

ABC comes on strong, NBC holds second, CBS trails
Hindsight on first debate, advance on second

Broadcasting Oct 4

The newswEEKly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

THE WALTONS



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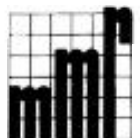
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WIBG PHILADELPHIA/KEX PORTLAND/WJAR PROVIDENCE/KOGO SAN DIEGO/KSFO SAN FRANCISCO/KVI SEATTLE/WMAL WASHINGTON

*Philadelphia Metro ARB, July/Aug. '76 vs. July/Aug. '75 A-1: 1/4 hr. audience

The Week in Brief

THE EARLY GOING □ ABC takes opening of new season by storm, grabbing seven of first 10 nights, while NBC leaves CBS out in cold by taking other three. Though it's still early in the game, coaches at CBS are already looking to the bench for subs. **PAGE 21.**

ANOTHER ARENA □ Besides the debates, the presidential candidates are also battling it out on television in the form of political spots. **PAGE 22.**

SECOND TIME AROUND □ Ford, Carter camps and League of Women Voters have their eyes on San Francisco, site of this week's candidate confrontation. **PAGE 23.**

WHY NOT □ Networks and League of Women Voters answer minor-party candidates' arguments that they should be included in debates or given coverage under fairness doctrine. **PAGE 23.**

AFTER ALL THESE YEARS □ Copyright revision legislation is out of the Congress and on the President's desk for signing. **PAGE 24.**

IN THE NUMBERS □ NAB sends data to Hill that it says indicates the harm done to TV stations by imported signals on cable TV. **PAGE 24.**

VICTIM □ Rising costs fell Media Payment Corp., Katz subsidiary. "Smooth transition" is promised. **PAGE 25.**

THOSE DEBATES □ Marred by sound breakdown, it didn't live up to expectations of many who had hoped for clearer insight into Ford and Carter. **PAGE 26.** Jim Karayn takes steps to guard against recurrence of technical problems at second debate. **PAGE 26.** ABC's Phillip Levin tells of the nightmarish 26 minutes of silence in Philadelphia. **PAGE 28.** Nielsen counted 90 million viewers for the confrontation. **PAGE 30.**

NEWSMEN'S SHIELD DENTED □ It happened in Albuquerque where the state supreme court ruled that KOB and its former news team must reveal names of informants in their investigation of corruption in the sheriff's office. **PAGE 32.**

SCHORR QUILTS □ Correspondent cites tension at CBS News, doubts he will return to broadcast journalism. **PAGE 33.**

ABC'S BIG BUY □ It was WMAL-AM-FM Washington and the price was a whopping \$16 million. **PAGE 40.**

NO AGAIN □ For the second time, the FCC rejects a Department of Justice attempt to break up holdings for alleged monopoly. **PAGE 40.**

TAXING PROBLEM □ RCA is mounting internal investigation to determine if any employees are involved with former Board Chairman Conrad's tax difficulties. **PAGE 46.**

FIRST REACTIONS □ A day-by-day collection of reviewer opinions on the new TV shows. High marks go to ABC's *Tony Randall Show* with thumbs down to *Ball Four* and *Mr. T and Tina*. **PAGE 53.**

RATINGS IN A HURRY □ Nielsen is working on plans to test new ratings system for national overnights within 12 hours. **PAGE 57.**

NOT GOOD ENOUGH □ In letter to FTC's Collier, Rep. Moss says that commissioner Dole's leave of absence to campaign for her husband, while legal, is not sufficient and that she should resign. **PAGE 59.**

AT&T INCREASES □ Things are not as bad as broadcasters feared in FCC's order to AT&T to revise its common carrier rates. **PAGE 59.**

ANOTHER FOR DROP-INS □ Commissioner Washburn comes out favoring those new VHF's that are found to be technically sound. **PAGE 60.**

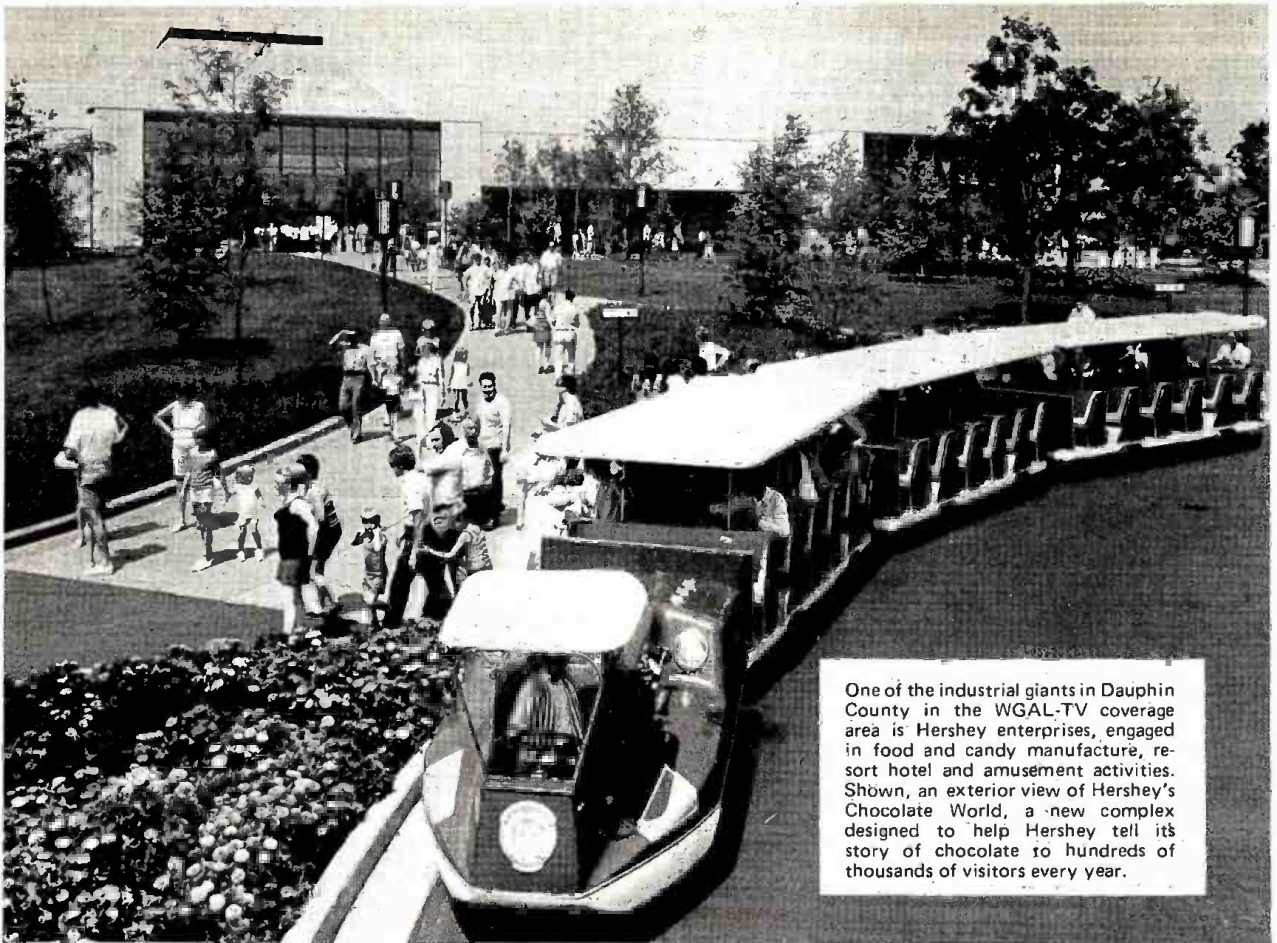
OTP AND CAPTIONING □ The networks should caption TV programs for the deaf and hearing impaired, says OTP's Houser. Networks cool to the idea. **PAGE 61.**

MORE HOMES FOR HBO □ Pay programming service expands to cities in New England, Virginia and New York through agreements with three distributors. **PAGE 62.**

CANADIAN TV □ FCC study includes list of American cable systems importing TV signals from Dominion. **PAGE 63.**

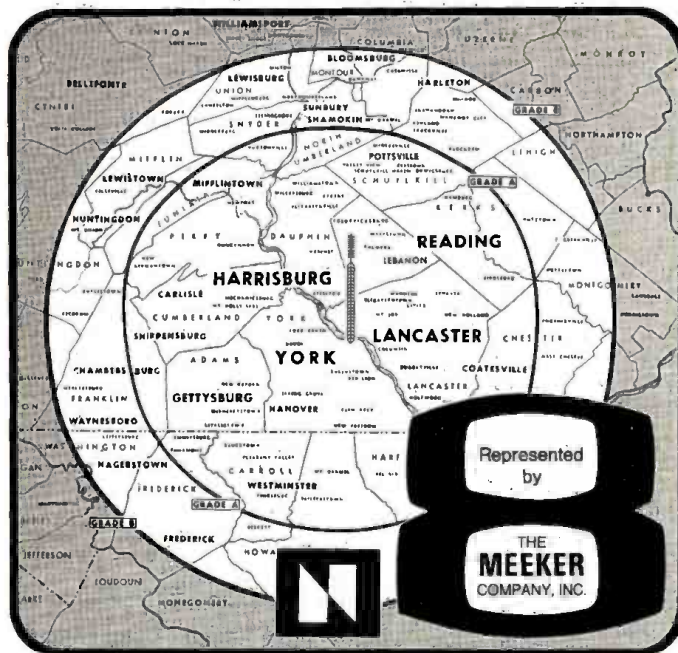
FRONT RUNNER □ The name of the game for ABC-TV's Mike Eisner is staying on top. **PAGE 81.**

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One of the industrial giants in Dauphin County in the WGAL-TV coverage area is Hershey enterprises, engaged in food and candy manufacture, resort hotel and amusement activities. Shown, an exterior view of Hershey's Chocolate World, a new complex designed to help Hershey tell its story of chocolate to hundreds of thousands of visitors every year.

