estimated construction cost \$17,773; first-year operating cost \$1,810; revenue not given. Format: country. Principals: John (49 1/3%) and Lee Jenkins Sanders (50 2/3%) own WPXE(AM) Starke (BPH-9590). Action Aug. 20.

**Amarillo, Tex.**—Tascosa Broadcasting. Broadcast Bureau granted 93.1 mhz, 30.5 kw, HAAT 161 ft. P.O. address: Box 9024, Amarillo, Tex. 79105. Estimated construction cost \$45,270; first-year operating cost \$20,000; revenue \$50,000. Format: Modern C&W. Principals: James D. Shelton (35%), Keith Adams (35%), Ted Y. Lokey (15%), and George Lokey (15%). Mr. Adams is former employee of KGNC-TV-AM-FM Amarillo. Two Lokeys have automotive and land interests. Mr. Shelton works for oil company (BPH-9744). Action Aug. 20.

**Marshall, Tex.**—Wiley College. Broadcast Bureau granted 91.1 mhz, 10 w. P.O. address: 711 Rosborough Springs Rd., Marshall 75670. Estimated construction cost \$2,048; first-year operating cost \$500. Principal: Robert Hayer, president (BPED-2086). Action Aug. 19.

## FM starts

**\*WLHI Ft. Wayne, Ind.**—Authorized program operation on 88.3 mhz, TPO 10 w. Action Aug. 23.

**WFTA Fulton, Miss.**—Authorized program operation on 101.7 mhz, ERP 3 kw., HAAT 300 ft. Action Aug. 19.

**KTAP Crete, Neb.**—Authorized program operation on 103.9 mhz, ERP 3 kw., HAAT 225 ft. Action Aug. 19.

**KHIM Palestine, Tex.**—Authorized program operation on 98.3 mhz, ERP 3 kw., HAAT 300 ft. Action Aug. 20.

## FM licenses

Broadcast Bureau granted following licenses covering new stations:

**WBIF Bedford, Ind.** (BLH-6890). Action Aug. 20.  
**\*KVXJ Crescent City, Calif.** (BLED-1551). WJRZ

Ship Bottom, N.J. (BLH-7096). \*WGVO Greenville, Ohio (BLED-1550). KLLS Okmulgee, Okla. (BLH-7084). \*KCBI Dallas (BLED-1565), KXOX-FM Sweetwater, Tex. (BLH-7079). Action Aug. 24.

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#1 Major  
Market  
Good Music  
Radio  
Station?**  
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## Ownership changes

### Applications

■ **WALG(AM)-WWCW(FM)** Albany, Ga. (AM: 1590 khz, 5 kw-D; 1 kw-N; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Radio Albany Inc. to Albany Radio Inc. for \$575,000. Principals: Seller is First National Bank of Columbus, Columbus, Ga., as trustee of 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) Phoenix City, Ala. (Columbus, Ga.), and Mr. Woodall owns WDAK(AM) Columbus. Ann. Aug. 27.

■ **WISZ-FM** Glen Burnie, Md. (95.9 mhz, 3 kw)—Seeks assignment of license from WISZ Inc. to Baltimore Radio Show for \$690,000. Principals in seller are Samuel J. Cole (25%), L.W. Gregory (20%), Harold H. Hersch (26%) and Harry G. Salls (28%) who also own WISZ(AM) Glen Burnie and WPRW(AM) Manassas, Va. Buyer owns WFBR(AM) Baltimore and is principally owned by Biemiller family voting trust voted by Robert S. Maslin Jr., Hope N. Barroll III and Robert M. Barroll. Ann. Aug. 27.

■ **WBTB-TV** Newark, N.J. (ch. 68)—Seeks transfer of control of Blonder-Tongue Broadcasting from Isaac S. Blonder and Ben H. Tongue (100% before; 20% after) to Wometco (none before; 80% after). Consideration: \$1.6 million in debts. Principals: Seller is chiefly owned by Messrs. Blonder and Tongue, who also have interests in Boston Heritage Broadcasting, permittee of WQTV(TV) Boston; Blonder-Tongue Laboratories; BT Vision, STV franchisee for WBTB-TV; and Blonder-Tongue Licensing. In addition, Mr. Blonder has interests in Universal Subscription Television, franchisee of WQTV STV operations. Buyer is licensee or parent company of licensees of WTVJ(TV) Miami, WLOS-FM-TV Asheville, N.C., and KVOS-TV Bellingham, Wash., and has multiple cable interests. Ann. Aug. 24.

■ **WSAI-AM-FM** Cincinnati (AM: 1360 khz, 5 kw; FM: 94.1 mhz, 32 kw)—Seeks assignment of license from Combined Communications Corp. to Affiliated Publications for \$6.3 million. Principals: Buyer, owner of *Boston Globe*, is buying stations after CCC's attempted sale to Broad Street Communications Corp. for \$6.5 million (BROADCASTING, March 8) fell through for lack of financing. CCC, which bought *Cincinnati Enquirer* last year, is selling stations to comply with FCC crossownership rules which forbid common acquisitions of newspaper and broadcast properties in same market. CCC, based in Phoenix, also owns two AM's, two FM's, seven TV's and outdoor advertising firms and has purchased, subject to FCC approval, KSDO(AM) San Diego (BROADCASTING, March 1). Buyer also owns WFAS(AM)-WWYD(FM) White Plains, N.Y., acquired from Courtland Broadcasting Corp. for \$2.4 million (BROADCASTING, April 12). Ann. Aug. 27.

### Actions

■ **KJOI(FM)** Los Angeles (98.7 mhz, 75kw)—Broadcast Bureau granted assignment of license from Able Communications of California to CCLA Communications for \$3,850,000. Sellers: Louis Marx and Dan W. Lufkin, have also sold KOAX(FM) Dallas for \$1.7 million. Buyer is publicly held soft drink and water bot-

tlar with no other broadcast interests (BAHL-2286). Action Aug. 24.

■ **KSDO(AM)** San Diego (1130 khz, 50 kw-D)—Broadcast Bureau granted assignment of license from Generation II Radio San Diego Inc. to Pacific and Southern Co. for \$1,576,000 plus book value of current assets. Seller wishes to retire from broadcast field. Buyer is subsidiary of Combined Communications Corp., publicly held company, which is licensee of KBTB(TV) Denver, KARK-TV Little Rock, Ark., KTAR-TV-AM Phoenix, KOCO-TV Oklahoma City, WPTA(TV) Roanoke, Ind., WLKY-TV Louisville, Ky., WXIA-TV Atlanta, WSAI-AM-FM Cincinnati, WWDJ(AM) Hackensack, N.J., KIIS-AM-FM Los Angeles and KEZL(FM) San Diego. CCC also owns Cincinnati Enquirer newspaper. Action Sept. 1.

■ **KSMA-AM-FM** Santa Maria, Calif.—Broadcast Bureau granted involuntary assignment of license from John I. Groom and James M. Hagerman, co-partnership, to James Hagerman, co-partnership. Principals: In accordance with will of Mr. Groom, complete control of station is granted to Mr. Hagerman. In addition, Nona Mae Groom, widow of deceased, as surviving joint tenant, is granted Mr. Groom's interest in station. Principals have no other broadcast interests (BAL-8733, BALH-2318, BALRE-3054). Action Aug. 9.

■ **WLFA(AM)** Lafayette, Ga. (1590 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Radio Dixie from J.A. Gallimore (60% before; none after) to C.W. Gwyn (40% before; 100% after). Consideration: \$260,000. Principals: Mr. Gallimore owns 50% of WSNW(AM)-WBFM(FM) Seneca, S.C. and 51% of weekly newspapers in Seneca. Mr. Gwyn has no other broadcast interests (BTC-8038). Action Aug. 24.

■ **WCCI(FM)** Savanna, Ill. (100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Carroll County Broadcasting to Carroll Communications for \$165,000. Seller: Dennis W. Voy who also owns KMAQ-AM-FM Maquoketa, Iowa. Buyer principals are Cindy Sprecher, Edward F. Bock, William G. Heiwig and Grayston T. Campbell. Ms. Sprecher was on sales and announcing staffs at WVLK(FM) Sauk City, Wis. Mr. Bock has interests in Sioux Valley Broadcasting, licensee of KCOG-AM-FM Centerville, Iowa, and KCHE-AM-FM Cherokee, Iowa. Mr. Heiwig is president of Heiwig Industrial Sales, Galva, Ill.-based manufacturers representative. Mr. Campbell is salesman at Heindold Hog Market in Galva (BALH-2305, BALRE-3042). Action Aug. 24.

■ **KCHE-AM-FM** Cherokee, Iowa (AM: 1440 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of C&H Broadcasting from J. Alan Cramer and Charles Hutchinson (100% before; none after) to Sioux Valley Broadcasting (none before; 100% after). Consideration: \$280,000. Principals: J. Alan Cramer and Charles K. Hutchinson have no other broadcast interests. Principals in buyer, which also owns KCOG-AM-FM Centerville, Iowa, are Michael G. O'Connor, Paul Ahrens, Ed Bock and John O'Connor (BTC-8030). Action July 30. (corrected item).

■ **KTMF(AM)** New Prague, Minn. (1350 khz, 500 w-D)—Broadcast Bureau granted transfer of control of TMF Communications from John W. Farl and Edward Townsend (100% before; none after) to Kingsley H. Murphy Jr. (none before; 100% after). Consideration: \$170,000 less liabilities. Buyer: Mr.

Murphy has minor interests in Minneapolis Star and Tribune Co., licensee of four broadcast stations. Mr. Murphy is 100% owner of WISS-AM-FM Berlin, Wis. and KEMO-TV San Francisco franchisee. He is presently seeking assignment of CP of WWHL(AM) Pine Castle-Sky Lake, Fla. (BTC-7953). Action Aug. 24.

■ **WBCU(AM)** Union, S.C.—Broadcast Bureau granted transfer of control of Broadcasting Company of Union from James F. Coggins (51% before, 50% after) and Edward L.B. Osborne (49% before, 50% after). Consideration: none. Mr. Osborne has interest in Lee Broadcasting Co., licensee of WAGS Bishopville, S.C. Mr. Coggins has no other broadcast interests (BTC-8086). Action July 22.

■ **KFDA-TV** Amarillo, Tex. (ch. 10)—Broadcast Bureau granted assignment of license from Bass Broadcasting Co. to Panhandle Telecasting for \$2.8 million. Seller: Principals are Perry R. Bass and Sons, Robert M., Sid R., Edward P. and Lee M. Seller also owns KFDA-TV satellite, KFDW-TV Clovis, N.M. (not included in KFDA-TV sale); KDNT-AM-FM Denton, Tex., and WSLC(AM)-WSLQ(FM) Roanoke, Va. Buyer principals are Ray Herndon, owner of KMID-TV Midland, Tex., and R.H. Drewry, who owns KSWO-TV Lawton, Okla. (BALCT-592, BALTV-138, BALRE-3035). Action Aug. 20.

## Facilities changes

### AM actions

■ **WASR** Wolfeboro, N.H.—Broadcast Bureau granted CP to increase daytime power to 2.5 kw and change type trans. (BP-20,087). Action Aug. 20.

■ **WWSH** Philadelphia—Broadcast Bureau granted CP to change TPO and ERP: TPO 17 kw; ERP 22.5 kw (H&V); remote control permitted (BPH-9724). Action Aug. 24.

■ **KVAN** Vancouver, Wash.—Broadcast Bureau granted CP to add nighttime operation with 5 kw directional antenna-night with separate nighttime site; remote control permitted. Conditions (BP-20,160). Action Aug. 19.

■ **KAHL** North Platte, Neb.—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans.; remote control permitted (BP-20,114). Action Aug. 19.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KGKO Benton, Ark. (BP-20,237). Aug. 25; KIXZ Amarillo, Tex. (BP-19,953). Aug. 19; WTJS Jackson, Tenn. (BP-20,014). Aug. 23; WYSH Clinton, Tenn. (BP-20,236). Aug. 20.

### FM actions

■ **WGOK-FM** Fairhope, Ala.—Broadcast Bureau granted CP to install new trans. and ant.; change TPO to 2.3 kw; add circular polarization to ERP (3 kw (H&V); and ant. height 250 ft.; remote control permitted (BPH-9919). Action Aug. 24.

■ **KNGT** Jackson, Calif.—Broadcast Bureau granted CP to install new trans.; change TPO to 325 w; change ERP to 230 w (N&V); remote control permitted (BPH-9933). Action Aug. 24.

■ **KROG** Sonoma, Calif.—Broadcast Bureau granted modification of CP to change TPO and ERP: TPO 3.3 kw; ERP 890 w (H&V); Conditions (BMPH-14881). Action Aug. 24.

■ **KDUR** Durango, Colo.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height) ant. height 104 ft. (BPED-2231). Action Aug. 20.

■ **KEZJ** Twin Falls, Idaho—Broadcast Bureau granted mod. of CP to change trans. and ant.; change TPO to 12 kw; ant. height 250 ft.; remote control permitted (BMPH-14879). Action Aug. 24.

■ **KICD-FM** Spencer, Iowa—Broadcast Bureau granted CP to install new circularly polarized ant.; change ERP to 100 kw (H&V) change ant. height to 390 ft.; condition (BPH-9785). Action Aug. 24.

■ **WJR-FM** Detroit—Broadcast Bureau granted CP to install new ant.; ant. height 486 ft.; remote control permitted (BPH-10,157). Action Aug. 24.