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* 1976 Sales Management Survey of Buying Power
1975 Pennsylvania Abstract

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

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Why

Dramatic increase in level of sets-in-use during premiere week—from 53.4 average in last year's first week to 59.5 this year—is explained this way by one network research executive: all three networks programed impressive specials, movies and long versions of series shows during premiere week; inordinate amount of promotion, starting as early as July, got season off to stronger sampling; last year, premiere week was two weeks earlier in September, losing more viewers to nicer weather, and last year's Nielsens were understated (as announced in spring).

Two down, one to go

With WMAL-AM-FM earmarked for sale to ABC for top-dollar offer of \$16 million (story page 40), there's speculation as to what Joe L. Allbritton, Texas banker who acquired *Washington Star* newspaper and broadcast properties early this year, will do about remaining Washington entities. He's under mandate to operate only one medium, which means he must dispose of WMAL-TV or *Star*.

While notion has been that he would sell highly profitable channel 7 ABC affiliate (estimated to show \$5 million profit this year) there are those who now believe he would prefer to keep station and sell afternoon newspaper in market dominated by morning *Washington Post*—albeit that *Star* has been making substantial gains. Taking first things first, Mr. Allbritton had placed AM-FM properties on market and was successful in negotiating transaction with initial top bidder—ABC—without considering other tentative propositions. Among those that had evinced interest but never actually got to bat were Cox Broadcasting and LIN Broadcasting.

Agenda addenda

Among extraordinary discussion today (Oct. 4) at meeting of executive committee of National Association of Broadcasters will be two key vacancies—vice presidents for public relations and for television—to complete reorganized top management. Some 30 candidates have surfaced for one or other of posts but it's unlikely there will be action by President Vincent T. Wisilewski until he has consensus of six-person executive committee or possibly full 45-member board.

Public relations presents major problem because of onslaughts from pressure groups, public officials and press. There's talk of interim set-up wherein aggressive and inspired broadcaster would be importuned to take leave from station management and team up with “old pro”

consultant attuned to needs, avoiding big-ticket PR executive. Among names advanced by at least one director for consultancy is Sydney H. Eiges, retired NBC vice president who has just concluded successful Bicentennial Commission assignment and is now senior consultant with Fraser/Ruder & Finn. William F. O'Shaughnessy, president-general manager of WVOX-AM-FM New Rochelle, N.Y., articulate, young (38) radio board member, is strongly endorsed for interim vice presidency.

Rising star

Next station executive to get call from bench at CBS may be Thomas F. Leahy, now vice president and general manager of WCBS-TV New York, who appears ticketed for sales role in staff restructuring. President Robert Wussler has on drawing board (“Closed Circuit,” Sept. 20).

Followership

ABC News President William Sheehan's flat assertion that ABC-TV expects to expand evening news next year (page 21) seems to puncture bubble of belief, growing recently, that such expansions are not as inevitable as they once seemed, thanks to continued affiliate resistance. High official of rival network predicted privately, earlier last week, that there would never be longer network news unless ABC took initiative, because in his opinion neither CBS nor NBC would make first move.

Sources at other networks suggest ABC is in strongest negotiating position, able to argue it's risen from third to first in prime time and should be given chance, through enlarged opportunities for new Barbara Walters-Harry Reasoner team, to rise out of third in news. Early Reasoner-Walters ratings could help set tone of talks when ABC-TV officials discuss longer news with affiliates board Oct. 24-29 in Hawaii. Whichever network makes first move and makes it stick, others can be counted on to follow.

Considering change

WWJ-TV Detroit, represented for more than 20 years by Peters, Griffin, Woodward, has asked five or six station representatives, including PGW, to make presentations for its business. Station official says WWJ-TV periodically invites presentations from firms that have expressed interest in representing it. One of three U.S. V's in market, WWJ-TV is believed to get good bit more than proportionate share of market's spot TV billings, which in 1975 exceeded \$40 million.

New trigger for EEO questions

FCC staff is revising criteria commission uses in deciding to question renewal applicants about equal employment opportunity practices. Under present criteria—which everyone involved admits are primitive—letters go out to stations reporting no minorities or women or drop in number. Staff is drafting plan that would employ “zone of reasonableness” concept, relating minorities and women employed to their numbers in area. Credit would probably be given broadcasters for effective affirmative action programs.

Sound counsel

Federal Communications Bar Association will advise members they are free to answer questionnaires for annual BROADCASTING YEARBOOK—reversal of policy that resulted from past's bent-over-backward stance toward attorneys soliciting business through public relations or advertising. YEARBOOK, like American Bar Association's own listings, FCBA has determined, is professional research source, not publicity vehicle.

No go

FCC has abandoned notion of easing equal time and fairness doctrine burden on cable system operators, at least for time being. Commission last week considered proposed rule that would have permitted cable systems to use substitute use of access channel for compliance with equal time and fairness requirements familiar to broadcasters (“Closed Circuit,” Sept. 27). But commissioners spent little time in brushing off idea. Some suggested it was “premature.” There was also said to be feeling that broadcasters might think cable was getting unfair break and that, in any case, loosening requirements at time when political campaigning is at its peak would not be appropriate.

Status quo ante

Last Tuesday, news offices in Washington were notified by Washington law firm of Welch, Morgan & Kleindienst that former Attorney General Richard Kleindienst would be leaving firm at end of week and its name would revert to Welch & Morgan. Day later, stories broke regarding Mr. Kleindienst's involvement in case in which Securities and Exchange Commission says some of his clients unlawfully diverted some \$3 million of insurance premiums paid by Teamster union and other welfare funds from one Arizona insurance company to others they controlled. Mr. Kleindienst says departure from Welch & Morgan was unrelated to SEC case.

Business Briefly

Miller Brewing □ Lowenbrau beer is subject of two campaigns, Oct. 25 for four weeks, Nov. 22 for five weeks, in substantial number of markets. TV 30's in fringe, sports and prime time will aim for men, 18-49. McCann-Erickson, Los Angeles, is agency.

Seven-Up □ 7-Up and sugar-free 7-Up will be advertised in one-week flights, Nov. 3 and Dec. 13, in substantial number of markets. Fringe and prime time 30's are to appeal to general audience, 12-34, secondarily to women, 18-49. J. Walter Thompson, Los Angeles, handles account.

Exxon □ Corporate spot radio campaign is being blueprinted by Exxon to run four weeks in November in top 10 to 15 markets. McCaffrey & McCall, New York, is taking aim at men and women, 18 and over.

Orkin □ Exterminating subsidiary of Rollins Inc. has named J. Walter Thompson, New York, as agency,

Rep Appointments

- WIBG(AM) Philadelphia: Major Market Radio, New York.
- WXY(AM) Columbia, S.C.: Buckley Radio Sales, New York.
- WC18-FM Falmouth, Mass.: Kadetsky Broadcast Properties, Boston.
- WJMW(AM) and WJOF(FM) Athens, Ala.: Southern Spot Sales, Raleigh, N.C.
- KRBN(AM) Red Lodge, Mont.: Bill Dahlsten & Associates, Los Angeles.

replacing its in-house agency, Kinro Advertising. Neither Thompson nor Orkin would disclose size of account, but client allocated more than \$3 million last year to TV and radio for pest-control service.

Stouffer □ Frozen bakery products division will highlight various Stouffer products in month-long campaign to

begin Nov. 8. TV 30's in fringe and prime time are looking for women, 25-49. Ketchum, MacLeod & Grove, Pittsburgh, is agency.

3M □ Company's Scotchgard tape, is through Young & Rubicam, New York, getting four-week radio flight beginning Nov. 8 for pre-Christmas season. Radio stations in markets like Boston and Omaha will be employed to reach women, 25-49.

Carnation □ Various products will be spotlighted in TV drive to begin in mid-October and extend through late December in substantial number of markets. Erwin Wasey, Los Angeles, is concentrating on time periods calculated to reach women, 35 and over.

Colgate □ Latest radio spots for Dynamo laundry product getting four-week Southern regional campaign to kick off Oct. 25. Markets include Atlanta, Miami and Nashville. Agency D'Arcy, MacManus & Masius is aiming for women, 25-49.

Kal Kan □ Mealtime dog food will get six-week promotions in substantial number of markets beginning Nov. 8. TV 30's will air in daytime, fringe and prime time, targeted to women, 25-49. Honig-Cooper & Harrington, Los Angeles, is agency.

Avis □ Rent-a-car company is readying four-week radio drive to kick off Oct. 11. West and Southwest get priority, with radio stations in markets like Houston and San Francisco getting time purchases by Doyle Dane Bernbach, New York. Demographic target is men 25 and over.

Volvo □ Auto company, through Scali, McCabe & Sloves, New York, has lined up major-market October radio splurge that will run for four weeks. Markets include New York, Los Angeles, Boston and Miami. Scali's spot pitches are geared to men, 25-49.

U.S. Navy □ Latest radio recruiting spots will be accorded selected four-week campaign to begin Nov. 3. Cities include Omaha, Milwaukee and Nashville. Ted Bates Advertising, New York, is aiming spots at men, 19-24.

California Almond Growers

Exchange □ Blue Diamond almonds will be advertised from Nov. 15 through Jan. 2, 1977, in alternate weeks. Fringe and prime time TV 30's in substantial number of markets are geared to adults,



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Gary Adler's seventeen years in television sales, Westinghouse Broadcasting and Post-Newsweek stations, more than qualify him as general manager at WJKS-TV; but it's his genuine concern and active participation in community affairs that make him a 'natural' for the job in Jacksonville.



Herb Gold, WJKS-TV Program Manager, is a man of many facets. His expertise in the field of space news reporting won him an 'Emmy' in 1970. Herb actively pursues his other interests...sports, criminal justice, the Jacksonville Symphony and a number of charitable organizations in Northeast Florida.