■ **WDOW-FM** Dowagiac, Mich.—Broadcast Bureau granted CP to change frequency to 92.1 mhz (ch. 221); install new ant.; change TPO to 1.65 kw; ant. height 261 ft.; remote control permitted (Doc. 19831). Action Aug. 24.

## 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          | 16              | 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

■ **KLOH-FM Pipestone, Minn.**—Broadcast Bureau granted CP to change studio location and remote control to 0.6 km (0.4 mi.) W. of Pipestone city limits on Hwy. 30, Pipestone; change trans. and ant.; make change in ant. system (increase height) to 700 ft. (H&V); change TPO to 10 kw; change ERP to 40 kw (H&V); remote control permitted (BPH-9585). Action Aug. 23.

■ **WQID Biloxi, Miss.**—Broadcast Bureau granted CP to change trans. location; make changes in ant. system (increase height) to 397 ft.; condition (BPH-9855). Action Aug. 24.

■ **WNWS-FM New York**—Broadcast Bureau granted CP to install new trans. and ant.; change TPO to 4.6 kw; ant. height 1,470 ft.; ERP 4.6 kw; condition (BPH-10,155). Action Aug. 24.

■ **WFLY Troy, N.Y.**—Broadcast Bureau granted CP to install new trans. and ant.; change TPO to 9.1 kw; ant. height 122 ft.; remote control permitted (BPH-10,154). Action Aug. 24.

■ **WCPS-FM Tarboro, N.C.**—Broadcast Bureau granted CP to change studio location; remote control to trans. site; on U.S. Highway 64, 2.7 miles N.W. of Tarboro, N.C.; install new trans.; install new ant.; change TPO to 16.5 kw; change ERP to 100 kw (H&V) and ant. height to 220 ft. (H&V). Conditions (BPH-9736). Action Aug. 20.

■ **\*WCWT-FM Centerville, Ohio**—Broadcast Bureau granted CP to make changes in ant. system (increase height) to 110 ft.; remote control permitted (BPED-2253). Action Aug. 20.

■ **KPDQ-FM Portland, Ore.**—Broadcast Bureau granted CP to install new trans.; change TPO to 16.5 kw; change ERP to 100 kw; condition (BPH-10,153). Action Aug. 24.

■ **WRTI-FM Philadelphia**—Broadcast Bureau granted CP to replace transmission line and change TPO to 5.6 kw (H&V) (BPED-2233). Action Aug. 20.

■ **WBRE-FM Wilkes-Barre, Pa.**—Broadcast Bureau granted CP to install new ant.; change TPO to 3.3 kw; change ERP to 5.8 kw (H&V); change ant. height to 430 ft.; remote control permitted (BPH-10,152). Action Aug. 24.

■ **WHIM-FM Providence, R.I.**—Broadcast Bureau granted CP to install new trans. and ant.; change TPO to 20 kw; add circular polarization to ERP (50 kw H&V); ant. height 546 ft.; remote control permitted (BPH-10,149). Action Aug. 29.

■ **WDBL-FM Springfield, Tenn.**—Broadcast Bureau granted CP to install new trans. and ant.; add circular polarization to ERP (3 kw H&V); ant. height 190 ft.; condition (BPH-10,148). Action Aug. 24.

■ **KVMV-FM McAllen, Tex.**—Broadcast Bureau granted CP to install new trans. and ant.; change TPO to 20 kw; change ERP to 100 kw (H&V); change ant. height to 277 ft. (BPH-9729). Action Aug. 24.

■ **WGAY-FM Washington**—Broadcast Bureau granted CP to change ERP to 21 kw (H&V), remote control permitted (BPH-10,147). Action Aug. 24.

■ **\*WPFW Washington**—Broadcast Bureau granted modification of CP to change trans. and ant.; make changes in ant. system (decrease height) to 395 ft.; change TPO to 17 kw; change ERP to 50 kw (H&V). Conditions (BMPED-1415). Action Aug. 20.

## FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KFRA-FM Franklin, La.** (Doc. 20365), Aug. 24; **WBZA-FM Glens Falls, N.Y.** (BPH-9579), Aug. 25; **WLIF Towson, Md.** (BPH-9893), Aug. 23; **WRIA-FM Richmond, Ind.** (BPH-9894), Aug. 24; **WTVN-FM Columbus, Ohio** (BPH-9461), Aug. 23; **WYNQ Chattanooga, Tenn.** (BPH-9716), Aug. 19.

## In contest

### Procedural ruling

■ **Homewood, Birmingham, Ala., TV proceeding:** Chapman Radio and Television Co., and Birmingham Broadcasting Co. (Doc. 15461, 16761)—ALJ James K. Cullen Jr. scheduled hearing for Nov. 10. Action Aug. 30.

### Initial decisions

■ **WEFM-FM Chicago, FM proceeding:** assignment of license from Zenith Radio Corp. to GCC Communications of Chicago Inc. (Doc. 20581)—ALJ

Byron E. Harrison recommended grant of assignment of license. Judge Harrison concluded that WFTM(FM) and WNIB(FM), both Chicago, are classical music stations, and that any loss felt by Chicago area listeners as result of change of WEFM-FM's format from classical to popular music would not be significant. On Dec. 13, 1972, FCC granted assignment application and denied petition by Citizens Committee to Save WEFM which objected to GCC's proposed change of WEFM-FM's format from classical to contemporary music. In accordance with Oct. 4, 1974, decision of the United States Court of Appeals, however, FCC designated assignment application for hearing on alternative sources of classical music, financial losses, misrepresentation, service area and public interest issues. Ann. Aug. 30.

■ **WBRL(AM) Berlin, N.H., renewal proceeding:** Berlin Communications (Doc. 20457)—ALJ Byron E. Harrison denied application of Berlin Communications, for renewal of its license. Judge Harrison said "when licensee with knowledge of his station's fraudulent billing practice and knowledge that such practice is absolutely prohibited by the Commission's Rules, ... continues such practice based on private business judgment, public interest cannot be served by renewal of license." Ann. Sept. 2.

## Review board decision

■ **Monroe, Ga., AM proceeding:** Community Broadcasting Co. (WKUN [AM] Monroe, 1580 khz); Monroe Broadcasting; James N. Williamson and Raymond Dehler, competing for 1490 khz (Docs. 20060-2)—Review Board adopted Feb. 6, initial decision by ALJ John H. Conlin granting application of Monroe Broadcasting Inc. (MBI). In initial decision, Judge Conlin denied competing applications of Community Broadcasting, to improve facilities of WKUN(AM) Monroe, which operates on 1580 khz, daytime only. Community had proposed to change WKUN to unlimited time station on 1490 khz. Judge also denied application of James N. Williamson and Raymond Dehler, for new station on 1490 khz at Monroe because of inadequacies in community ascertainment showing. Judge Conlin said grant to MBI would "restore status quo" in Monroe "by reestablishing choice of local services that was lost" when Walton Broadcasting Co. was denied renewal of license for WMRE(AM) (1490 khz) in 1973. Action Aug. 23.

## Complaints

■ Total of 2,404 complaints from public was received by commission during July, decrease of 1,749 from June. Other comments and inquiries for July totaled 1,526, increase of 231 over previous month. Commission sent 960 letters in response to comments, inquiries and complaints.

## Other actions

■ **KEEN(AM) San Jose, Calif.**—Broadcast Bureau granted renewal of license, conditioned on whatever action commission may deem appropriate upon conclusion of proceedings in *Johnson v. KLOK, KEEN, KLIV, KSJO and KXRX*, now pending in U.S. district court, and that said licensee shall immediately notify commission of final disposition of case. Action Aug. 24.

■ **\*WUHY-TV Philadelphia**—License canceled and call letters deleted, at request of licensee. Ann. Aug. 31.

## Allocations

### Petitions

■ **Phillips Radio, Spanish Fort, Ala.**—Seeks assignment of FM ch. 252A to Chickasaw, Ala. (RM-2746). Ann. Aug. 31.

■ **Pueblo, Colo.**—Broadcast Bureau assigned ch. 296A (107.1 mhz) as fifth FM assignment to Pueblo. Action had been proposed in April 19 rulemaking notice in response to petition by KAPI Inc. KAPI noted that almost one-third of population of Pueblo county is Spanish surname and said it expects continued growth in size of Spanish community. It said if ch. 296A were assigned to Pueblo, it would apply for CP to operate on channel as full-time station broadcasting in

Spanish, to provide first nighttime Spanish language broadcast to Pueblo and its environs (Doc. 20786). Action Aug. 27.

■ **Delta Projects, Sikeston, Mo.**—Seeks assignment of TV ch. 45 to Sikeston (RM-2745). Ann. Aug. 31.

■ **Ohio Educational Television Network Commission, Columbus, Ohio**—Seeks assignment of ch. \*63 to Maplewood, Ohio; ch. \*58 to Georgetown, Ohio; ch. \*17 to Selina, Ohio; and ch. \*64 to Conneaut, Ohio (RM-2744). Ann. Aug. 31.

■ **Hobart, Okla.**—Broadcast Bureau proposed deleting FM ch. 257A (99.3 mhz) and assigning Class C ch. 290 (105.9 mhz) at Hobart. Action was in response to rulemaking petition by Fuchs Broadcasting Co., licensee of Hobart's only local station, KTJS(AM). Fuchs said it recognized that FCC rules provide that Class A channels are assigned to serve small communities, and surrounding rural areas, while Class B and C channels are designed to serve large urban centers and contiguous areas. However, it said commission should make exception because large coverage area is essential if FM station is to be economically viable in this sparsely settled rural region (Doc. 20900). Action Aug. 25.

## Actions

■ **Elizabethtown Broadcasting Co., Elizabethtown, Ky.**—FCC denied request for assignment of ch. 221A to Elizabethtown (RM-2631). Action July 29.

■ **Brewer, Me.**—Broadcast Bureau proposed assigning ch. 284 to Brewer, as that community's first FM assignment. Action was in response to petition by Bangor Broadcasting Corp., licensee of WGUY(AM) Bangor (Doc. 20901). Action Aug. 27.

■ **Salisbury, Md.**—Broadcast Bureau assigned ch. 288A to Salisbury, as community's second FM assignment. Action was in response to petition by James J. Jester, requesting assignment of ch. 296A to community. Bureau noted ch. 288A also was available for assignment to Salisbury, leaving ch. 296A for Denton, Md. (Doc. 20796). Action Aug. 20.

■ **Henderson, Nev.**—Broadcast Bureau assigned ch. 263 (100.5 mhz) to Henderson, as that community's third FM assignment. Action was proposed in rulemaking notice last March 5, in response to petition by KTOO Broadcasting Co., licensee of daytime-only KVOV(AM) Henderson. Henderson receives local aural service from two FM stations and two AM stations. It also receives service from five commercial FM stations operating in Las Vegas and is community of license for one TV station. Bureau said that assignment would be made even though proposal does not accord in all respects with channel assignment policies. It said KTOO had demonstrated existence of special circumstances which justified assignment (Doc. 20734). Action Aug. 27.

## Rulemaking

### Actions

■ **American Civil Liberties Union, New York**—FCC dismissed request for regulation of cable television systems pursuant to Title II of Communications Act (RM-1906). Action Aug. 19.

■ **Sandy Frank Program Sales, New York**—FCC denied request to amend rules to bar multiple exposure of more than one episode of same program (except for local news or public affairs programs) in access time on stations owned by or affiliated with national television network in 50 largest television markets (RM-2652). Action July 28.

■ **National Black Media Coalition, Rochester, N.Y.**—FCC denied in part request to amend rules and policies to facilitate public participation and reregulation of communications industries in public interest (RM-2278). Action July 15.

■ **Roanoke Telecasting Corp., Roanoke, Va.**—FCC dismissed request to amend rules to allow UHF stations to have ownership interest in CATV systems in same market (RM-2069). Action Aug. 19.

■ **All-Channel Television Society, Washington**—FCC dismissed request to amend rules so that UHF television station would no longer be barred from CATV ownership, at least in county where station is not significantly viewed (RM-2034). Action Aug. 19.

■ **Norman E. Jorgensen, Washington**—FCC denied request to amend rules to increase time allowed for filing pleadings (RM-2679). Action Aug. 5.

■ General System Operating Companies—FCC dismissed request to amend rules to prevent duplicative construction of CATV systems (RM-1619). Action Aug. 19.

## Translators

### Applications

- Somerset T.V. Association, Somerset, Colo.—Seeks ch. 2 rebroadcasting KOAA-TV Pueblo, Colo. via K11LV Dinsmore area, Calif. (BPTTV-5653). Ann. Sept. 2.
- Post Co., Burley, Rupert and Albion, Idaho—Seeks ch. 61 rebroadcasting KIFI-TV Idaho Falls, Idaho (BPTT-3077). Ann. Sept. 1.
- Spokane Television, Long Lake-Suncrest, Wash.—Seeks ch. 11 rebroadcasting KXLY-TV Spokane, Wash. (BPTTV-5651). Ann. Aug. 31.
- K09FO Spokane, Wash.—Seeks CP to change frequency from ch. 9, 186-192 mhz to ch. 10, 192-198 mhz (BPTTV-5652). Ann. Aug. 31.