Bob Craig, General Sales Manager at WJKS-TV, brought his natural talent for sales and promotion to Jacksonville from Michigan where he held the same position at WEYI-TV, Rust Craft's station in the Flint/Saginaw/Bay City market. Bob and his family take an active part in Jacksonville affairs.

Three good people...making the difference! No wonder, when Jacksonville thinks of television, it thinks of WJKS-TV.

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Los Angeles-New Orleans . .	31.50
Dallas/Ft. Worth- Los Angeles	26.25
San Francisco-Atlanta . . .	31.50
Philadelphia-Houston . . .	26.25
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BAR reports television-network sales as of Sept. 19

ABC \$621,032,200 (321.%) □ CBS \$675,640,200 (34.9%) □ NBC \$639,847,900 (33.0%)

Day parts	Total minutes week ended Sept. 19	Total dollars week ended Sept. 19	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.	151	\$ 789,100	5,187	\$ 26,072,300	\$ 24,028,500	+ 8.5
Monday-Friday 10 a.m.-6 p.m.	1,011	11,078,800	37,656	431,817,500	361,848,200	+19.3
Saturday-Sunday Sign-on-6 p.m.	309	7,712,700	11,291	212,257,700	156,440,500	+35.7
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,605,700	3,829	105,068,100	85,899,100	+22.3
Sunday 6 p.m.-7:30 p.m.	19	733,100	802	31,333,700	13,206,400	+137.3
Monday-Sunday 7:30 p.m.-11 p.m.	433	27,418,100	15,716	986,909,000	814,591,800	+21.2
Monday-Sunday 11 p.m.-Sign-off	212	4,623,900	7,574	143,062,000	107,381,700	+33.2
Total	2,235	\$54,961,400	82,055	\$1,936,520,300	\$1,491,612,900	+29.8

Source: Broadcast Advertisers Reports

25-49. Steedman, Cooper & Busse, San Francisco, is agency.

Russ Togs □ Six-week spot TV skein is planned for early January start by apparel firm to run in substantial number of markets. Agency for Russ Togs, Wolff/Whitehill Inc., New York, is setting its sights on men and women, 25-54.

Casio □ New calculator will be highlighted in spot TV effort to begin in late October for four weeks in major markets including New York, Atlanta, Chicago and Los Angeles. Doremus & Co., New York, is focusing on men, 25-54, via buys on or near news and sports programs.

Paterno □ Chicago-based Paterno Imports winery has four-week pre-Christmas radio flight, to begin Nov. 8. New York, Boston and Detroit are among markets. Adults, 25-64, are object of Post-Keys-Gardner Advertising.

American Home □ Company is floating various radio drives, ranging from 8-to-12 weeks in duration, for three of its products: Preparation H, Anacin and Woolite. All flights begin early in October, and all major markets are involved, including New York, Los Angeles, Chicago and Detroit. J.F. Murray Advertising, New York, is gearing spots basically to women, 18-49.

Carling-National □ Brewery company, through W.B. Doner Advertising, Baltimore, is readying selected-market radio campaign to start early in October and run for 12 weeks. Markets include Detroit and Rochester, N.Y., and will focus on men, 18-49.

ILGWU □ International Ladies' Garment Workers Union's radio will get

nation-wide campaign beginning Nov. 8 for seven weeks. Markets include New York, Los Angeles and Chicago. Green Dolmatch Co., New York, is aiming spots at women, 25-49.

Mrs. Filbert's Margarine □ Spot TV spread in 18 markets will begin later this month for three weeks. Young & Rubicam, Los Angeles, handles account but buying is out of Y&R in New York, which is seeking time slots reaching women, 18-49, and women, 50 and over.

Buckingham □ New York-based company, which makes Cutty Sark scotch, wines of Baron Philippe de Rothschild and S.A. Mouton Cadet, is readying series of alternate four-week radio spots to kick off Oct. 18. Campaign is nationwide. Agency, Scali, McCabe & Sloves, will aim for adults, 25-49.

Archway Cookies □ Various products will be showcased in spot TV drive on air for six weeks on alternate week basis from mid-October until early December in 38 markets. House agency, Archway United Advertising, Chicago, is seeking periods to reach women, 25-64.

Duofold □ Company's line of thermal underwear will be displayed on spot TV in about 40 markets for one month, starting in late November. Evans, Garber, Ligas & Paige, Utica, N.Y., is aiming for audience of total adults but is concentrating its buys more heavily toward women via participation in daytime periods.

Time □ Short flight featuring *Time* magazine will begin Dec. 31 using news, prime-time and sports TV 30's in long list of markets. Men, 18-49, are targets. Agency (incorrectly identified in this column, Sept. 27), is Wunderman, Ricotta & Kiine, New York.

Where Things Stand

Monthly status report on major issues in electronic communications

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Antitrust/networks. Original Justice Department suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Those cases were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Supreme Court then dismissed network appeals contending Judge Kelleher should not have permitted refile of suits. Judge Kelleher later rejected one filing for summary judgment on ground that improper motive was behind refile of suit, accepted for consideration request for summary judgment on ground that networks are not in violation of antitrust law and motion to dismiss on ground that Justice lacks jurisdiction to file suits (BROADCASTING, May 3).

Broadcasting in Congress. Resolution to permit live broadcasts from inside House chamber by pool of networks and Public Broadcasting Service was casualty in House this year. Resolution, H. Res. 875, by Representative B.F. Sisk's (D-Calif.) special broadcasting subcommittee of Rules Committee, failed to clear full Rules Committee in March and went back to subcommittee, where it remained when House adjourned last week. Subcommittee wrote another resolution and another report supporting chamber broadcasts and Mr. Sisk wants to try to move it again next year. Success will depend on makeup of next Rules Committee, which will be under new chairman, probably James Delaney (D-N.Y.). There was no action at all on broadcasting resolution in Senate this session.

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

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC, Congress and State Department. Secretary of State Henry Kissinger has promised Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) that State will hold talk with Canadians (BROADCASTING, Aug. 30). Meeting between officials of two governments is to be held Oct. 6, but Canadian government already has stunned Americans by "proclaiming"—that is, putting into effect—its tax bill.

Children's TV. Oral argument was held Sept.

14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children's Television from FCC's 1974 policy statement on children's television (BROADCASTING, Sept. 20). House bill by Timothy Wirth (D-Colo.), member of Communications Subcommittee, to establish national council to study effects of advertising on children and recommend regulatory reforms (BROADCASTING, July 21, 1975) went nowhere this session.

Consumer agency. Legislation to create agency for consumer protection is another that died in this Congress, even though versions of it passed both Houses. Broadcasters were not displeased with bill's failure, although both versions made clear that proposed agency would be prohibited from meddling in FCC license renewal proceedings. Proposed agency would not have had regulatory authority, rather only ability to represent consumers in proceedings before other agencies.

Copyright. First reform of copyright laws since 1909 was passed unanimously last week in final days of 94th Congress. Under bill, S. 22, cable operators and public broadcasters would be liable for copyright infringement for first time. Bill gives cablecasters compulsory license permitting them to use copyrighted materials without having to negotiate for each work. Public broadcasters get modified compulsory license. Broadcasters get some assurance cablecasters cannot substitute commercials on their signals, and—in House report at least—some assurance that bill will not serve as green light to FCC to break down barriers to distant signal carriage and pay cable. Bill, expected to have cleared conference committee then both House and Senate last week, awaits signature of President.

Crossownership (newspaper-broadcast). Oral argument was held Sept. 17 in U.S. Court of Appeals in Washington on consolidated appeals (Cases 75-1064 et al.) from FCC order banning newspaper-broadcasting crossownership prospectively and requiring breakup of 16 crossownerships (BROADCASTING, Sept. 20). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC did, however, deny Justice Department petitions seeking to break up crossowned WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24), although Justice is appealing that decision, and KMJ-AM-FM-TV Fresno, Calif. (see story, this issue).

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

owners involved (BROADCASTING, April 26).

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

Fairness doctrine bills. Two bills were introduced in Senate this Congress to abolish fairness doctrine, one by Senator William Proxmire (D-Wis.), another by Roman Hruska (R-Neb.). Both underwent hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee, but neither went any farther. Senator Proxmire plans to reintroduce his bill next Congress (it was S.2 this one). The two Senate bills were introduced in House by Robert Drinan (D-Mass.) (Proxmire bill) and Charles Thone (R-Neb.) (Hruska bill). Neither of the latter two received any action.

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

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Oral arguments have been held in that case (BROADCASTING, May 31). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by con-

sumers (BROADCASTING, Aug. 4, 1975 et seq.). Commission has begun public hearings on certain aspects of proposal (BROADCASTING, June 7).

Format changes. FCC has concluded inquiry to determine if it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 6, 13).

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

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiter-

ated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

License renewal legislation. House Communications Subcommittee never did hold hearings on license renewal measures introduced this Congress, even though such hearings had been planned. There were number of reasons, mainly death of Communications Subcommittee Chairman Torbert MacDonald (D-Mass.) this year following long illness that slowed subcommittee work. New chairman, Lionel Van Deerlin (D-Calif.), pledged to hold hearings on bills but ran into scheduling problems at end of year. Seventy renewal bills had been introduced, most duplicative. Leading versions were by Commerce Committee Chairman Harley Staggers (D-W.Va.), ranking Republican on Communications Subcommittee, Lou Frey (R-Fla.), both with approval of broadcasters, and by Representative Richard Ottinger (D-N.Y.), version strongly opposed by broadcasters. There was no action at all in Senate on renewal bills pending there.

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

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Last year, Senator Phillip Hart (D-Mich.) and his Senate Antitrust Subcommittee looked into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975) although nothing came of their efforts in this Congress. House Communications Subcommittee also held hearings looking into pay-cable issue (BROADCASTING, Aug. 2). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

Pole attachments/forfeiture. Legislation which would have empowered FCC to (1) set minimum standards for pole attachment agreements if states chose not to assume jurisdiction and (2) fine cable systems for rule violations died this past session of Congress when House Speaker Carl Albert (D-Okla.) made it evident he would block bill from reaching House floor vote (BROADCASTING, Sept. 27). Community Antenna Television Association, vehemently opposed to forfeiture section, played major role in bill's death, with many of its member's contacting speaker's office. Forfeiture legislation had passed Senate and similar pole attachment bill was introduced there.