### Actions

- K07OD Sourdough Pipeline Camp, Alaska—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 7 rebroadcasting KFAR-TV and KTVF(TV), ch. 2 and 11, Fairbanks, Alaska (BPTTV-5574). Conditions. Action Aug. 16.
- Porter Mountain Antenna TV Association, Ariz.—Commission granted application by Porter for new 10 w VHF TV translator to serve communities of Snowflake, Show Low, Pinetop, Lakeside, Taylor, Clay Springs and Pinedale, Ariz. Porter proposed rebroadcasting KGUN-TV (ABC) Tucson, Ariz., on output ch. 5. Action Sept. 1.
- K07ID Atascadero, Calif.—Broadcast Bureau granted CP to change frequency of VHF TV translator station from ch. 7, 174-180 mhz, to ch. 9, 186-192 mhz; change call sign to K09MX (BPTTV-5585). Action Aug. 11.
- K04IO Trinity Center and Coffee Creek, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 4 rebroadcasting KHSL-TV, ch. 12, Chico, Calif. (BPTTV-5530). Action Aug. 2.
- K05FZ Trinity Center and Coffee Creek, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 5 rebroadcasting KRCR-TV ch. 7, Redding, Calif. (BPTTV-5531). Action Aug. 2.
- K66AT Mancos and rural area, Colo.—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 66 rebroadcasting KREZ-TV, ch. 6, Durango, Colo. (BPTT-3004). Action Aug. 11.
- K56AS Wainae Coast, Island of Oahu, Hawaii—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 56 rebroadcasting KHON-TV, ch. 2, Honolulu (BPTT-2999). Action Aug. 5.
- K58AN Wainae Coast, Island of Oahu, Hawaii—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 58 rebroadcasting KITV-TV, ch. 4, Honolulu (BPTT-3000). Action Aug. 5.

- K60AW Wainae Coast, Island of Oahu, Hawaii—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 60 rebroadcasting KHET-TV, ch. 11, Honolulu (BPTT-3001). Action Aug. 5.
- K66AU Wainae Coast, Island of Oahu, Hawaii—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 66 rebroadcasting KIKU-TV, ch. 13, Honolulu (BPTT-3002). Action Aug. 5.
- K68AY Wainae Coast, Island of Oahu, Hawaii—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 68 rebroadcasting KGMB-TV, ch. 9, Honolulu (BPTT-3003). Action Aug. 5.
- K10IP Natachitoches, La.—Translator authorization canceled and call letters deleted, at request of licensee. Ann. Aug. 12.
- K08IU East Glacier, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 8 rebroadcasting CJOC-TV, ch. 7, Lethbridge, Alb., Canada (BPTTV-5589). Conditions. Action Aug. 16.
- K05ES Eureka, Mont.—CP authorization forfeited and call letters deleted. Ann. Aug. 31.
- K07OC Upper Grasshopper Valley north of Polaris, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 7 rebroadcasting KXIF-TV, ch. 4, Butte, Mont. (BPTTV-5476). Action Aug. 12.
- K09MY Upper Grasshopper Valley north of Polaris, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 9 rebroadcasting KTVM-TV, ch. 6, Butte, Mont. (BPTYV-5482). Action Aug. 12.
- K71BI Norfolk, Neb.—Broadcast Bureau granted CP to change frequency of UHF TV translator station from ch. 71, 812-818 mhz, to ch. 752-758 mhz; change type of trans.; make changes in ant. system; change call sign to K61FO (BPTT-3003A). Action Aug. 11.
- W56AP Genoa, N.Y.—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 56 rebroadcasting WCNY-TV, ch. 24, Syracuse, N.Y. (BPTT-3010). Action Aug. 16.
- W69AN Union Springs, N.Y.—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 69 rebroadcasting WCNY-TV, ch. 24, Syracuse, N.Y. (BPTT-3011). Action Aug. 16.

## Cable

### Certification actions

- Anaheim, Calif.—CATV Bureau granted certificate of compliance to carry KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, KWHY-TV, KCET, KMEX-TV, KLCS, KVST-TV, Los Angeles; KHOF-TV San Bernardino, Calif.; KBSC-TV Corona, Calif.; KLXA-TV Fontana, Calif.; and KOCE-TV Huntington Beach, Calif. (CAC-3349). Action Aug. 27.
- Marietta, Ga.—CATV Bureau granted certificate of compliance to carry WSB-TV, WAGA-TV, WXIA-TV, WTCC, WXAT-TV, WETV, Atlanta; WCIO Mt. Cheaha State Park, Ala.; WGTV Athens, Ga.; WCLP-TV Catsworth, Ga.; and WRCB-TV, WTVG, WDEF-TV, Chattanooga, Tenn. (CAC-06378). Action Aug. 27.

- CATV Bureau granted following operators of cable TV systems certificates of compliance: H B Cable TV, for specified unincorporated areas of Humboldt county, Calif. (CAC-05329); American Cablevision Co., for Sault Ste. Marie, Mich. (CAC-05900); Cable TV of Durango, for Durango, Colo. (CAC-06089); Cable TV Co. of Kalamazoo, for Kalamazoo township, Mich. (CAC-06431); Cable TV Puget Sound, for specified unincorporated areas of South King county, Wash. (CAC-06437); Bye Cables TV for Crosby and Ironton, both Minn. (CAC-06462-8); Warner-CCC, for Valleyview and Gahanna, both Ohio (CAC-06538-9); Cable Associates, for Millersville (borough of), Pa. (CAC-06609); Nation Wide Cablevision, for Olympia, Lacey, and Thurston county, all Wash. (CAC-06623-6); Blue Ridge Cable Television, for Lansford borough, Pa. (CAC-06667); Alpine Cablevision, for Newland (town of), N.C. (CAC-06668); Bangor Cablevision Ltd., for Bangor, Me. (CAC-06673); Winchester TV Cable Co., for Winchester, Va. (CAC-06709); Southwest CATV, for Rio Grande City, Tex. (CAC-06726); Fresno Cable Television Co., for Fresno, Calif. (CAC-06735); City of Americus, Kansas, for Americus, Kan. (CAC-06736); Satellite Systems Corp., for Redstone Arsenal-Huntsville, Ala. (CAC-06740); Teleprompter of Silver City, for Silver City, N.M. (CAC-06748); Mid-America CATV Systems, for Carrollton (town of), Mo. (CAC-06752); Cablecom-General, for Denison, Tex. (CAC-06791); Catawba Valley Communications, for Hickory, N.C. (CAC-06792); Micro-Cable Communications Corp., for Pequannock township, N.J. (CAC-06797); Community Television of Cisco, Texas, for DeLeon, Tex. (CAC-06808); Warner Cable of Warsaw, for Warsaw, Mo. (CAC-06809); Liberty TV Cable, for Angola, Ind. (CAC-06827); Cable Communications Systems, for Ivanhoe, Minn., and Flandreau, S.D. (CAC-06812-3); Oregon Cablevision Co., for Monmouth, and Independence, Ore. (CAC-06618-19); Warner Cable of Clearfield, for Curwensville (borough of), Pa. (CAC-06627); Oxnard Cablevision, for Oxnard, Port Heuneme, and Ventura county, Calif. (CAC-06630-32); Rock Cablevision, for Jodei, Boomer, Charlton-Heights, Falls View, Red Star, Hilltop, Prudence, Glen Ferris, Cannelton, Mammoth, Winfred, London, Hughston, all W.Va. (CAC-06635-52); Teleprompter Cable Communications Corp., for Hanover, Ill. (CAC-06676); Alice Cable Television Corp., for Falfurrias, San Diego, and Alice, all Tex. (CAC-06732-4); Millen Cable Co., for Millen, Ga. (CAC-06737); Decatur Cable Co., for Decatur, Ind. (CAC-06739); Teleservice Company of Wyoming Valley, for Bear Creek township, Pa. (CAC-06798); Cable Systems, for Haddon township, N.J. (CAC-06800); Gladewater Cable Television, for Gladewater, Tex. (CAC-06813); Palm Beach Cable Television Co., for North Palm Beach (village of), Palm Beach Gardens, Lake Park (town of), Palm Beach Shores (town of), Juno Beach (town of), Tequesta (village of), and Jupiter Inlet Colony, all Fla. (CAC-06815-21); Palm Beach Cable Television Co., for Lost Tree Village and specified unincorporated areas of Palm Beach County, both Fla. (CAC-06822-3); Bayou Cablevision, for La Marque, Tex. (CAC-06828); Triad CATV of Indiana, for Redkey, Dunkirk, Albany, Berne, and Geneva, all Ind. (CAC-06843-7).

### Other actions

- KTVQ Billings, Mont.—Commission denied Garryowen Corp., licensee of KTVQ (CBS/NBC) Billings, same-day network program nonduplication protection on cable systems at Billings and Yellowstone county, Mont. Montana Video, operator of Billings and Yellowstone county cable systems, objected to petition filed by KTVQ, arguing that KTVQ failed to show that its "economic viability" would be imperiled. Commission said it was unable to conclude that application of revised nonduplication rules would jeopardize broadcast service of KTVQ. Action Aug. 31.
- Garryowen Corp., Mont.—Commission denied Garryowen Corp. special relief from provisions of revised cable television nonduplication rules for KXLF-TV (CBS/ABC) Butte, and KPAX-TV (CBS/ABC) Missoula, Mont. Garryowen asked that its smaller market mountain time zone stations be granted continuance of same-day network nonduplication protection they now receive on cable systems operating at Dillon, Deer Lodge, Helena and Missoula. Request was opposed by Community Telecommunications (Dillon Cable TV), Community Television of Montana (Deer Lodge Cable TV), and Teleprompter Cable Communications, Missoula division. Commission concluded that Garryowen had not submitted evidence to indicate service would be jeopardized, and that stations do not require degree of network nonduplication beyond that accorded by rules. Action Aug. 31.

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**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.

### HELP WANTED SALES

**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.

**Experienced account executive.** Immediate opening with top rated medium market contemporary FM. Must have outstanding broadcast track record and be able to prove it. Resume, salary requirement, references. Box W-57, BROADCASTING.

**Small market.** Big opportunity in coastal central California for FM-C&W format and/or AM-MOR. Top commissions against guarantee. Great place to live. KPRL, P.O. Box 96, Paso Robles, CA 93446.

**Aggressive salesperson** for Long Island area. AM FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550.

**Explosive audience growth** provides excellent opportunity for a second salesperson at Rock FM. ARB-ranked no. 3, 18-34, overall Syracuse TSA. If you've sold before, contact Bob Rooney, WKFM, Box 1076, Syracuse, NY 13201.

**N.E. Ohio growth area.** We can't handle the volume of business! Tremendous income potential. Experience preferred. If you're aggressive, eager and imaginative you can make it big. Send resume or call, General Manager, WKNT Radio, Box 629, Kent, OH 44240, 216-673-2323. EOE.

**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.

**We want a prof** Someone who can really sell radio. Someone who creates, thinks, loves radio sales. Someone who really wants to make a lot of money. A lot of money. We sell contemporary, relevant gospel music. It's real—it's happening—it's exciting. For our eleven radio stations. We're doing things (and planning things) that are firsts in the industry. If you're good, very good, if you can make things happen now for us, and for you, we've got one sensational executive opportunity. But, only if you've done it before and can do it again, better! Let's talk. Send me a resume today. I'm Tony Lupo, Vice President, Crawford Broadcasting Company, P.O. Box 34219, Dallas, TX 75234.

**\$15,000+.** Our rapidly expanding chain needs a top producer capable of being a sales manager within a year. You must love sales and have demonstrated an ability to build volume rapidly in a new situation. Opportunity is in competitive, lucrative Southwestern market. Please send resume and a letter detailing what you've accomplished that's out of the ordinary. All replies answered. John Gorby, Curtis Communications Group, O'Hare Plaza, 5725 E. River Road, Chicago, IL 60631. Equal Opportunity Employer.

## HELP WANTED ANNOUNCERS

**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.

**Suburban New York City** easy MOR station looking for combination communicator-air personality able to handle information-music show. An Equal Opportunity Employer. Send resume to Box W-67, BROADCASTING.

**Want an opportunity** to be yourself, express your feelings, share your ideas with others? Work a tough shift at lower starting salary, but with excellent professional growth opportunities with group broadcaster. Shift is combination talk/music program for major station-medium market. EOE/M-F. If you feel you're the right person for this challenge, send resume to Box W-80, BROADCASTING.

**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.

**Opening for an announcer** with a first class license. Send tape and resume to Station WAMD, Aberdeen, MD 21001.

**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.

**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.

**Are you funny?** Are you personable? Are you imaginative? Northeast Ohio station still looking. Call Program Director, 216-673-2323 or send resume and tape to WKNT, P.O. Box 629, Kent, OH 44240. EOE.

**Morning-production person** wanted for top rated 5000 watt regional station. Could be funny—must be personable to work as part of four man morning team in well equipped facility. Our last man is leaving for 50,000 watt clear. Ready for that kind of challenge? Good pay. Tape, resume, Don Zihlman, WLAM, Box 929, Lewiston, ME 04240. Equal Opportunity.

**Immediate opening** for first phone announcer. 6 pm to midnight on MOR station. Some engineering experience preferable. Salary commensurate with ability. EEO. Call Management, WWSA, 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.

## HELP WANTED ANNOUNCERS CONTINUED

**Immediate opening** at midwest soul station. No screamers and no thymim 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.

**Personality oriented** radio station needs DJ for request time evening shift starting at 6 p.m.. Secretary takes request calls for you. Located in growing Washington DC suburban market. AM & FM, playing modern C/W. Good ARB ratings. Salary negotiable. EOE. Send tape & resume to Frank Manthos, Box 19, La Plata, MD 20646.