Public broadcasting funding. Funding for Corporation for Public Broadcasting for next three years, part of over-all appropriation

package for labor, health, education and welfare, was passed into law last week. President vetoed measure, but both Houses overrode (see story this issue). CPB will receive under system of matching grants requiring it to raise \$2.50 for every federal \$1: \$103 million in 1977; \$107.15 million in 1978, and \$120.2 million in 1979.

Ratings. Nielsen prime-time averages, Sept. 8, 1975, through Sept. 19, 1976: ABC 17.8, CBS 17.3, NBC 16.2. For first week of new season, beginning Sept. 20: ABC 22.8, NBC 19.5, CBS 17.2.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee has now taken unsuccessful appeals of decision to U.S. Supreme Court (BROADCASTING, July 29). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Several attempts by minor-party candidates to be included in televised Ford-Carter debates under Section 315 have been turned down (BROADCASTING, Sept. 27).

Sports antiblackout. Legislation extending Congress's 1973 ban on TV blackouts of home professional football, basketball, baseball and hockey games if sold out 72 hours in advance was not renewed this Congress, even though versions of bill passed both houses of Congress and were tentatively reconciled in conference committee. Breakdown was over House bill's permanent extension of ban and its amendment limiting to 90 miles the blackout zone around town where home game is played. National Football League, which lobbied heavily against extension, has agreed to abide by spirit of antiblackout, even though original law expired Dec. 31, 1975.

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

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975). Institute for Telecommunications Sciences, arm of Department of Commerce, will study feasibility of VHF drop-ins (BROADCASTING, June 28).

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

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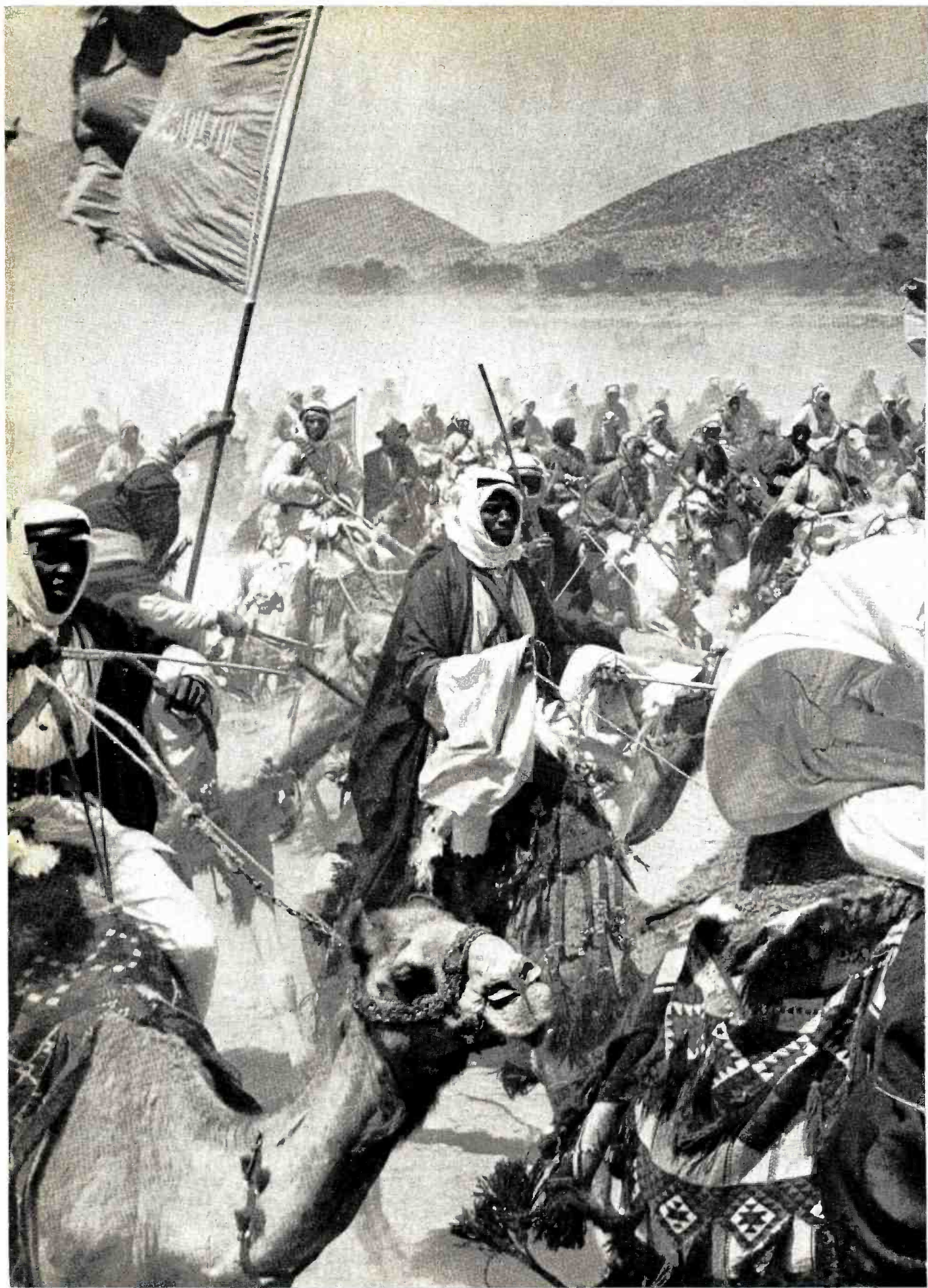
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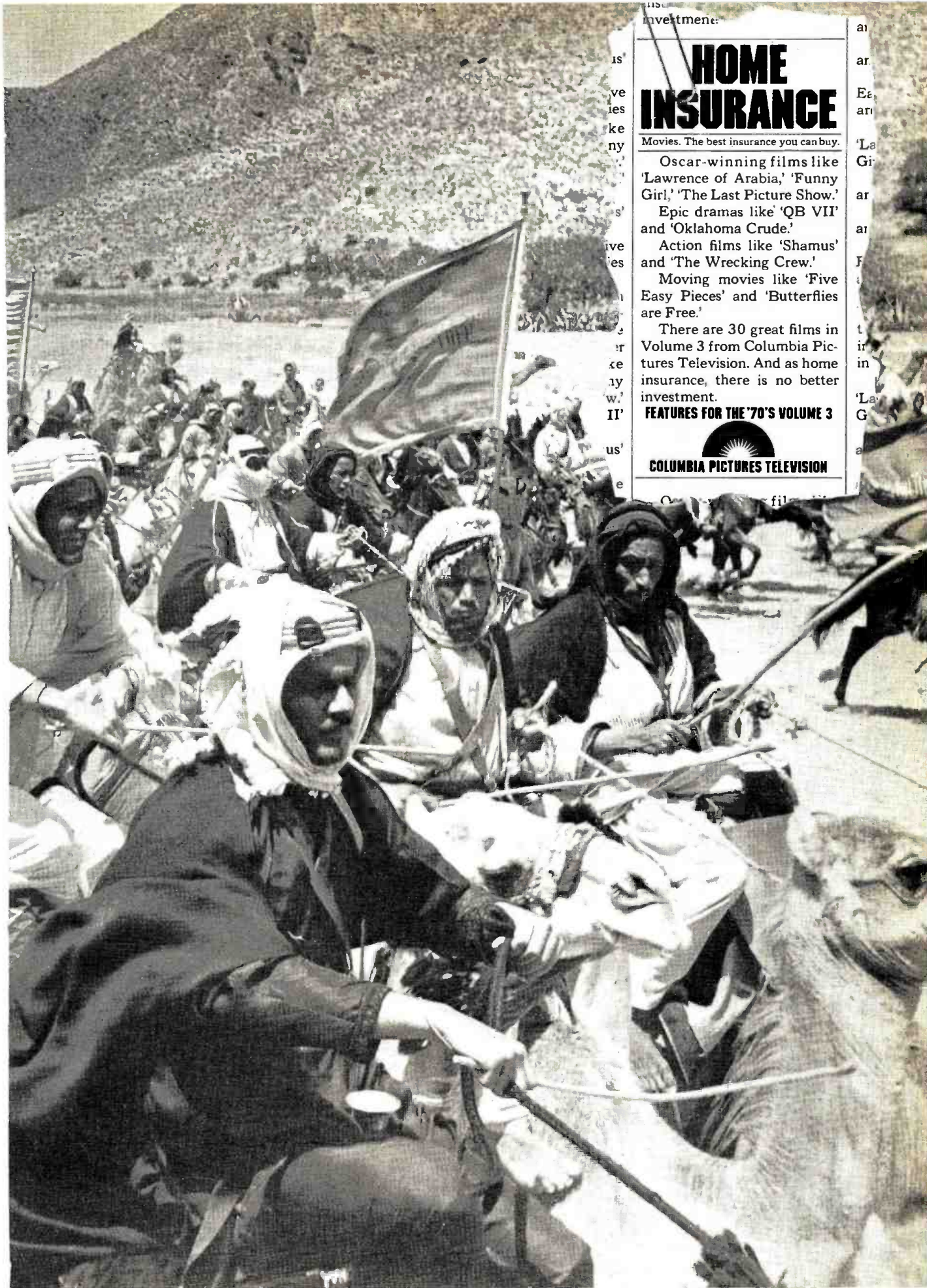
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This week

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—*International Radio and Television Society* luncheon. Donald McGannon, Group W president, will speak on "Television—The Second 30 Years." Americana hotel, New York.

Oct. 6-7—*National Association of Broadcasters* ninth AM directional antenna seminar. Course programmed by Carl Smith and Associates. 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. Minnie Pearl will be keynote speaker. 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 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. 10-12**—*West Virginia Mid-Atlantic Community Antenna Television Association* meeting, The Greenbrier, White Sulphur Springs.