**Experienced announcer** for all night shift. MOR format on AM and automated Beautiful Music on FM. Resume and tape to Roger Fischer, Box 518, Marion, OH. An Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**Chief engineer,** North East Directional AM, requires strong background experience in Audio and DA's. Group ownership and excellent benefits. WAMS, P.O. Box 3677, Wilmington, DE 19807. 302-654-8881.

**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.

**Experienced audio mixer** (technician) for staff position. Send resume to Mr. Don Faso, V.P. Engineering, Video City, Inc., 12100 N.E. 16th Avenue, North Miami, FL 33161.

**Midwest family station** in Rockford, Ill. looking for chief engineer. Directional daytime AM & stereo FM/STL remote control. Combo person could pick up extra bucks pulling air shift, but not necessary. Send complete resume including salary requirements to: Chris J. Cain/Eng. Supr., Box 2058, Madison, WI. 53701.

### HELP WANTED NEWS

**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 newperson** to go with present liberal one. Five figures. Largest ABC station in Colorado. Available Oct. 1. Box W-41, BROADCASTING.

**Contemporary FM stereo,** rated number one in market, seeks a multi-purpose news person. Must be able to dig and deliver. Talk show experience helpful. Box W-70, BROADCASTING.

**Aggressive stations** in medium-small Arizona market needs two newpersons to gather, edit and report local news with emphasis on actualities. Send tape, resume and salary requirements to KTAN AM-FM, Box 1566, Sierra Vista, AZ 85635. An Equal Opportunity Employer.

**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, WDFB Radio, Box 524, Marion, OH 43302.

## HELP WANTED NEWS CONTINUED

**News person.** WERE Cleveland will be originating its own all news operation this fall. We are determined to be Ohio's no. 1 news source. Qualified news persons are needed at many levels: Editors, writers, newscasters, street reporters, anchor-persons, specialists. Good pay. Professional environment. Leadership opportunity. If you are interested in being a part of a major force in midwest news gathering and reporting, send tape and resume to: John Webster, WERE, 1500 Chester Avenue, Cleveland, OH 44114. An Equal Opportunity Employer. No phone calls please.

**News director, full time,** for adult station in 92nd market. Two man department. Want dedicated, issue-oriented newscaster, with voice, delivery, inquisitiveness, aggressiveness. Salary open. Many fringes. Send tape and resume to WMKC, Box 257, Oshkosh, WI 54901.

**News/sports person** for award winning Nebraska AM/FM. Excellent facility and salary package for competitor. Call Ron Swanson, 402-463-1314. E.O.E./M.F.

## 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.

**Sportscaster-salesperson wanted** for WLAG, Lagrange, GA. Must be good on play-by-play and able to sell sports. Send tape and resume to Paul E. Reid, P.O. Box 100, Fitzgerald, GA. 31750 or call 912-423-2077.

**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

**Experienced General Manager.** Sales background. Thirty years small-medium markets. Dependable. Box W-15, BROADCASTING.

**4 years of GM experience.** 35-year-old sales, promotion, programming specialist. Have done it all successfully. Box W-43, BROADCASTING.

**Young aggressive station manager,** with excellent track record. Experience in sales, programming, news. Ability to motivate people. Seeks station or group that can utilize his skills. Box W-53, BROADCASTING.

**14 years broadcasting experience.** Able to work with ownership and motivate employees. Desire midwest. Will consider all regions. Box W-72, BROADCASTING.

**All fields of management;** programing, 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 next week for details or call "Wexler-The-Baker", 1-716-633-5274.

## SITUATIONS WANTED SALES

**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.

**Experienced sales manager.** Seeking larger midwest market. Box W-73, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** light board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Combo-man 1st phone announcer,** technician solid performer with some experience. Excellent newscaster or MOR DJ. Box W-5, BROADCASTING.

**There must be a top 40 OR MOR station** in Calif, Nevada or Utah, looking for an aggressive big voiced announcer that can do it all for you, working now. Tape & resume cost you a stamp! Box W-24, BROADCASTING.

**Available immediately,** Anncl/conscientious worker/2 yrs/1st/versatile. Prefer album rock. Box W-37, BROADCASTING.

**Ohio area, good music, MOR,** or progressive, third, several years experience, wishes to return to radio, any market. Box W-75, BROADCASTING.

**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 programing small top-40 if conditions are suitable. Contact: Jerry Kristafer, 201-892-2681 or 609-935-3649.

**26 year old jock** looking for contemporary/top 40 station. 3 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.

**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.

**Top 40/contemporary** announcer who knows music, runs a tight board, will relocate, has 3 yrs experience, 3rd endorsed, single, dependable, ect. Call Paul, 919-346-9009.

**Eastern states, top-40,** contemporary nite man, 1 year experience, 3rd endorsed, hardworking for you. 305-721-0582.

**6 year pro,** 1st, all formats. Will relocate family for best opportunity. 904-761-6920.

**3 year pro.** Creative personality seeks afternoon drive or evening shift & production. Contemporary or top 40. Box 71, Park Forest, IL 60466.

**Super sports, DJ,** and writing ability with four years PBP experience. 3rd endorsed, relocate anywhere. Tapes and resume on request. Gary Sparber, 700 West End Avenue, NYC 10025. 212-663-0503, collect.

## SITUATIONS WANTED TECHNICAL

**Engineer experienced** chief AM-FM. First phone, tech school, CET. Box V-253, BROADCASTING.

**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.

## SITUATIONS WANTED NEWS CONTINUED

**Journalist with outstanding** background will create topnotch news department for station in Carolinas, Georgia, Florida. Willing to talk modest investment with community-oriented broadcasters. Box W-56, BROADCASTING.

**News pro seeking** advancement. Experienced in newblocks, street reporting, documentaries and strong in sports. Prefer Midwest medium to large markets, but willing to relocate for right offer. Box W-63, BROADCASTING.

**News and sports.** Four years experience of news reporting, interviewing and PBP (College-Pro teams) at major metro educational station. B.A. Communications. 3rd phone. Will relocate. Tape-resume contact Kevin Reinert, 1043 Atlantic Street, Franklin Square, NY 11010. 516-354-5688 evenings.

**Experienced Journalism graduate** seeks position in Ohio. Contact Doug 513-863-2284 after 5.

**Reporter, aggressive, story** generator, experienced, will dig. Journalism degree. Laurence Miller, 2102 Balboa Ave. Apt. 2, San Diego, CA 92109. 714-270-1495.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Complete professional** seeks move to P.D. position. I can bring an exciting and winning sound to your station. Box W-62, BROADCASTING.

**Top 40 and rock** personality with 1st phone, wishes to move up in the business. Have had some production and sports experience. Can do transmitter inspections. Not a clock watcher. Single man willing to relocate. Immediate reply please from station offering growth and opportunity. Box W-64, BROADCASTING.

**PD currently handcuffed** and tied to RR tracks seeks rescue! Let me use my capabilities and 11 years experience to benefit your station. Contemporary PD will trade exceptional skills and hard work for adequate compensation and professional respect. Top 100 market-East. Box W-65, BROADCASTING.

**I want to spearhead a winner!** Professional, competent, responsible recent graduate of a prestigious Eastern university with over 12 years in major and medium market radio is searching for a programming challenge with a small or medium market station. I am looking for general management of a station in ratings trouble who has enough confidence in my ability to delegate a significant amount of autonomy to the programming department. I am research oriented, have a lot of fresh ideas, and hold a major in psychology with a minor in mathematics and statistics. My experience includes working for a major group station which won a station-of-the-year award in 1975; assistant PD/music director in a top 10 market. I will sacrifice considerable money in exchange for autonomy and a chance to make a name for myself. Formal agreement a must. Box W-78, BROADCASTING.

**Program dir.** 28 years old and employed. In top 100 market and wants a new challenge. Has taken station from last to a strong no 1; ARB prof. I set my goals high, can I do the same for you? Box W-82, BROADCASTING.

**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.

**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.

**Associate director** of television and WHA-TV station manager for the University of Wisconsin-Extension Telecommunications Center. Responsible for administration of broadcast and non-broadcast television activities. Major duties include: personnel management and supervision; development, review and administration of substantial University and production contract funds; primary stewardship of broadcast responsibilities and policies of WHA-TV; development, supervision and evaluation of total program efforts; representation to and liaison with University units, state and national agencies, and the WHA-TV citizen support organization. Bachelors degree required, Master's degree preferred. Applicants should have minimum of three years senior management experience in Public Television; demonstrated knowledge and experience in personnel, fiscal and program management. Salary minimum: \$23,500. Application deadline: October 4, 1976. Write for application and details to: Ronald Bornstein, Director and General Manager, UW-Extension Telecommunications Center (WHA-TV), 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

**Associate Director**, University of Alabama Television Services. Administrative responsibility for day-to-day production center operations. Master's degree and minimum six years including managerial experience in television desired. \$18,000.00. Deadline September 15, 1976. Submit resume to: Keith Barze, Box X, University, AL 35486. The University of Alabama is an Affirmative Action, Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**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.

**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.

**Experienced operations/production engineer**, competent with RCA equipment, to work in top ten market. First Class License and three (3) years experience required. Excellent fringe benefits. E.O.E. M/F. Write: Box W-59, BROADCASTING.

**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.

**Studio maintenance engineer.** First Class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

**Maintenance engineer:** Public TV/Radio, Nor Earhart, WVUT, Vincennes, IN 47591.

### HELP WANTED TECHNICAL CONTINUED

**TV broadcast technician** for Southeastern Public TV station. First class license; minimum 6 months experience in broadcast or production operation, maintenance and repair of commercial or public TV/Radio equipment; or, 2 years journeyman bench TV receiver repair experience; or, equivalent electronics experience in military service or radar maintenance. \$9900, with shift differential. Send resumes with employment dates to: Mr. H.S. Hendricks, Atlanta Public Schools, Personnel Department, 232 Pryor Street, S.W., Atlanta, GA 30303. 404-525-6505. Resumes must be received by September 30.

**Experienced Videotape Editor** for staff position. Send resume to Mr. Don Faso, V.P. Engineering, Video City, Inc. 12100 N.E. 16th Avenue, North Miami, FL 33161.

**Experienced video operator** for staff position. Send resume to Mr. Don Faso, V.P. Engineering, Video City, Inc. 12100 N.E. 16th Avenue, North Miami, FL 33161.

**Master control room technician.** FCC 1st with 3/4 inch cassette, color camera and quad VTR experience. Salary open. Upper midwest. Call C.E. 605-336-1100. An Equal Opportunity Employer.

**Night owl engineer** to work permanent late shift 11 p.m.-7 a.m. in beautiful central Florida. Studio duty including maintenance, taping while off air. First class license and two years minimum experience in TV. Apply only if this shift is just what you want. Write Chief Engineer, P.O. Box 999, Orlando 32802.

**Engineer work with university broadcast facility.** 50 KW stereo FM, 1500 KW UHF TV, and student broadcast equipment. Send resume to Jim Jernigan, Box 389, Vincennes University, Vincennes, IN 47591.

### HELP WANTED NEWS

**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.

**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.

**West coast area:** Medium market seeks a reporter with on air experience, copy writing experience, minicam/film experience desirable but not essential. Forward resume and photo to: Box W-52, BROADCASTING.

**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 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

**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.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**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.

**Creative sales/production director** with strong experience in VTR production techniques. Heavy retail video cassette production. Work as liaison between sales and production. Southeastern top 50 market. Box W-55, BROADCASTING.

**Ass't art director** for progressive station in top 10 market. Good graphics. Previous broadcast experience required. EOE. Box W-76, BROADCASTING.

**Promotion manager.** Experienced in all areas of station advertising, audience and sales promotion, rating analysis, including establishing department operating budget. Mail resume to KTVY, Tom Partridge, 500 E. Britton Road, Okla. City, OK 73114. Equal Opportunity Employer.

**Assistant director**, with emphasis on news. Must have 2 years experience/education in production. Send resume and tape. Tom Lamarche. WWLP, P.O. Box 2210, Springfield, MA 01101.

**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.

**TV producer-director** with B.A. and two years experience in film and studio productions interested in working for an Educational Television station. Send resume to Personnel Director, S.C. ETV Network, P.O. Drawer L, Columbia, S.C. 29250. An Equal Opportunity Employer.

**PTV station looking** for a production manager and a producer/director. 12 month contract, start date ASAP. Send resume to Jim Jerigan, Box 389, Vincennes University, Vincennes, IN 47591.

### 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 W-51, BROADCASTING.

**General manager.** Thoroughly experienced all aspects: ownership, management, sales, programming, film-buying, production, news, promotion, community involvement, etc. Outstanding credentials! Television, 21 years; radio, 8, 45. Degreed. Aggressive, innovative, quality competitor. Accustomed to formidable challenges, much responsibility; phenomenal achievements. Specialist in programming and sales! Can increase, substantially, your sales, profits and prestige. Box W-66, BROADCASTING.

### SITUATIONS WANTED TECHNICAL

**Video and video tape maintenance engineer** with 8 years experience and first phone license seeks major market engineering position. Box W-60, BROADCASTING.