Also in October

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—FCC's open en banc meeting, subject to 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.

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. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

Oct. 13-16—*Western Educational Society for Telecommunications* conference. Sheraton Anaheim, Anaheim, Calif.

Oct. 13-17—Fifty-first annual birthday celebration of *The Grand Ole Opry* of WSM Inc. Nashville.

Oct. 14—*Minnesota Cable Television Association* meeting. Bloomington.

■ **Oct. 14-17**—*American Women in Radio and Television* East Central conference. Among panelists will be FCC Commissioner James Quello. 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*

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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. Holiday Inn of Wichita Plaza, Wichita, Kan.

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—Federal Communications Bar Association luncheon. Speaker will be Thomas Houser, director, Office of Telecommunications Policy. Army-Navy Club, Washington.

Oct. 19-20—Alabama Cable Television Association fall workshop. Speakers will be Thomas J. Houser, director, Office of Telecommunications Policy, and Gerald M. Levin, president of Home Box Office. Workshop subjects will include copyright, pole lines and FCC franchise rewrite '77. Contact: Otto Miller, P.O. Box 555, Tuscaloosa 35401; (205) 758-2157. Holiday Inn Airport, 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. Speakers include Carl Stern, NBC News; Dr. Louise Bates Ames, director, Gesell Institute, Yale University; Steve Hoffman, radio-TV editor, *Cincinnati Enquirer*; Rod Warner, WJW-TV Cleveland; Jim Popham, NAB counsel, 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. Hilton Inn, 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 Molliebeau, 1211 Geneva 28.

■ Oct. 25-26—National Association of Broadcasters regional conference. Sheraton Portland, 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. 26-30—California District Attorneys Association's National Homicide Symposium. David Gerber, Gerber Productions, will be guest speaker and be a participant in a panel discussion, "Violence in the Media." Fairmont hotel, San Francisco.

Oct. 27-28—Fall meeting, Virginia Cable Television Association. Sheraton Inn, Hampton.

■ Oct. 27-30—Missouri Broadcasters Association fall meeting. Wednesday dinner speaker will be Richard Harris, president, Westinghouse Broadcasting. Thursday luncheon speaker will be FCC Chairman Richard Wiley. 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. 28-30—Mississippi Cable Television Association meeting. Broadwater Beach hotel, Biloxi.

Oct. 29-31—American Women in Radio and Television Midwest area conference. William Penn hotel, Pittsburgh.

Major meetings

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. 6-8, 1977—Public Broadcasting Service annual membership meeting. Hyatt Regency hotel, Atlanta.

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.

■ Oct. 2-6, 1977—National Radio Broadcasters Association annual convention. Palmer House hotel, Chicago.

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. FCC Commissioner Robert E. Lee will deliver keynote speech. Technical program will be conducted jointly with the Society of Cable Television Engineers. Holiday Inn, Hempstead, N.Y.

Nov. 9-11—Television Bureau of Advertising annual convention. Shoreham Americana. Washington.

■ Nov. 8—FCC's new deadline for comments on

reopened rulemaking proceeding on program records to be maintained by broadcast 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 or sports (Docket 19687). Replies are now due Nov. 19. FCC, 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, Sigma 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—National Association of Farm Broadcasters annual convention. Crown Center hotel, Kansas City, Mo.

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—Accuracy in Media conference. International Inn, Washington. Sessions may be expanded to Nov. 20 or switched entirely to that day, according to final agenda requirements.

Nov. 19-22—Federal Communications Bar Association annual seminar. Cerromar Beach hotel, PR.

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—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 Jan. 24, 1977. FCC, Washington.

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., 600 Palms building, Detroit 48201.

December

■ Dec. 1-3—Western Cable Show, sponsored by the *Arizona Cable Television Association, California Community Television Association* and *Hawaii Cable Television Association.* Speakers will include FCC Chairman Richard E. Wiley, Representative Lionel Van Deerlin (D-Calif.) and Representative John Rhodes (R-Ariz.). Disneyland hotel, Anaheim, Calif.

Fan

EDITOR: After picking up my copy of BROADCASTING for Sept. 27, I just could not put it down until I finished reading "The Many Worlds of Radio: 1976." In my humble opinion, this is the finest, most interesting, most complete radio article I have had the pleasure of reading in a long, long time.

Many broadcasters say that BROADCASTING magazine is the most comprehensive of its kind, and you just keep on proving why! Keep up the outstanding job.—*Charles N. Doll, general manager, WSER(AM) Elkton, Md.*

Double jeopardy

EDITOR: In your Sept. 20 issue you report that Berlin, N.H., may lose all of its radio stations because the FCC has determined that all three were involved in double billing.

This seems to me an example of bureaucratic overkill. I do not condone the bad practice of double billing, but it is more a "victimless crime" than a matter of serious fraud. Double billing was born when national advertisers authorized retailers handling their products to buy radio advertising at local rates, with the understanding they would later be reimbursed by the manufacturer. This was deception to give the national advertiser the benefit of lower local rates.

Double billing and other forms of kickbacks are very common in the newspaper business and in food supermarkets. The national advertiser knows all about double billing and doesn't care so long as his advertising costs are in line with his sales volume. The manufacturer is kicking back money he has chiseled, to keep the retailer happy. The radio station is as much a victim as anybody, having been forced by competitive pressure to sell national advertising at local or cut rates.

Double billing can occur if an advertiser sneaks away a few blank billheads when he visits a radio station. Frequently a station owner has no knowledge or effective control over double billing. There are enough hazards in radio broadcasting today without the peril of license cancellation because of some minor and perhaps inadvertent double-billing stupidity.—*W.F. Rust Jr., president, Rust Communications Group, Leesburg, Va.*

The perfect chance

EDITOR: The top-heavy condition of television in today's media market has created a situation where many national advertisers are uneasy and unsure of the one medium on which they have relied for so long. It is a situation in which radio for the

first time ever has the opportunity to present its case to the national TV advertiser in a more-impartial and genuine atmosphere of evaluating the medium on merit rather than image.

The same environment exists for other media. Magazines, newspapers, billboards are all tough contenders as "alternative media."

If radio is to take full advantage of the opportunity to develop a long-term bull market for national business, it will emphasize a selling strategy that is directed toward the national advertiser. To educate the advertiser to the qualities of the medium will only enhance the probability that both client and agency will perceive the advantages inherent in a long-term commitment to radio.—*James A. Brown, Jr., vice president, business development, Golden West Broadcasters, San Francisco.*

'Blue's' blues

EDITOR: Your editorial of Sept. 20 regarding Congressman John Murphy's (D-N.Y.) complaints to the FCC somewhat confuses the issue.

We consider that the congressman's current attacks on our program are the result of a purely political motivation, rather than due to the content of the program.

Ten programs of *Midnight Blue's America* were cablecast prior to the congressman taking his actions, and his action coincides with the first broadcast of our *Ten Reasons Not To Vote for Congressman Murphy*.

As in the past, we continue to cooperate and work closely with the people at Manhattan Cable to insure that nothing obscene is included in the program.—*Alex Bennett, producer-director, Midnight Blue's America, New York.*

Unsure of Schorr

EDITOR: I feel that it is about time we looked at the Daniel Schorr case separate from the issue of the reporter's right to keep his sources confidential. This case should be judged on its own merits, not on the issue of reporter's rights. To not make this judgment separate is to deny the possibility (heaven forbid) that a reporter may be unethical.

The secretive methods Mr. Schorr used in releasing the report do not fit my image of the great hero of the cause. I think Mr. Schorr's methods leave his motives in question. Let us look at this case unemotionally, as reporters should.—*Robert Leslie Clark, assistant professor of communications, University of Tennessee at Martin.*

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"This is a 'Ratings Taker.'