### SITUATIONS WANTED NEWS

**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.

## SITUATIONS WANTED NEWS CONTINUED

**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.

**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.

**Woman producing super snappy newscast** in Top 30 market seeks major market challenge. Box W-27, BROADCASTING.

**Creative feature reporter-anchor** has outgrown thirties station. Ready to move up. Box W-58, BROADCASTING.

**Believable anchor seeks** small or medium market. Experienced, committed, B.A., VTR available. Box W-74, BROADCASTING.

**Seasoned pro** seeks position on major market news team. 14 yrs. exp., street reporting, film, editing, directing, producing, on-air & ENG. Bi-lingual. Foreign exp. Masters. Would like to make this move my last & your best. Box W-81, BROADCASTING.

**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.

**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, 302/E Maple, Ottumwa, IA 52501.

**Recent graduate broadcast journalism.** Reporter/photographer experience. Contact Doug, 513-863-2284 after 5.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Heavy network experience** video tape including electronic news gathering. Announcing presently employed, live years, network management; single. Seeking position in TV or radio, to utilize my solid background for you. Box V-196, BROADCASTING.

**Female, first phone,** good education, seeks engineering or production position in television or film. Box W-68, BROADCASTING.

**Puppeteer, four years** TV experience. Larry Frost, 2662 So. Marion, Denver, CO 80210. Call 303 733-7110.

## WANTED TO BUY EQUIPMENT

**New or used** tower 700 to 1000 plus (for FM use). Contact KRAV Radio, P.O. Box 746, Tulsa, OK 74101, or call 1-918-585-5555.

**We need used** 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Irtubide St., Laredo, TX 78040.

## FOR SALE EQUIPMENT

**Color television equipment** liquidations, our specialty. appraisals, consultation, auctioneering. Maze, Box 6636, Birmingham, AL 35210. 205 956-5800.

## FOR SALE EQUIPMENT CONTINUED

**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 Microlect 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. 214-271-1351.

**1 KW AM transmitters:** Gates BC-1G, RCA BTA-1-R, 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 BTF-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-O Cart. machine, four ORK 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.

**TMI Model No. 640** and Model no. 388 Time Base Corrector, demonstrators, in like new condition, both reduced in price. Write or call: Larry Enhnstrom, H&B Inc., 2629 30th Avenue So., Mpls., MN.

**Heliox-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

## 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 Twineing, Dallas, TX 75227.

**OBITS, No hype.** You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

## MISCELLANEOUS

**Prizes Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**1977 country music calendar** profitable Pluditorium show sales. Sample/details: Thurston Moore Country, Montrose, CO 81401.

**45 RPM reinforced** record shucks. Choose from a variety of colors: write for free samples and price too. PIC-A-DISC products, 2717 Gibson St, Flint, MI. 48503.

**A good audition** tape means a better job! Major market professionals will critique your tape for \$5/tape plus postage. ACTION, 3345 W25 St., Cleveland, OH 44109.

## 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.

## PROGRAMING

**Automated stations.** We have announced classical featuring top announcer. \$125 month. Also un-announced beautiful, MOR, rock, gold, country. Seasonal music available. Now serving 25 stations. Broadcast Music Services, 1947 Hillhurst, Los Angeles, CA 90027. 213-666-4270.

## INSTRUCTION

**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.

**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.)

**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 appvd. 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.

**Broadcasting FCC license** in three weeks. We come to you. 301-559-1325 day. 864-4382 any time. Broadcasting-Modeling Institute, 3001 Hamilton St., Hyattsville, MD 20782.

**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.

## RADIO

### Help Wanted Announcers

#### Morning Drive

Louisiana MOR/Information looking for bright personality to bridge contemporary MOR/ News/Traffic/Weather into an attractive sound for men and women 25-49. Salary open. Benefits excellent. Send resume, and salary requirement to Box W-71, BROADCASTING.  
*An Equal Opportunity Employer.*

Major Mid-West MOR looking for top flight drive-time personality. Big opportunity for a top notch pro in an exciting, competitive market. E.O.E. M/F.  
*Box W-77, BROADCASTING.*

Talk show host needed by WDAE, Tampa-St. Petersburg. We are looking for someone who can stimulate an audience and air some controversy but exercise responsibility in doing so. Tape and information to Jerry Norman, WDAE, 101 North Tampa Street, Tampa, Florida, 33602. No calls. EOE.

### Help Wanted Announcers Continued

WDAE, Tampa-St. Petersburg  
Leading contemporary MOR in 17th ADI  
looking for morning drive personality.  
Must be creative, top-level professional.  
Will pay good bucks for quality talent.  
Tape and resume to Don Wright, WDAE,  
101 North Tampa Street, Tampa, Florida  
33602. No calls. EOE.

### Help Wanted Sales

#### SALESPeople WANTED

America's new leader in broadcast services is  
looking for sales reps to cover East Coast, Mid-  
west and West Coast territories. Start \$20,000.  
Must have car, be willing to travel, and have  
ability to work at station management level.  
Send complete resume to Tom McIntyre, VP,  
Century 21 Productions & Programming, Inc.,  
2825 Valley View Lane, No. 221, Dallas, Tx.  
75234.

### Help Wanted News

Opening for capable newsperson at  
WDAE, Tampa-St. Petersburg. Must have  
professional major market quality deliv-  
ery & street savvy to be part of the top  
news staff in the 17th ADI. Tape and  
resume to Don Wright, 101 North Tampa  
Street, Tampa, Florida 33602. No calls.  
EOE.

### Situations Wanted Announcers

Announcer with first phone seeks staff job, or  
PD., commercial announcing. Heavy on news.  
Automation experience. Will relocate. 30 years  
experience includes TV commercials.  
Henry Hoppe  
22605 S.W. 66th Ave. Apt. 212  
Boca Raton, Florida 33433  
Phone 305-391-5132

### Situations Wanted News

Female, Editor-Anchor seeks better op-  
portunity, more responsibility. Currently  
employed at large medium market NIS  
station. Prefer NIS stations, will consider  
other "good news opportunities."  
Box W-85, BROADCASTING.

### Situations Wanted Management

GM/SM SMALL/MEDIUM MARKET  
preferably with equity position. Experi-  
enced, mature, community involved,  
suburban N.Y. AM/FM sales manager  
with strong references. Any area con-  
sidered especially Fla., N.J., Conn.  
FARQUHAR 201-538-4747.

## TELEVISION

### Help Wanted Sales

#### REGIONAL SALES MANAGERS

Professional Broadcast Switching, Control and  
Distribution equipment Territorial Sales Man-  
agers are immediately needed in the North-  
east and Southwest Regions. Mail resume and  
salary requirements to: H. Bjorklund, American  
Data-BW, 401 Wynn Drive—Box 5228,  
Huntsville, Alabama 35805.

#### 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

#### TELEVISION NETWORK CONTROLLER

RCA American Communications, Inc.  
has an immediate opening at its New  
York City office for a Television Network  
Controller. This ground-floor opportunity  
requires an aggressive individual capa-  
ble of implementing and maintaining  
total system operation.

This position requires an individual with  
thorough knowledge of the broadcast  
industry. Experience with establishment  
of TV master control operations, traffic  
scheduling and monitor test function re-  
quired. Familiarity with telephone and  
specialized common carrier television  
operation, and working knowledge of  
technical performance objectives of  
video and audio facilities desired.

Applicants must have a minimum of 2  
years recent experience; graduate  
engineer preferred but not essential.

RCA offers an excellent starting salary  
and a full range of company benefits.

Please forward resume and salary histo-  
ry to: Mrs. B. Van Putten, Dept. B-13,  
RCA American Communications, Inc.,  
201 Centennial Avenue Piscataway, NJ  
08854.

We are an equal opportunity employer  
F/M.

# RCA

## AM/FM BROADCAST SALES ENGINEERS

**McMartin Broadcast, the new leader in  
AM/FM broadcast products, has ter-  
ritory openings in Middle West, East  
and West Coast.**

**Experienced, high caliber salespeople  
with broadcast background required.**

**Excellent salary, commissions, ex-  
penses and benefits.**

**Contact in confidence:**

**Mr. James Lucy  
Director of Sales  
McMartin Industries, Inc.  
4500 South 76th Street  
Omaha, Nebr. 68127  
(402) 331-2000**

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 for-  
wards audio tapes, transcriptions, films or VTR's.  
BROADCASTING cannot accept copy requesting audio  
tapes, transcriptions, films or tapes to be sent to a box  
number.

## Help Wanted Technical Continued

### TELEVISION SYSTEMS ENGINEER

The Grass Valley Group, Inc. has an immediate opening for a television systems engineer. The individual chosen for this career opportunity will work closely with our Sales Department to provide technical assistance in the generation of sales quotations.

Applicants should have 5 years of broadcasting engineering background.

### CIRCUIT DEVELOPMENT ENGINEER

We are seeking a creative, resourceful individual for a challenging career opportunity in circuit development engineering.

Position requires a BSEE degree and 5 years design experience with the latest solid-state circuit techniques and devices.

Desirable qualifications may also include experience in the design of video switching systems, video processing systems and possibly digital video systems. Some experience in television studio operations and techniques is also desirable.

The Grass Valley Group, a leading manufacturer of television line and terminal equipment, is located in the foothills of the Sierra mountains where excellent living and recreational areas are available.

Interested applicants should submit resumes in complete confidence to:

Val R. Marchus  
The Grass Valley Group, Inc.  
P.O. Box 1114  
Grass Valley, California, 95945

An Equal Opportunity Employer M/F

### Employment Service

WE HAVE THE JOBS!!!  
Subscribe To:



Box 61, Lincolnville, N.Y. 10540  
Number "One" in Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s. Please

## Help Wanted Technical Continued

### CHIEF MAINTENANCE- BROADCAST ENGINEER

#### Corporate In House TV Studio

Chicago Loop based, multi-billion dollar financial services organization actively seeks an experienced Chief Maintenance Engineer.

You'll assume responsibility for operation and maintenance of our technologically advanced TV/Recording facilities used for a wide variety of informational applications.

Successful candidate will have 2-5 years broadcasting experience including a generous exposure to Quad VTR's and camera operations and maintenance. Previous experience in video/audio systems design is mandatory.

We offer excellent salary, complete benefits and opportunity for your career growth. Send resume, in complete confidence, including salary history to:

Box W-84, BROADCASTING.

An Equal Opportunity Employer.

### 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.

### Placement Service

#### RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS

We will recruit your personnel  
at no charge to you. Call the

"PERSONNEL HOTLINE"  
305-659-4513

### Miscellaneous

#### Broadcast Sales Training:

Here's a mini-course in broadcast selling. Boiled to 15 pages of 28 key tips and suggestions based on years of experience. If you don't benefit, return within 10 days and receive your money back. Total cost: \$9.95. Yes, it's well worth it. You'll see. Send check today to:

Palmquist Creative Services  
1300 S. Green Bay Rd., Racine, Wis. 53406

### 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

### Audience Research

INCREASE SALES  
with a customized PRS audience survey  
from \$329.00

Professional Research Services



6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

### 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 (306) 491-2700  
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • COCOA BCH

### Programing

#### COMMENTS, INCORPORATED!

Editorials and commentaries objectively prepared by the top professionals in the business. Guaranteed exclusivity. Can accept very few clients because packages are tailored for your station and yours alone. Five scripts and/or audio tapes weekly from \$50. Write COMMENTS, INCORPORATED, Box W-69, BROADCASTING.

## Programing Continued

### Nostalgia Trip

## The JOEL ALLEN SHOW

Two decades of American music in a one hour weekly package—Suitable for any format. For demo tape & information write:

Box W-83, BROADCASTING.

### Wanted To Buy Stations

#### 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.

Want to purchase FM or AM/FM medium to large city. Small markets will also be considered if easy air travel access is available Herbert P. Gross, 2212 Foshay Tower, Minneapolis, Minnesota 55402. 612-336-5522 612-545-3559.

### For Sales Stations

Florida fulltimer—Class III facility. Gross revenues over \$300,000 and rising. Excellent potential in fast growing market. A salesman's dream. Asking \$950,000 cash (three times gross). For full details on this beauty write.

Box W-54, BROADCASTING.

Carolina area daytimer. Good opportunity in rapidly growing area. Please reply to Box W-61, BROADCASTING.

# appraisals

PAUL KAGAN  
ASSOCIATES, INC.  
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

## For Sale Stations Continued

## MAJOR MARKET AM/FM

AM very profitable; high power FM is undeveloped — excellent top 15 market. Offered exclusively for \$1,300,000 on terms, 29% down, balance negotiable.

*A Confidential Service to Owners  
and Qualified Buyers*

## CECIL L. RICHARDS, INC.

*Media Brokers*

Call 'Lud' Richards (703) 821-2552

NEW  
ADDRESS

→ Suite 408, 7700 Leesburg Pike, McLean, Va. 22043

### SUBURBAN AM FULLTIME

East coast—Community of license 30,000 population. Signal covers major market of 2,000,000 population. Billing \$300,000 (absentee owned). Price \$600,000.

Box W-79, BROADCASTING.

### 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.

### CALIFORNIA AM:

Beautifully automated, underdeveloped day timer with Pre Sunrise Authority in prime living area just 20 miles from the Pacific. Priced at \$180,000 with \$50,000 down and generous terms on balance to qualified operator.