**Just point it at your antenna and it lights up
if your show is #1."**

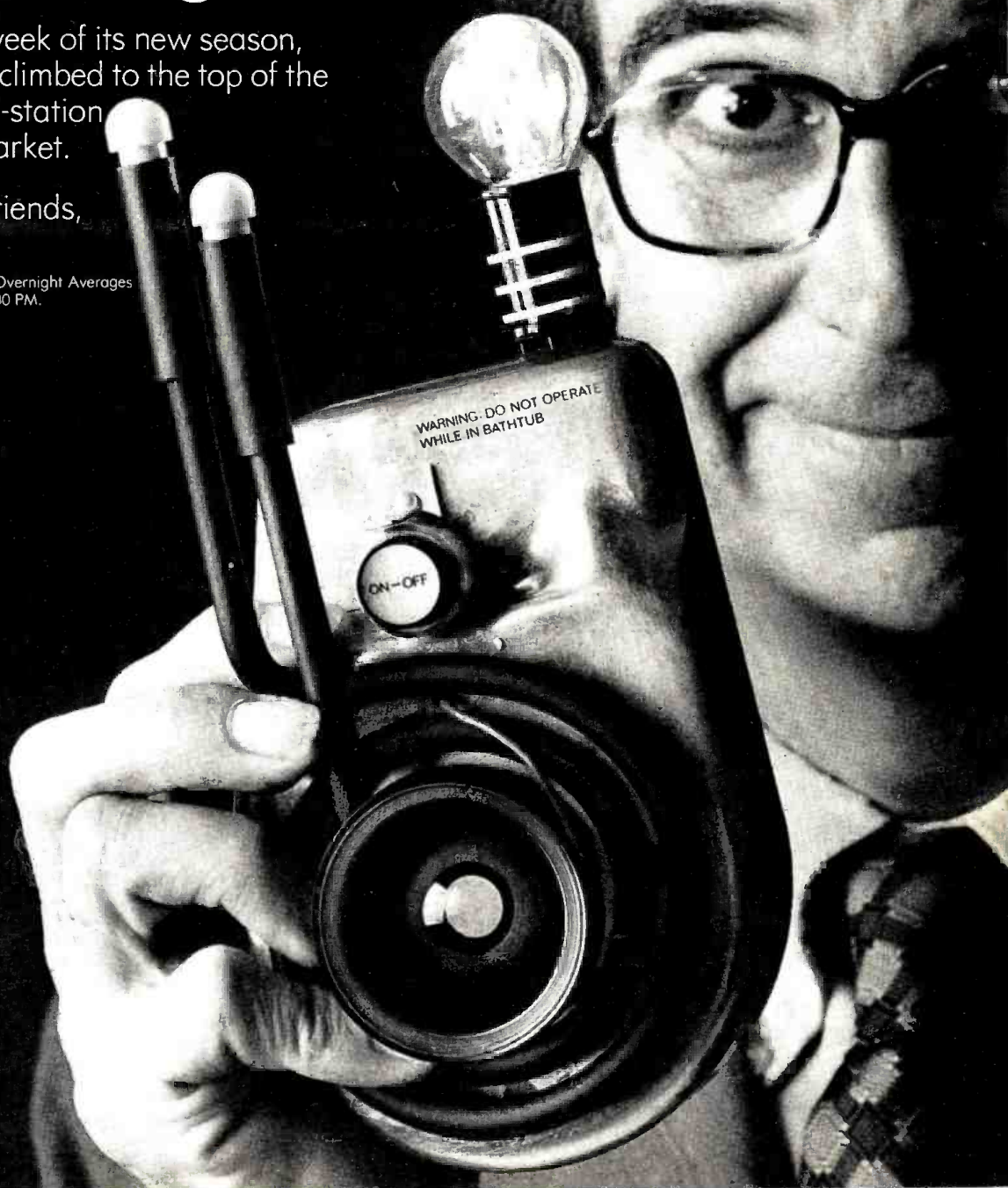
LIARS CLUB

#1 in Los Angeles

By the fourth week of its new season,
Liars Club has climbed to the top of the
ratings in the 7-station
Los Angeles market.

And that, my friends,
is the truth.

Source: Los Angeles Nielsen Overnight Averages
9/6-9/10/76, 7:00-7:30 PM.



Monday Memo[®]

A broadcast advertising commentary from Dick Craiglow, vice president, Tracy-Locke Advertising, Dallas

Phillips Petroleum shares the wealth of its free-enterprise spots

"Phillips Petroleum has produced a TV spot and it's making this same film available at cost for other companies around the country. It hopes others will buy TV time to help sell the free-enterprise system by reminding people how well it works. We applaud that objective. As far as we can determine, the free, competitive enterprise system works better than any other economic system ever conceived. Though it's widely misunderstood, the free-enterprise system is simply freedom for anyone to enter any business and compete fairly. The wonder is that it needs to be sold to anyone."—KNBC-TV Los Angeles (televised editorial on April 8, 1976).

That KNBC-TV editorial refers to "Newsboy," an award-winning 30-second commercial produced by Tracy-Locke Advertising for Phillips Petroleum. It's the latest effort in a Phillips-backed free-enterprise campaign that started in 1973.

The need for such a campaign was pointed out by research that showed a majority of the American public simply did not understand how the free-enterprise system works. And due to this lack of understanding, the public had stopped trusting American business.

For instance, college students think the typical big corporation makes a profit of 40 cents on every dollar of sales, while the true profit margin is only about four cents. No wonder this same group is generally in favor of increased government controls.

To correct this kind of misunderstanding, Phillips felt our country's economic system should be explained in simple, personal terms. Phillips advertising manager Joe Downing gave that assignment to Tracy-Locke.

In response, Tracy-Locke produced a series of television, magazine and newspaper messages. None contains any mention of Phillips products or services. They simply tell the viewer something positive about free enterprise, in an entertaining manner.

"Newsboy," which first aired in the fall of 1975, has been our most successful commercial to date. The commercial opens on a red-headed newsboy picking up his morning papers and making his rounds. He is identified as "an independent businessman. He makes his own deliveries, does his own selling, keeps his own books. To us he's just a paperboy. But he makes more money than 50% of the people on earth."

The commercial ends with the line,



Richard C. Craiglow is a vice president of Tracy-Locke Advertising, Dallas, where he is management supervisor on the Phillips Petroleum account. Mr. Craiglow joined the agency in 1965 in print production, and later moved into account service, then account management.

"Free enterprise. Sometimes, we forget how well it works." Identification of Phillips is limited to a video super of its logo.

The message struck home. The commercial was pre-tested in 20 cities. And 64% of the viewers remembered that the American newsboy earns more than half the world's population. In addition, "Newsboy" was viewed as a commercial in behalf of the free-enterprise system, rather than for Phillips Petroleum. And in this case, that's exactly what we wanted.

The free-enterprise program has also been well received in the creative community. The "Newsboy" commercial was included in *Advertising Age's* 100 best commercials for 1975. And the total program received *Esquire's* 1975 annual corporate social responsibility advertising award.

Because "Newsboy" proved to be such a winner, Tracy-Locke suggested that Phillips offer the commercial to other companies and institutions. Like a lot of good ideas, this one was incredibly simple. We were sitting around trying to think of ways to generate more impact for the free-enterprise campaign, when someone from creative said, "Hey, why don't we offer

this spot to other sponsors?" We all looked at each other and thought, "Now why didn't I think of that?"

So we designed an ad headlined: "It's time American industry took a stand for free enterprise." The copy went on to say, "American industry can no longer harbor its own silent majority. It's gone past the point where an isolated business has come under attack. The system itself is in danger. And if we don't stand up for it, who will?"

The ad appeared in February issues of *Business Week*, *Nation's Business*, *Harvard Business Review*, *Editor & Publisher*, *Forbes*, *Dun's Review* and the *Wall Street Journal*. "Newsboy" prints were offered for \$160 each with the logos of sponsoring firms inserted at the end of the commercial. Sponsors were responsible for their own media buys.

The results have been phenomenal. To date, Phillips has received over 2,500 responses to the ad. Requests for 16mm prints came from savings-and-loan associations, insurance companies, trade associations, television stations, banks, universities, service clubs, brokerage firms, oil companies and even a political party (The Libertarian Party of Canada). In fact, some sponsors were so pleased with the commercial that they bought television schedules for the first time.

Doyce Elliott, a company president of the Forward Group TV Stations Inc., summed up the views of most respondents: "We saw the commercial, liked it and wanted to give it more exposure. Never has there been a year when the public so badly needed an explanation about how the free-enterprise system can work. 'Newsboy' does so in a manner that everyone can understand. We'll air the commercial for the balance of the summer on our station in Odessa, Tex., and on some of our subsidiaries in West Virginia, Wisconsin and Illinois."

Based on this kind of response, we have produced a new, more comprehensive free-enterprise package to be offered to other companies and organizations by Phillips. The package includes radio tapes and scripts, newspaper and magazine print ads. Another television commercial in the free-enterprise series has recently been produced and is now being tested.

The success of "Newsboy" has shown us that television can promote more than products and services. Properly used, it can become a tool for gaining acceptance and understanding of an idea. Phillips's free-enterprise campaign demonstrates that even a concept as complex as our nation's economic system can be understood and personalized through the use of television.

GET THE ANSWERS

SALES . . . PAST DUE ACCOUNTS . . . LICENSE RENEWAL . . .
 ASCERTAINMENT . . . NEWS . . . MOTIVATION OF SALES
 PERSONNEL . . . FCC REGULATIONS . . .
 BROADCASTING . . . ENGINEERING . . .
 PICKUP RULES . . . PAY-CABLE . . . ENG . . .
 EDUCATION . . . SPOTS . . . EBS . . . AM STEREO
 REGULATION . . . FM SALES SOLUTIONS . . . SALES . . .
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 REGULATIONS . . . ENGINEERING . . .
 . . . CB'S . . . REMOTE PICKUP . . . PAY-CABLE
 . . . ENG . . . NEWS . . . SPOTS . . . EBS . . .
 AM STEREO . . . SALES SOLUTIONS . . .



Houston
 Oct. 18-19 • Hyatt Regency

Denver
 Oct. 21-22 • Brown Palace

Portland
 Oct. 25-26 • Sheraton Portland

New York
 Nov. 11-12 • Waldorf

Atlanta
 Nov. 15-16 • Omni International

Chicago
 Nov. 18-19 • Hyatt Regency O'Hare

Washington
 Nov. 22-23 • Statler Hilton

NAB / RAB REGIONAL RADIO CONFERENCES

- How to set up and maintain a small market news operation
- Costs, rewards and abuses of investigative reporting.
- Sales management idea exchange on making salespeople more productive
- How to collect past due bills
- How sales can be increased with spec spots
- What's happening at the FCC and in Congress
- Review of the short form renewal procedure
- Breakfast with top NAB, RAB and FCC staff, an opportunity for discussion and questions and answers on a one-to-one basis
- Buck Stops Here—compare your solutions to actual problems faced by broadcasters
- Luncheon address by Chairman Wiley in Houston and a representative of a major advertising agency or a large radio advertiser in other cities

NAB TELEVISION EXECUTIVES' SEMINARS

- Cablecast or Broadcast—a lively discussion by a reporter, cable executive, Washington lawyer, broadcaster and former federal official
- Pay Cable—an up-date on who's watching, where, in what numbers and at what profit
- Forecasts for spot, local and network in 1977 by TvB's Roger Rice
- Review of FCC and Congressional activities
- Installation and operation of ENG and legal factors of ENG and unions.
- Conversation with a member of the Commission
- Presentation by TIO's Roy Danish
- Buck Stops Here—compare your solutions to actual problems faced by broadcasters
- Luncheon address by a member of Congress

NAB ENGINEERING SEMINARS

- Understanding new remote pickup rules
- How to test TV transmission facilities
- Examine proposed AM stereo systems
- Review of automatic transmission systems
- How to improve coverage
- Circular polarization for TV
- FCC activities by a Broadcast Bureau official
- Buck Stops Here—compare your solutions to actual problems faced by broadcasters
- Luncheon address by Chairman Wiley in Houston and a representative of a major advertising agency or a large radio advertiser in other cities

The three separate, concurrent meetings will begin at 2:00 in the afternoon and conclude with a luncheon the following day. There will be a reception for all delegates the evening of the first day.

For The First Time In History
The New York State
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Has Two Winners For
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Both From The Same Station.

Channel 2 News At 6 With Jim Jensen—Channel 2 News At 11 With Rolland Smith & Dave Marash



The Same Station Was Also Honored With Special Awards For:

“Best Local Documentary News Program”

Channel 2 Eye On With Rolland Smith—Industrial Cancer: Warning! This Job May Be Fatal To Your Health



“Best Editorial”

Channel 2 Editorial: Nation of Immigrants—Peter Kohler & Sue Cott



“General Excellence Of Individual Reporting”

Editor Chris Borgen For His 3-Part Sanitation Workers Strike Investigation



“Special Citation”

Consumer Editor John Stossel For His 10 Part Survival Report On Air And Water Pollution



Follow The Winners On
Channel  News

Broadcasting **Oct 4**

Vol. 91 No. 14

Top of the Week

CBS takes a tumble in early going of new season, ABC rides high

Everyone is saying it's too early to tell what's really going on, but the perennial leading network finds itself in third place without winning one of the first 10 nights of the season, and it's already hard at work on replacement shows

"The indications are that ABC is doing better than we thought and CBS is weaker than we thought."

So says Bill Suter, a vice president at the Merrill, Lynch brokerage firm, echoing the general feeling on Wall Street that although the winners and losers of a new fall season shouldn't be judged on the basis of the first week-and-a-half's worth of ratings, CBS is off to a terrible start. CBS has finished last on seven of the first 10 nights of the season, and hasn't won a single night.

"But I'm telling my clients, 'Don't jump to conclusions,'" says Richard McHugh, senior vice president and corporate director of network relations and programing at Needham, Harper & Steers. "You can't make any rational decisions now. Everything is chaotic. Look at all the funny scheduling and frontloading and blockbuster movies. Programing is always atypical during the first few weeks."

"However," Mr. McHugh adds in the next breath, "if I were CBS I'd be scared to death."

"The poor start has had a noticeable impact on CBS's stock," says Dennis Liebowitz, a vice president of institutional research at E.F. Hutton. CBS's stock dropped two points late last week, a decline Mr. Liebowitz attributes directly to the circulation of the first week's ratings.

Mr. Liebowitz says that most brokers are sophisticated enough to know that the first 10 days do not a season make but they still study the night-by-night national Nielsens for unfavorable omens.

Bill Suter says, however, that since the 1976-77 season is pretty much all sold out, a continued poor performance in prime



The new news season. There's one more premiere to take place—ABC's revamped *Evening News* format, with a new set (top photo) and a new co-anchor, the first woman in such a network position, Barbara Walters. At a press conference in New York last week to introduce officially the new anchor team, who debut tonight (Oct. 4), William Shieehan (left in bottom photo) indicated the new set and added newswoman won't be the only changes to come in network evening news. He said, flatly, that "We'll go to an hour network newscast before 1977 is very old." He also reported that 27 producers and support people have been added to the show's staff. The new set, he said, is designed to allow Harry Reasoner and Miss Walters "to work and talk easily with each other and with newsmaker guests for interviews." The two appeared relaxed with one another at the news conference, and the droll Mr. Reasoner got a big laugh when he said, "Barbara's being so nice and cooperative—maybe she's trying to lull us into a false sense of security."

time wouldn't be felt by CBS in the rate card until the fourth quarter of 1977 at the earliest. "But by that time," Mr. Suter adds, "CBS will have gone all out to make a comeback."

Bucky Buchanan, the senior vice president in charge of media at J. Walter Thompson, says that so far the individual new shows that he predicted going in would be losers appear to be turning out that way, among them *Ball Four* and *Spencer's Pilots* on CBS and *Cos* on ABC.

Mr. McHugh says he's shocked at the low ratings so far of returning CBS series like *Rhoda*, *The Bob Newhart Show* and *Maude*. On the other hand, Bill Suter says he's surprised by the good Nielsen performance so far of ABC's *The Captain and Tennille*.

Dennis Liebowitz is negative on the

prospects of five new shows: *Ball Four*, *Spencer's Pilots*, *Cos*, and ABC's two Saturday comedies, *Holmes and Yoyo* and *Mr. T and Tina*. The only discernible hits among the new shows so far, in Mr. Liebowitz's eyes, are both on ABC: *Charlie's Angels* and *The Tony Randall Show*.

Critics' reaction to new season begins page 53

One important factor in ABC's success so far, according to Jack Otter, the vice president and director of network programing for SSC&B, is "the magnificent on-air promotion ABC is doing, particularly for its new shows like *Charlie's Angels*. The typical guy in the advertising department at a network will typically say,

'The programming department doesn't tell me anything.' Fred Silverman makes sure that the programming and advertising departments are perfectly meshed."

The reactions at the networks were fairly predictable, given the newness of the season and the ranking order.

ABC's programmers were ecstatic, NBC's were satisfied and CBS's were disappointed as the first week's prime-time ratings were punched out of the Nielsen computer.

With a 22.8 rating for the official premiere week (Sept. 20-26), ABC got off to the best start in its history. NBC's 19.5 rating was good for second place (not third, as reported here last week) and CBS brought up the rear with a 17.2 rating.

"I won't deny that we're rather disappointed by the first week's ratings," said CBS's vice president for programs, Bud Grant. "But you can't make changes based on one week of ratings—you've got to wait at least three or four weeks."

While he's waiting, however, Mr. Grant continues, CBS is whipping up 12 pilots that will be in the can by November, so that if a series on the current schedule is not delivering the Nielsens, "we'll move quickly."

A Lorimar action series called *Hunter*, starring James Franciscus, is already in production, and at least four sitcoms are ready for cranking out on very short notice: Paramount's *There's Always Room* (starring Maureen Stapleton as a boardinghouse proprietor), Viacom's *Stop the Presses* (a gang comedy set in a newspaper city room), Universal's *Roosevelt and Truman* (about a pair of black security guards) and Jerry Weintraub's *The Shecky Greene Show* (featuring the comic as an ex-Marine sergeant now working as a playground supervisor in Washington, D.C.).

The most discernible weak spots on CBS's schedule, according to various sources, are *Ball Four* (Wednesday, 8:30-9 p.m., NYT), which premiered with a 15.1 rating and 24 share, and *Spencer's Pilots* (Friday, 8-9 p.m.), which managed only a 10.3 rating and 18 share on Sept. 24, both new shows; and two second-year shows: *The Blue Knight* (Wednesday, 10-11 p.m.), which kicked off with a 13.2 rating and 22 share (the latter figure representing the loss of an incredible 19 share points from its *All in the Family* lead-in), and *Doc* (Saturday, 8:30-9 p.m.), which started the season with a 14.5 rating and 25 share.

Irwin Segelstein, NBC's executive vice president for programs, says he was particularly pleased by the solid ratings chalked up by returning NBC shows like *The Rockford Files* (Friday, 9-10 p.m.; a 19.4 rating and 33 share on Sept. 24), *Emergency* (Saturday, 8-9 p.m.; a 19.5 rating and 34 share on Sept. 25) and *The Little House on the Prairie* (Monday, 8-9 p.m.; a 21.0 rating and 31 share on Sept. 27).

"Let's face it," Mr. Segelstein adds, "stunting was the order of the day during premiere week, and most of the stunting worked." NBC sources estimated that just about 40% of the premiere-week schedules of all three networks represented pro-

grams that were either expanded in length, replaced by specials or pushed out of their natural time periods (e.g., by the Ford-Carter debate). NBC stunted *Baa Baa Black Sheep* twice in the same week, starting with a special two-hour episode on Sept. 21 (Tuesday, 8-10 p.m., where it got a disappointing 15.9 rating and 24 share) and then a one-hour episode two nights later in a schedule rearrangement caused by the debate (Thursday, 8:30-9:30 p.m., where it harvested a better 19.8 rating and 31 share).

After the first eight days of the season, though, NBC's only obvious weak series appears to be *Quest* (Wednesday, 10-11 p.m.), which managed only a 15.6 rating and 25 share in a special 90-minute premiere (although, in mitigation, it was hurt by its lead-in, a made-for-TV movie called "The Million Dollar Rip-Off," which got only a 13.1 rating and 21 share).

ABC, basking in its best premiere week ever, racked up six of the top 10 shows for the week ended Sept. 26: *Happy Days*, number one with a 34.7 rating and 53 share; "Butch Cassidy and the Sundance Kid," number two with a 31.9 rating, 51 share; *The Bionic Woman*, number four, 28.1/46; *Rich Man, Poor Man—Book II*, number seven, 26.7/42; *Charlie's Angels*, number eight, 26.4/45 and *The Six Million Dollar Man*, number 10, 23.2/34.

Two NBC theatrical movies finished third ("Airport '75," 31.6 rating and 46 share) and fifth (part one of "Earthquake," 27.8/41), and special editions of two long-running CBS sitcoms finished sixth (*All in the Family*, 27.3/41) and ninth (*M*A*S*H*, 23.5/34).

The image war: Ford and Carter spend millions for advertising on television

TV spots for both promote the man and avoid discussion of the issues

President Ford is a decent, down-to-earth, yet forceful and effective man, who has brought America out of the nightmare in which it found itself when he became President two years ago. That, at least, is the image being presented to the country in the commercials the President Ford Committee began placing on the TV networks last week.

The commercials—running 30 seconds, 60 seconds, and five minutes in length—are designed to carry out themes decided on by President Ford's advisers in Vail, Colo., after the Republican convention in August. They focus on what are perceived to be the qualities of the man rather than the majesty of the office, and on the good feeling his backers say the President has restored to the country.