*William A. Exline, Inc.*

31 CARROLL COURT, SAN RAFAEL, CA 94903  
(415) 479-0717

MEDIA BROKERS - CONSULTANTS

### FLORIDA

|         |             |           |             |
|---------|-------------|-----------|-------------|
| Metro   | 5K Daytimer | PSA \$225 | Terms       |
| Small   | Fulltime    | 295       | Terms       |
| Small   | 1K Daytimer | 200       | Poss. Terms |
| Coastal | 1K Daytimer | 850       | Terms       |

(Slated Fulltime)

**REGGIE MARTIN Media Broker**  
(305) 361-2181

731 S. Mashta Dr., Key Biscayne, Fla.  
33149

|    |       |          |            |        |
|----|-------|----------|------------|--------|
| SE | Metro | Daytime  | \$385K     | \$112K |
| SW | Small | Fulltime | \$275K     | \$ 70K |
| NE | Metro | Fulltime | \$450K     | terms  |
| W  | Metro | Daytime  | Best offer |        |
| S  | Small | Fulltime | \$200K     | \$ 58K |

Atlanta—Boston—Chicago—Dallas  
New York—San Francisco



**CHAPMAN ASSOCIATES**  
nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

### MIDWEST

|       |       |           |
|-------|-------|-----------|
| AM/FM | terms | \$450,000 |
| AM/FM | cash  | \$500,000 |
| AM    | cash  | \$800,000 |

### WESTERN

|       |       |           |
|-------|-------|-----------|
| AM/FM | terms | \$650,000 |
| AM/FM | cash  | \$560,000 |

### MEDIA BROKERS APPRAISERS

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**312-467-0040**



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### 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

- 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

# Broadcasting

The newsworthy of broadcasting and allied arts

# Stock Index

|                     | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Sept. 8 | Closing<br>Wed.<br>Sept. 1 | Net change<br>in week | % change<br>in week | High | 1976<br>Low | PIE<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |        |           |
|---------------------|-----------------|-------|----------------------------|----------------------------|-----------------------|---------------------|------|-------------|--------------|-----------------------------------|----------------------------------------------|--------|-----------|
| <b>Broadcasting</b> |                 |       |                            |                            |                       |                     |      |             |              |                                   |                                              |        |           |
| ABC                 | ABC             | N     | 35 3/8                     | 35 7/8                     | -                     | 1/2                 | -    | 1.39        | 38 1/2       | 19 7/8                            | 23                                           | 17,519 | 619,734   |
| CAPITAL CITIES      | CCB             | N     | 51 3/4                     | 51                         | +                     | 3/4                 | +    | 1.47        | 55 1/8       | 42 1/4                            | 13                                           | 7,759  | 401,528   |
| CBS                 | CBS             | N     | 57 7/8                     | 57                         | +                     | 7/8                 | +    | 1.53        | 60 3/8       | 46 3/4                            | 12                                           | 28,313 | 1,638,614 |
| COX                 | COX             | N     | 35 1/8                     | 35                         | +                     | 1/8                 | +    | .35         | 37 3/4       | 28 3/4                            | 12                                           | 5,861  | 205,867   |
| GROSS TELECASTING   | GGG             | A     | 11 3/4                     | 11 3/4                     |                       |                     |      | .00         | 12 3/8       | 10                                | 7                                            | 800    | 9,400     |
| KINGSTIP COMMUN.    | KTVV            | O     | 3 3/4                      | 3 1/2                      | +                     | 1/4                 | +    | 7.14        | 3 3/4        | 2 1/4                             | 13                                           | 461    | 1,728     |
| LIN                 | LINB            | O     | 16                         | 16                         |                       |                     |      | .00         | 17 3/4       | 9 5/8                             | 8                                            | 2,382  | 38,112    |
| MOONEY              | MOON            | O     | 2 3/8                      | 2 1/4                      | +                     | 1/8                 | +    | 5.55        | 3 7/8        | 2 1/4                             | 4                                            | 425    | 1,009     |
| RAHALL              | RAHL            | O     | 6 1/8                      | 5 1/2                      | +                     | 5/8                 | +    | 11.36       | 6 1/8        | 4 1/2                             | 12                                           | 1,297  | 7,944     |
| SCRIPPS-HOWARD      | SCRIP           | O     | 27                         | 26 1/2                     | +                     | 1/2                 | +    | 1.88        | 28 1/2       | 20 1/2                            | 7                                            | 2,589  | 69,903    |
| STARR**             | SBG             | M     | 2 1/4                      | 3 1/4                      | -                     | 1                   | -    | 30.76       | 5            | 2 1/4                             |                                              | 1,202  | 2,704     |
| STORER              | SBK             | N     | 31                         | 31                         |                       |                     |      | .00         | 31           | 15 7/8                            | 11                                           | 3,902  | 120,962   |
| TAFT                | TFB             | N     | 28 1/4                     | 27 1/8                     | +                     | 1 1/8               | +    | 4.14        | 31 1/2       | 23 1/4                            | 9                                            | 4,070  | 114,977   |

## Broadcasting with other major interests

|                      |       |   |        |        |   |       |     |       |         |        |           |        |           |
|----------------------|-------|---|--------|--------|---|-------|-----|-------|---------|--------|-----------|--------|-----------|
| ADAMS-RUSSELL        | AAR   | A | 3 3/8  | 3 5/8  | - | 1/4   | -   | 6.89  | 4 3/4   | 2      | 7         | 1,258  | 4,245     |
| AVCO                 | AV    | N | 13 3/4 | 13 1/8 | + | 5/8   | +   | 4.76  | 14 1/2  | 4 1/2  | 2         | 11,541 | 158,688   |
| JOHN BLAIR           | BJ    | N | 10 1/4 | 10 1/8 | + | 1/8   | +   | 1.23  | 11 1/4  | 5      | 8         | 2,403  | 24,630    |
| CHRIS-CRAFT**        | CCN   | N | 6 1/4  | 4 7/8  | + | 1 3/8 | +   | 28.20 | 6 3/8   | 4 5/8  |           | 4,162  | 26,012    |
| COMBINED COMM.       | CCA   | N | 16 1/2 | 16 5/8 | - | 1/8   | -   | .75   | 20      | 12 5/8 | 8         | 6,269  | 103,438   |
| COWLES               | CWL   | N | 10 1/4 | 10 3/8 | - | 1/8   | -   | 1.20  | 11 3/8  | 6 1/8  | 13        | 3,969  | 40,682    |
| DUN & BRADSTREET     | DNB   | N | 25 1/4 | 25     | + | 1/4   | +   | 1.00  | 33 3/4  | 24 5/8 | 15        | 26,581 | 671,170   |
| FAIRCHILD IND.       | FEN   | N | 10     | 9 7/8  | + | 1/8   | +   | 1.26  | 11 1/2  | 6 1/8  | 12        | 5,708  | 57,080    |
| FUQUA**              | FQA   | N | 8 3/4  | 8 1/2  | + | 1/4   | +   | 2.94  | 9 3/4   | 4 1/2  |           | 8,844  | 77,385    |
| GANNETT CO.          | GCI   | N | 39     | 37 7/8 | + | 1 1/8 | +   | 2.97  | 40      | 32 7/8 | 19        | 21,108 | 823,212   |
| GENERAL TIRE         | GY    | N | 23 1/2 | 20 3/4 | + | 2 3/4 | +   | 13.25 | 23 1/2  | 17 5/8 | 6         | 21,853 | 513,545   |
| GLOBE BROADCASTING** | GLBTA | O | 2 1/2  | 2 3/8  | + | 1/8   | +   | 5.26  | 2 7/8   | 1 1/2  |           | 2,783  | 6,957     |
| GRAY COMMUN.         | O     |   | 6 1/4  | 6 1/4  |   |       | .00 | 6 1/2 | 6       |        | 4         | 475    | 2,968     |
| HARTE-HANKS          | HHN   | N | 24     | 24 1/8 | - | 1/8   | -   | .51   | 25 3/4  | 17 1/8 | 11        | 4,381  | 105,144   |
| JEFFERSON-PILOT      | JP    | N | 31 3/8 | 30 1/2 | + | 7/8   | +   | 2.86  | 31 3/8  | 25 5/8 | 12        | 24,078 | 755,447   |
| KAISER INDUSTRIES    | KI    | A | 15 7/8 | 15 5/8 | + | 1/4   | +   | 1.60  | 16      | 8      | 8         | 27,598 | 438,118   |
| KANSAS STATE NET.    | KSN   | O | 3 7/8  | 4      | - | 1/8   | -   | 3.12  | 4 7/8   | 3      | 5         | 1,815  | 7,033     |
| KNIGHT-RIDDER        | KRN   | N | 34 3/4 | 34 1/4 | + | 1/2   | +   | 1.45  | 37      | 28 7/8 | 13        | 8,305  | 288,598   |
| LEE ENTERPRISES      | LNT   | A | 16 5/8 | 16 3/4 | - | 1/8   | -   | .74   | 25 1/2  | 15 3/8 | 10        | 3,352  | 55,727    |
| LIBERTY              | LC    | N | 18 1/2 | 17 3/4 | + | 3/4   | +   | 4.22  | 18 5/8  | 9 1/2  | 7         | 6,762  | 125,097   |
| MCGRAW-HILL          | MHP   | N | 15 3/4 | 15 5/8 | + | 1/8   | +   | .80   | 17      | 12 3/4 | 10        | 24,700 | 389,025   |
| MEDIA GENERAL        | MEG   | A | 16 1/4 | 16 3/8 | - | 1/8   | -   | .76   | 19 1/2  | 14 1/4 | 8         | 7,276  | 118,235   |
| MEREDITH             | MDP   | N | 14 3/8 | 14 3/4 | - | 3/8   | -   | 2.54  | 17 5/8  | 10 1/4 | 4         | 3,064  | 44,045    |
| METROMEDIA           | MET   | N | 26 1/2 | 26 5/8 | - | 1/8   | -   | .46   | 29 3/4  | 15     | 8         | 6,721  | 178,106   |
| MULTIMEDIA           | MMED  | O | 20     | 20     |   |       | .00 | 20    | 14 1/4  | 11     | 11        | 4,390  | 87,800    |
| NEW YORK TIMES CO.   | NYKA  | A | 13     | 12 7/8 | + | 1/8   | +   | .97   | 17 3/8  | 11 1/2 | 11        | 11,203 | 145,639   |
| OUTLET CO.           | OTU   | N | 15 3/8 | 15 1/8 | + | 1/4   | +   | 1.65  | 19      | 12 7/8 | 5         | 1,433  | 22,032    |
| POST CORP.**         | POST  | O | 11 1/2 | 11     | + | 1/2   | +   | 4.54  | 11 1/2  | 8      |           | 873    | 10,039    |
| REEVES TELECOM**     | RBT   | A | 2 1/2  | 2 1/2  |   |       | .00 | 2 1/2 | 1 1/8   |        |           | 2,376  | 5,940     |
| ROLLINS              | ROL   | N | 24 1/8 | 23 1/2 | + | 5/8   | +   | 2.65  | 27 3/8  | 20 3/4 | 15        | 13,404 | 323,371   |
| RUST CRAFT           | RUS   | A | 7 3/4  | 8      | - | 1/4   | -   | 3.12  | 9 7/8   | 5 5/8  | 6         | 2,291  | 17,755    |
| SAN JUAN RACING      | SJR   | N | 8 1/8  | 8 1/8  |   |       | .00 | 9 1/4 | 7 1/4   | 6      |           | 2,509  | 20,385    |
| SCHERING-PLOUGH      | SGP   | N | 53 7/8 | 53 5/8 | + | 1/4   | +   | .46   | 59 3/4  | 47 1/2 | 20        | 54,023 | 2,910,489 |
| SONDERLING           | SDB   | A | 11     | 10 3/8 | + | 5/8   | +   | 6.02  | 13      | 6 3/4  | 5         | 729    | 8,019     |
| TECH OPERATIONS**    | TO    | A | 2 3/4  | 2 3/4  |   |       | .00 | 4 3/4 | 2 5/8   |        |           | 1,344  | 3,696     |
| TIMES MIRROR CO.     | TMC   | N | 21 1/8 | 21 3/8 | - | 1/4   | -   | 1.16  | 23 3/4  | 18 1/4 | 14        | 33,895 | 716,031   |
| WASHINGTON POST CO.  | WPO   | A | 40 1/8 | 38 5/8 | + | 1 1/2 | +   | 3.88  | 40 1/2  | 21 3/4 | 11        | 4,546  | 182,408   |
| WOMETCO              | WOM   | N | 12     | 11 5/8 | + | 3/8   | +   | 3.22  | 13      | 8 7/8  | 8         | 8,634  | 103,608   |
| TOTAL                |       |   |        |        |   |       |     |       | 376,656 |        | 9,571,799 |        |           |

## Cablecasting

|                      |       |   |        |        |   |     |     |        |        |        |           |        |         |
|----------------------|-------|---|--------|--------|---|-----|-----|--------|--------|--------|-----------|--------|---------|
| ACTON CORP.          | ATN   | A | 2 7/8  | 3      | - | 1/8 | -   | 4.16   | 3 3/4  | 1 1/8  | 14        | 2,608  | 7,498   |
| AMECO**              | ACO   | O | 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      | 4 1/4  | - | 1/4 | -   | 5.88   | 6 1/2  | 3 1/4  | 80        | 8,349  | 33,396  |
| CABLECOM-GENERAL     | CCG   | A | 5 7/8  | 5 5/8  | + | 1/4 | +   | 4.44   | 8 1/8  | 4 1/8  | 5         | 2,560  | 15,040  |
| 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 3/4  |   |     | .00 | 3 7/8  | 1 7/8  |        |           | 4,761  | 17,853  |
| COX CABLE            | CXC   | A | 17 1/8 | 17     | + | 1/8 | +   | .73    | 17 3/4 | 13     | 18        | 3,560  | 60,965  |
| ENTRON               | ENT   | O | 1 5/8  | 1 5/8  |   |     | .00 | 1 3/4  | 1 1/2  | 2      |           | 979    | 1,590   |
| GENERAL INSTRUMENT   | GRI   | N | 15 5/8 | 15 1/8 | + | 1/2 | +   | 3.30   | 17 5/8 | 8 1/4  | 65        | 7,178  | 112,156 |
| GENEVE CORP.         | GENV  | O | 9 1/2  | 9 1/4  | + | 1/4 | +   | 2.70   | 10     | 6 1/2  | 63        | 1,121  | 10,649  |
| TELE-COMMUNICATION   | TCOM  | O | 3 7/8  | 3 3/4  | + | 1/8 | +   | 3.33   | 5 1/4  | 2 7/8  | 78        | 5,181  | 20,076  |
| TELEPROMPTER**       | TP    | N | 7      | 7 1/4  | - | 1/4 | -   | 3.44   | 9 3/8  | 5 3/4  |           | 16,634 | 116,438 |
| TIME INC.            | TL    | N | 64 7/8 | 64 1/2 | + | 3/8 | +   | .58    | 69 1/2 | 57 7/8 | 12        | 10,065 | 652,966 |
| TOCOM                | TOCM  | O | 2 7/8  | 2 5/8  | + | 1/4 | +   | 9.52   | 3 1/4  | 1 5/8  | 10        | 617    | 1,773   |
| UA-COLUMBIA CABLE    | UACC  | O | 14 1/2 | 14     | + | 1/2 | +   | 3.57   | 14 1/2 | 9      | 13        | 1,700  | 24,650  |
| UNITED CABLE TV**    | UCTV  | O | 2 5/8  | 2 1/4  | + | 3/8 | +   | 16.66  | 3      | 1 5/8  |           | 1,879  | 4,932   |
| VIACOM               | VIA   | N | 9 1/4  | 9 1/4  |   |     | .00 | 11 3/4 | 7 7/8  | 10     |           | 3,701  | 34,234  |
| TOTAL                |       |   |        |        |   |     |     |        | 81,591 |        | 1,189,828 |        |         |

|                   | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Sept. 8 | Closing<br>Wed.<br>Sept. 1 |   | Net change<br>in week | % change<br>in week |       | 1976   |        | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|-------------------|-----------------|-------|----------------------------|----------------------------|---|-----------------------|---------------------|-------|--------|--------|--------------|-----------------------------------|----------------------------------------------|
|                   |                 |       |                            |                            |   |                       |                     | High  | Low    |        |              |                                   |                                              |
| Programing        |                 |       |                            |                            |   |                       |                     |       |        |        |              |                                   |                                              |
| COLUMBIA PICTURES | CPS             | N     | 5 1/8                      | 5 1/4                      | - | 1/8                   | -                   | 2.38  | 7 7/8  | 4 1/2  | 5            | 6,748                             | 34,583                                       |
| DISNEY            | DIS             | N     | 51 3/8                     | 50 3/4                     | + | 5/8                   | +                   | 1.23  | 63     | 48 3/8 | 22           | 31,010                            | 1,593,138                                    |
| FILMWAYS          | FWY             | A     | 6 7/8                      | 7                          | - | 1/8                   | -                   | 1.78  | 10 1/4 | 5 1/4  | 6            | 2,121                             | 14,581                                       |
| FOUR STAR         |                 |       | 1/2                        | 5/8                        | - | 1/8                   | -                   | 20.00 | 5/8    | 3/8    | 5            | 666                               | 333                                          |
| GULF + WESTERN    | GW              | N     | 18                         | 18 3/4                     | - | 3/4                   | -                   | 4.00  | 26 7/8 | 18     | 4            | 30,058                            | 541,044                                      |
| MCA               | MCA             | N     | 28 3/8                     | 28 3/8                     |   |                       |                     | .00   | 79 1/8 | 28 3/8 | 5            | 17,344                            | 492,136                                      |
| MGM               | MGM             | N     | 13 1/2                     | 13 7/8                     | - | 3/8                   | -                   | 2.70  | 15 3/4 | 12 7/8 | 7            | 13,102                            | 176,877                                      |
| TELETRONICS INTL. | O               |       | 7 3/4                      | 8                          | - | 1/4                   | -                   | 3.12  | 9 5/8  | 3 3/4  | 13           | 837                               | 6,486                                        |
| TRANSAMERICA      | TA              | N     | 13 1/4                     | 13                         | + | 1/4                   | +                   | 1.92  | 13 1/4 | 8 1/4  | 9            | 64,947                            | 860,547                                      |
| 20TH CENTURY-FOX  | TF              | N     | 9 7/8                      | 9 7/8                      |   |                       |                     | .00   | 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     | 20                         | 18 3/8                     | + | 1 5/8                 | +                   | 8.84  | 24     | 17 1/2 | 24           | 17,001                            | 340,020                                      |
| WRATHER           | WCO             | A     | 4 3/4                      | 4 7/8                      | - | 1/8                   | -                   | 2.56  | 5 1/8  | 3 1/8  | 9            | 2,244                             | 10,659                                       |
| TOTAL             |                 |       |                            |                            |   |                       |                     |       |        |        | 197,932      | 4,145,576                         |                                              |

## Service

|                      |       |   |        |        |   |       |   |      |        |        |        |         |         |
|----------------------|-------|---|--------|--------|---|-------|---|------|--------|--------|--------|---------|---------|
| 8800 INC.            | 88DO  | O | 22     | 21 3/4 | + | 1/4   | + | 1.14 | 22     | 16 3/4 | 8      | 2,513   | 55,286  |
| COMSAT               | CO    | N | 29 1/8 | 27 1/2 | + | 1 5/8 | + | 5.90 | 31 3/4 | 23 7/8 | 7      | 10,000  | 291,250 |
| DOYLE DANE BERNBACH  | DOYL  | O | 14 1/8 | 13 3/4 | + | 3/8   | + | 2.72 | 14 1/8 | 8 7/8  | 8      | 1,816   | 25,651  |
| FOOTE CONE & BELDING | FCB   | N | 13 5/8 | 13 1/2 | + | 1/8   | + | .92  | 14     | 10 1/4 | 7      | 2,332   | 31,773  |
| GREY ADVERTISING     | GREY  | O | 12 1/2 | 12 1/4 | + | 1/4   | + | 2.04 | 12 3/4 | 6 7/8  | 6      | 1,104   | 13,800  |
| INTERPUBLIC GROUP    | IPG   | N | 23 1/2 | 23 1/4 | + | 1/4   | + | 1.07 | 26 5/8 | 16 3/8 | 7      | 2,290   | 53,815  |
| MARVIN JOSEPHSON     | MRVN  | O | 7 5/8  | 7 3/4  | - | 1/8   | - | 1.61 | 10 3/8 | 6 3/4  | 8      | 1,945   | 14,830  |
| MCI COMMUNICATIONS** | MCIC  | O | 2 1/8  | 2      | + | 1/8   | + | 6.25 | 3 3/8  | 1 3/8  |        | 16,795  | 35,689  |
| MOVIELAB             | MOV   | A | 1 1/4  | 1 1/4  |   |       |   | .00  | 2 5/8  | 1      | 5      | 1,409   | 1,761   |
| MPD VIDEOTRONICS**   | MPD   | A | 3 7/8  | 3 3/4  | + | 1/8   | + | 3.33 | 4 1/4  | 2 3/8  |        | 537     | 2,080   |
| NEEDHAM, HARPER      | NDHMA | O | 7 3/8  | 7 3/8  |   |       |   | .00  | 7 3/4  | 5 5/8  | 4      | 816     | 6,018   |
| A. C. NIELSEN        | NIEL8 | O | 20 1/4 | 19 7/8 | + | 3/8   | + | 1.88 | 24 5/8 | 16 3/4 | 13     | 10,598  | 214,609 |
| OGILVY & MATHER      | OGIL  | O | 26 1/4 | 26 1/2 | - | 1/4   | - | .94  | 27 1/2 | 17     | 9      | 1,805   | 47,381  |
| J. WALTER THOMPSON   | JWT   | N | 13 1/2 | 13     | + | 1/2   | + | 3.84 | 13 7/8 | 7 7/8  | 9      | 2,649   | 35,761  |
| TOTAL                |       |   |        |        |   |       |   |      |        |        | 56,609 | 829,704 |         |

## Electronics/Manufacturing

|                      |       |   |        |        |   |       |   |       |         |        |         |            |            |
|----------------------|-------|---|--------|--------|---|-------|---|-------|---------|--------|---------|------------|------------|
| AMPEX                | APX   | N | 7 1/4  | 7 3/8  | - | 1/8   | - | 1.69  | 9 1/4   | 4 3/4  | 12      | 10,885     | 78,916     |
| ARVIN INDUSTRIES     | ARV   | N | 14 7/8 | 15     | - | 1/8   | - | .83   | 16      | 9 5/8  | 5       | 5,959      | 88,640     |
| CETEC                | CEC   | A | 1 5/8  | 1 5/8  |   |       |   | .00   | 2 3/4   | 1 1/4  | 10      | 2,244      | 3,646      |
| CDHU, INC.           | COH   | A | 2 3/8  | 2 1/2  | - | 1/8   | - | 5.00  | 3 5/8   | 2      | 13      | 1,617      | 3,840      |
| CONRAC               | CAX   | N | 21 3/4 | 21 5/8 | + | 1/8   | + | .57   | 29 1/8  | 20     | 7       | 1,427      | 31,037     |
| EASTMAN KODAK        | EASKD | N | 95 5/8 | 95 1/4 | + | 3/8   | + | .39   | 116 3/4 | 93 5/8 | 24      | 161,347    | 15,428,806 |
| FARNON ELECTRIC      | FARN  | O | 9 1/4  | 9 1/2  | - | 1/4   | - | 2.63  | 11 1/2  | 7      | 16      | 4,059      | 37,545     |
| GENERAL ELECTRIC     | GE    | N | 53 1/2 | 53 1/2 |   |       |   | .00   | 58 3/4  | 46     | 14      | 184,427    | 9,866,844  |
| HARRIS CORP.         | HRS   | N | 54 3/8 | 52 3/4 | + | 1 5/8 | + | 3.08  | 54 3/8  | 33 3/4 | 14      | 6,071      | 330,110    |
| HARVEL INDUSTRIES    | HARV  | D | 5      | 3      | + | 2     | + | 66.66 | 6 1/2   | 3      | 13      | 480        | 2,400      |
| INTL. VIDEO CORP.**  | IVCP  | O | 1 5/8  | 1 3/4  | - | 1/8   | - | 7.14  | 3 1/8   | 1 1/8  |         | 2,701      | 4,389      |
| MICROWAVE ASSOC. INC | MAI   | N | 19     | 19     |   |       |   | .00   | 21 7/8  | 13 3/4 | 11      | 1,320      | 25,080     |
| 3M                   | MMM   | N | 63 3/4 | 62 5/8 | + | 1 1/8 | + | 1.79  | 63 3/4  | 52 1/2 | 24      | 114,240    | 7,282,800  |
| MOTORDLA             | MOT   | N | 53 1/2 | 53 1/2 |   |       |   | .00   | 57 3/4  | 41 1/4 | 25      | 28,323     | 1,515,280  |
| N. AMERICAN PHILIPS  | NPH   | N | 31     | 30 1/2 | + | 1/2   | + | 1.63  | 33      | 19 7/8 | 8       | 12,033     | 373,023    |
| OAK INDUSTRIES       | OEN   | N | 10 3/8 | 10 1/2 | - | 1/8   | - | 1.19  | 12 1/4  | 7 1/4  | 14      | 1,639      | 17,004     |
| RCA                  | RCA   | N | 28 3/8 | 28 7/8 | - | 1/2   | - | 1.73  | 30      | 18 7/8 | 14      | 74,728     | 2,120,407  |
| ROCKWELL INTL.       | ROK   | N | 28 7/8 | 28     | + | 7/8   | + | 3.12  | 32 1/2  | 23 3/8 | 8       | 31,200     | 900,900    |
| RSC INDUSTRIES       | RSC   | A | 1 3/4  | 1 3/4  |   |       |   | .00   | 2 1/2   | 1 3/8  | 9       | 2,690      | 4,707      |
| SCIENTIFIC-ATLANTA   | SFA   | A | 17 1/8 | 16 3/4 | + | 3/8   | + | 2.23  | 18 5/8  | 10 1/4 | 12      | 1,601      | 27,417     |
| SONY CORP.           | SNE   | N | 8 7/8  | 9 1/4  | - | 3/8   | - | 4.05  | 9 7/8   | 7 1/4  | 27      | 172,500    | 1,530,937  |
| TEKTRONIX            | TEK   | N | 59 3/4 | 59     | + | 3/4   | + | 1.27  | 66 1/4  | 44 1/4 | 17      | 8,671      | 518,092    |
| TELEMATION           | TIPT  | O | 5/8    | 5/8    |   |       |   | .00   | 1       | 1/2    | 1       | 1,050      | 656        |
| VARIAN ASSOCIATES    | VAR   | N | 14 1/4 | 14 1/4 |   |       |   | .00   | 17 1/4  | 12     | 12      | 6,838      | 97,441     |
| WESTINGHOUSE         | WX    | N | 17 1/4 | 16 1/2 | + | 3/4   | + | 4.54  | 17 3/4  | 13     | 8       | 87,503     | 1,509,426  |
| ZENITH               | ZE    | N | 33 1/2 | 31 1/2 | + | 2     | + | 6.34  | 38 1/4  | 23 5/8 | 16      | 18,799     | 629,766    |
| TOTAL                |       |   |        |        |   |       |   |       |         |        | 944,352 | 42,429,109 |            |

**GRAND TOTAL** 1,733,720 61,398,498

**Standard & Poor's Industrial Average** 117.5 116.1 +1.4

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

**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   |
| Elkins 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  |

## Dr. Hartenberger: FCC's new general counsel

On Friday morning, the clerk of the U.S. Court of Appeals in Washington will intone the traditional "oyez, oyez, oyez," and oral argument will begin in the case in which a number of parties are seeking reversal of the FCC's decision in the broadcast-newspaper crossownership rulemaking. It is a case with far-reaching implications for the structure of the broadcast industry, and one in which the commission is largely isolated; even the "United States of America," in the person of the Department of Justice, is appealing the commission's decision. Yet the commission's attorney will be a man who graduated from law school only six years ago and who has argued only one other case in court: He defended the commission's ruling exempting candidates' news conferences and political debates from the equal-time law. But he was selected for the oral argument by the general counsel personally. In fact, he is the general counsel, Werner Hartenberger.

But he does not enter the argument leaving behind a band of worried staff members and commissioners. Since joining the commission as a member of the review board staff in 1970, Dr. Hartenberger (he holds a PhD as well as a JD and other degrees from Wayne State University), has built a reputation for being meticulous, thorough and unflappable—an able, solid lawyer. He has yet to fall on his face.

Indeed, his career at the commission could be called meteoric. Early on, he caught the eye of then-General Counsel Richard E. Wiley, and rode the tail of the Wiley comet. He was an aide to Mr. Wiley as general counsel, as a commissioner and as chairman. In time, Dr. Hartenberger was given responsibility for and helped build the Office of Plans and Policy; then, last September, he moved into the deputy general counsel's job and, last month, the general counsel's.

Dr. Hartenberger, then, could be considered a member of the Wiley Mafia, that band of bright, young men recruited for or boosted through the commission's ranks by the man who is now chairman. Unlike some of the others in that group—his predecessors as general counsel, John Pettit and Ashton Hardy, among them—Dr. Hartenberger is not the outgoing type; he is more reserved. But he is not without a sense of humor that relies on the absurdities of life. He likes to note, for instance, that he met his wife, Karen, who also holds a PhD and who is now a member of the Office of Plans and Policy staff, at Wayne State, where they were "fraternity brothers." (They belonged to the honor-



Werner Karl Hartenberger—general counsel, FCC; b. Oct. 28, 1936, Detroit; BA, Wayne State University, 1961; MA, Wayne State, 1963; PhD, with distinction, Wayne State, 1966; JD, cum laude, Wayne State, 1970; producer-director, WTVS(TV) Detroit, 1961-63; professor, University of Detroit, 1965-67; FCC review board staff, 1970-71; FCC General Counsel's Office, 1971; legal assistant to then-Commissioner Richard E. Wiley, 1972-74; administrative assistant to Chairman Wiley, 1974; chief, FCC Office of Plans and Policy, 1974-75; deputy general counsel, 1975-76. Present post, Aug. 7; m. Karen Nadine Schmidt, June 15, 1963.

ary broadcasting fraternity, Alpha Epsilon Rho; there was no sorority for women interested in broadcasting.)

There is another difference between Dr. Hartenberger and his predecessors. Where Messrs. Pettit and Hardy were part of an old boy network—Mr. Wiley knew them before urging them to join the commission—Dr. Hartenberger sold himself on the basis of a resume he submitted to the general counsel's office and other sections of the commission when he was looking for an exit from the review board.

The resume made Mr. Wiley's eyes pop. It listed BA, MA and PhD degrees from Wayne State, where he had studied speech and broadcast communications, as well as a JD, cum laude, from the same institution; experience in teaching broadcast communications and government regulation of broadcasting, both as a teaching fellow at Wayne State and as a member of the faculty of the University of Detroit; and it said the PhD degree was granted with distinction after Dr. Hartenberger completed a dissertation entitled "Cameras in the Courtroom." The resume

even included a reference to experience as a producer and director at noncommercial WTVS(TV) Detroit. This was the background of a man the general counsel wanted in his shop.

It wasn't only the background that attracted Dr. Hartenberger to Mr. Wiley. "He shared my views," Mr. Wiley recalls. "He was very competent, and a conservative to boot. We hit it off."

The chairman's reference to a compatibility of views is to Dr. Hartenberger's preference for leaving broadcasters alone as much as possible. Rules must be enforced, the new general counsel says, and Congress has decided that broadcasting must be regulated. But, he adds, "that doesn't mean to me that the commission should seek creative ways to get involved in program content matters."

In fact, there is considerable caution in his approach to the law, and it has led him into disputes with members of the staff on various issues. One involves the question of whether the commission is authorized to regulate the equal employment opportunity practices of cable television operators—a matter on which the commission is now conducting a rulemaking. Because of a decision by the Supreme Court in a case involving the Federal Power Commission (BROADCASTING, May 31), Dr. Hartenberger has serious doubts. Is EEO regulation of cable television, Dr. Hartenberger wonders, related to the purposes of the legislation creating the FCC?

It is his restraint that may cause some at the commission to qualify their praise of his ability as a lawyer with the word "technical." "He is very good at interpreting and distinguishing cases," said one official, who is also a lawyer. If there is a "shortcoming," he added, it's "one of flexibility—he won't bend to find new ways to accomplish goals."

If that observation is correct, it may be that a reluctance to bend is a function of a personality in which there is little appetite for power. As a man who occupies what could be a position of great power, Dr. Hartenberger says: "I don't know how to use power. I don't like power. I'm not a man interested in wielding power ... I'm interested in legal problems, in determining what the law is. I'm not interested in fashioning policy. When I leave here, what I would like people to say is, 'Hartenberger gave the commission sound legal advice. He's a good lawyer. He understands the law.'"

In his one and only appearance in court—in defending the commission's ruling on political debates and news conferences—Dr. Hartenberger helped contribute to that assessment by winning. On Friday, he will have a further opportunity, as he seeks to make it two in a row.

## Another way?

There are officials at the television networks who this week are regretting that the Westinghouse Electric Corp. discontinued several ambitious ventures into learning and leisure and thus freed Donald H. McGannon to reconcentrate his abundant energies on broadcasting. Mr. McGannon, who is unamused by little causes, has pitted himself against all three networks in a showdown before the FCC.

Mr. McGannon's call for government action portrays network affiliates as helpless victims of network domination. By his analysis, as reported in detail in *BROADCASTING* a week ago, stations are doomed to become mere conduits for network programming and advertising if the networks are allowed by the government to go on their rapacious ways.

Mr. McGannon's petition is somewhat weakened by the conspicuous omission of a recital of the profits of the VHF television affiliates that Westinghouse Broadcasting Co. owns in five of the biggest markets in the country. It must be assumed, however, that the group is making the most money in its history right now, unless it is running counter to all other major groups. Whatever may be said about network practices, television stations have never had it so good.

Still, the FCC cannot ignore a Westinghouse petition that challenges the whole network system. At the very least it will solicit comments on what to do. Perhaps the comments will include a reasonable alternative to government action. If other affiliates in significant number share Mr. McGannon's grievances, surely they can obtain some redress by private negotiation. That course would be clearly preferable to the adoption of federal rules that would necessarily extend the government's control over both programming and business practices.

## Giveaway

The campaign strategies of both President Ford and Jimmy Carter are in tune with modern times, making maximum use of the broadcast media, especially television. Once again it will be said that broadcasters are profiting from political business, to the impoverishment of candidates and degradation of the political system.

The truth is that political business is the worst business there is. The President Ford Committee paid under \$100,000 for a half hour of prime time on CBS-TV last Tuesday night. Commercial advertisers have spent that much for a minute. Eugene McCarthy paid \$15,000 for five minutes on NBC-TV last Tuesday, also in prime time. That figure buys a commercial advertiser nothing on a national network in the evening.

Those prices result, of course, from the election law that requires radio and television, alone among advertising media, to give candidates the lowest rate accorded to commercial advertisers, including those with maximum discounts for frequency or volume. For politicians, broadcast advertising is the biggest bargain in a campaign.

## FM: finally mature

Over the next five years, says the Cox Broadcasting Corp. in the conclusion of its in-depth study covered in this issue, "FM radio will far exceed any other form of mass communications in terms of growth."

Long ago we learned it's hazardous to predict anything in com-

munications. For example, Major Edwin H. Armstrong, who developed the patents that made possible the introduction of FM in 1935, prophesied that FM would be the primary aural service within a decade. But it didn't happen, and for many reasons, including the then apparent tendency of FM to drift from assigned channels.

There can be no doubt, however, that FM has made enormous strides in the past dozen years.

Cox predicts that five years hence (1981) the annual cash flow generated by all FM stations will equal or exceed that of all AM stations. But it concludes that "superior" AM facilities should show moderate growth over the next few years, while "inferior" ones will experience little or no growth.

We do not quarrel with this clairvoyance. But as always it will be the message not the medium that counts. Given listenable signals and the wide choice of program services that radio competition has created, the many audiences out there will find their favorite stations and reward them with attention to their programming and advertising.

## Gadflies

Wouldn't it be refreshing if those busybodies operating in the name of public interest engaged themselves in useful projects of social benefit instead of agitating nonexistent causes because they make headlines?

This, of course, is not to say that all such groups exist only to fulfill their lust for attention, although obviously many of them do. Those that particularly annoy us make a fetish of complaining to the FCC or to Congress about programming—just any kind they do not like and that means most of everything that is commercial.

But now they're even attacking noncommercial public service announcements. They want the FCC to establish a minimum number of PSA's and minutes to be broadcast per hour, including prime time.

Specific complaint is made against the Advertising Council, a voluntary group of outstanding personages in advertising and the media who underwrite campaigns in print and on the air for public causes and for the government itself. If there was ever service in the public interest, it is the Ad Council's.

We trust the FCC, in its proposed rulemaking, will not be deluded by the self-serving pitches of professional mudslingers at a nonexistent problem. And these are the people who want the government to underwrite their work.



Drawn for *BROADCASTING* by Jack Schmidt

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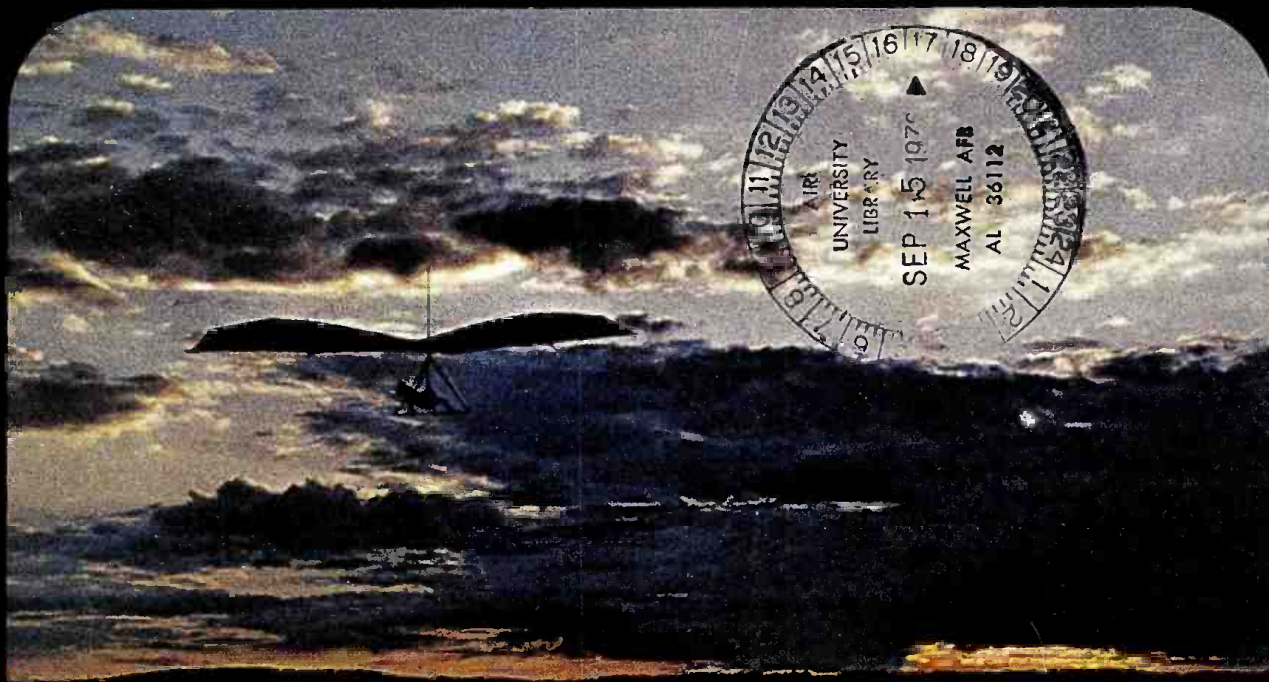
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