The commercials are the answer to

those the Democratic Party has been running in behalf of its presidential nominee, Jimmy Carter, for a month. Those focus on the many roles of Jimmy Carter—farmer, businessman, former Georgia governor (but not the born-again Christian; that, says one of those preparing the commercials, is "personal").

And if Jimmy Carter can walk across a field in boots and workshirt, President Ford can wear a sport jacket. And if Jimmy Carter, against a backdrop of landscapes and faces reflecting different regions of the country, can speak of the need for the government to mirror the "competence," "compassion" and "simple decency of its people," Mr. Ford can be pictured as presiding, lightly but firmly, over a nation enjoying the blessings of peace.

(Mr. Carter is one up on the President in at least one regard in the contest of commercials, however. In four of his television commercials and five of his radio spots, Mr. Carter discusses issues in Spanish—"acceptable" Spanish, according to Charlene Carl, vice president and media director of Gerald Rafshoon Advertising, the Atlanta-based agency handling the Carter campaign. The spots were translated by Jose Molina, of Latino Marketing Associates, Los Angeles.)

The Ford commercials are the product of Campaign '76, the Ford committee's in-house agency, which is run by political consultants John Deardourff and Douglas Bailey, of Washington, and whose creative director is Malcolm D. MacDougall, of Humphrey, Browning, MacDougall, a Boston advertising agency. The ads have been carved from thousands of feet of film that several film crews have shot since the convention—in Kansas City, Mo., at the White House and on the campaign trail.

The absence of professional actors and script, and the documentary approach give the commercials a realism and naturalism missing from some of the commercials the Ford campaign ran during the primary campaigns.

But the commercials are not without staging. In two 60-second commercials (from which 30's were drawn), the President is seen in open-neck shirt and sport jacket talking to a group of elderly visitors about retirement and health care issues. In another 60-second spot, he is seen, in the same outfit, talking to children about what he thought was his "greatest accomplishment" (the "healing of America"). Both were filmed in the Oval Office, but nothing much was made of the fact. Nor was anything made of the fact that the visitors, old and young, had been recruited from among Washington-area residents for the filming.

It isn't all simply scenes from the life of the President next door. The one-minute commercial that was the first of the Ford spots to be seen on television last week dwelt on the "accomplishments" of the first two years of the Ford administration. It doesn't mention Watergate but talks of the "nightmare" in which the country found itself and from which it has emerged. It talks, too, of advances made in improving the economy—of more pro-

ple working and of inflation curbed. And its tag line is, "He's making us proud again"—a line heard on several of the other commercials.

The spot features what is likely to become the theme song of the Ford campaign—"I am Feeling Good About America," written by Robert Gardner, of the J. Walter Thompson advertising agency in San Francisco. It is decidedly upbeat, beginning, "There's a change that's come over America, a change that's great to see . . ." The song will be heard often on radio, in versions recorded by a variety of popular singing groups, from rock to western. (The Carter campaign has its own theme song, a folk-like number whose refrain is, "Once and for all, why not the best?")

One of the commercials that began appearing last week—five minutes—makes it clear President Ford is not running by himself any more than Jimmy Carter is. It dwells on what many believe to be one of the President's most powerful assets—his family. Sons Steven, Jack and Michael and wife Betty are shown speaking admiringly of father and husband, while Susan is seen hugging her father. Through it all the President offers his proud assessment of his family, without forgetting to mention that, like all fathers, he's had his "differences" with some of his children. The unseen announcer describes the Fords, almost redundantly, as "a close, loving American family," and, toward the close, adds, "Sometimes a man's family can say a lot about the man."

Another five-minute commercial seeks to define the kind of leadership President Ford has provided. It has been effective, it says, but it has not been the solitary brand of leadership practiced by his predecessor, it suggests. "I tried to make the Oval

Office more relaxed," the President says, voice-over. "We've created a nonimperial presidency." And an Oval Office filled with advisers and the testimony of two aides attest to the President's interest in hearing a wide variety of views on issues.

Nor will the eight Ford commercials already prepared be the total shown on television. A dozen more are in preparation. One five-minute number will be designed to fill in what the President's backers feel is a serious gap in the public's knowledge of Mr. Ford—his background. The commercial will constitute a minibiography—All-American football at Michigan, Yale Law School, war-time service in the Navy, and Congress.

The Carter campaign had a month's headstart on Campaign '76. It has already produced 30 commercials—six of them five minutes in length—and has been showing them since early September. But the Ford campaign will be closing with a rush. Where the Carter campaign has budgeted between \$8.5 million and \$10 million for media, with \$6.6 million of that earmarked for television, the President Ford Committee expects to spend \$8 million on television (a little more than half of that on spot buys that are beginning this week) in the five weeks before Nov. 2. All told, the Ford committee expects to spend \$10 million on media, something under \$1 million on radio.

Whatever philosophical differences the Carter and Ford camps may have, their advertising people appear to share a common approach. The commercials, says Rafshoon's Carl, are not an exercise in image building. They are "all a reflection of Jimmy." "We felt," said Campaign '76's MacDougall, that the need was "to show the man as he is."

There's little doctoring of debate formula for Wednesday

Both sides express satisfaction with procedures in Philadelphia; follow-up question change possible; league will not, however, back down on ban on shots of audience

The second debate between Jimmy Carter and President Ford, scheduled for 9:30 to 11 p.m. Wednesday (Oct. 6), was on track last week. The place, the Palace of Fine Arts Theatre in San Francisco, is different from the first, but to the TV viewer, it will look exactly the same.

There were discussions last week between the sponsoring League of Women Voters and representatives of the two presidential candidates about changing a few things in the next debate. For example, they talked about eliminating follow-up questions, shortening the time for responses, permitting the candidates to address each other and, in general, picking up the tempo over that of the first debate in Philadelphia. There was talk of change, but with little commitment behind it. Representatives of both candidates said their man was basically satisfied with the look and format of the first debate.

President Ford's debates coordinator, Michael Duval, said the President is pleased with the way things are. Mr. Carter is also satisfied to continue the same way, said his TV adviser, Barry Jagoda.

However, Mr. Jagoda added, that Mr.

Networks and league argue newsworthiness of Ford-Carter debate

It was not staged, they say, and not subject to equal-time as minor-party candidates say

Independent presidential candidate Eugene McCarthy and the American Independent Party nominee, Lester Maddox, were attempting to persuade the FCC last week that they are entitled to equal-time as a result of television coverage of the League of Women Voters-sponsored debate between President Ford and his Democratic challenger, Jimmy Carter. A major argument is that the 26-minute interruption in the debate in Philadelphia, when the TV audio failed, proves that the debate was an event staged for broadcasters and not a bona fide news event.

Not so, say the networks and the league, in responses filed last week. The debate, they say, was clearly a bona fide news event, as witnessed by the wide attention given it in the press. Moreover, they contend, the interruption in the debate could not prove what the complaints say it does. The reason: the audio failure affected not only the networks but the public address system in the Walnut Street Theater,

where the debate was being held.

The system providing communication between the candidates and the panelists and the public address system were connected to the ABC pool feed, and, both ABC and the league noted, they failed when the broadcast audio failed. Tying the public address system in to the television feed is standard procedure followed at political conventions, congressional hearings and other events, ABC said.

Furthermore, the league said, when the network technicians were unable to solve the problem promptly, league personnel attempted to regain control of the public address system so that the debate could resume, but were unable to do so. That was a reference to the fact that harried ABC personnel were too busy with their problems to attempt to comply with the league's wishes (see page 28).

Beyond the issues raised by the first debate, Mr. McCarthy, who filed his complaint with the commission after failing to get a court injunction to stop the debates, is seeking a ruling that, as a "major" candidate, he should be included in the upcoming debates. However, the networks

said the commission lacks the authority to issue such a ruling.

The networks also say there is no basis for the alternative relief Mr. Maddox and Mr. McCarthy request—a fairness doctrine ruling in their favor. They say no showing has been made that they have not been adequately covered.

Mr. Maddox and Mr. McCarthy also have a back-up request in the event the commission rules against them on the equal-time issue. They say the commission should rule that the fairness doctrine applies.

The networks said there was no basis for that request, either. They said neither candidate had shown that the networks had not covered them. Furthermore, NBC said, granting the complaint would "require the commission to construct a new fairness doctrine which in effect would extensively involve the commission in reviewing broadcaster judgments on news coverage."

With the second Ford-Carter debate scheduled for Wednesday, the commission is expected to rule today (Oct. 4) or tomorrow.

Carter would not mind if the format were less rigid and permitted the candidates to address each other. He said Mr. Carter has always favored a less structured plan.

Mr. Jagoda and Gerald Rafshoon, the Carter advertising director, meet in Atlanta Thursday with representatives of the league, including James Karayn, debates project director; Ruth Clusen, league education fund chairman, and Peggy Lampl, league executive director.

The purpose of the meeting was to hold a critique on the first debate. Said Mr. Jagoda: "We were anxious to respond to public criticism about the dullness of the first debate." There were no specific proposals for renovating the format, however, and for that reason, and because of other duties to the President, Mr. Duval said he did not attend. With no representative from the President, no major changes were agreed to in Atlanta.

Both sides did agree on one possible alteration: eliminating the follow-up question unless it is really a follow-up. Both sides agreed the follow-up question in the first debate more often was just a second question on a similar topic rather than it was a request for clarification. That gave the opponent more to respond to in the allotted two-minute rebuttal, and for that reason tended to put the opponent at a disadvantage, they agreed.

In the first debate, the candidates were given three minutes to answer the first question, two minutes to answer a follow-up and the opponent then had two minutes to rebut.

The second debate, as the first, will last 90 minutes. The panel of three questioners and moderator—all journalists—had not been selected as of last Friday.

The site, the Palace of Fine Arts is an ornate, domed building from the 1915 Panama-Pacific Exposition near the foot of the Golden Gate bridge.

The theater was pronounced "good" last week by Jack Kelly, producer for the CBS News special events unit, who is serving as producer for the four-network pool broadcasting the event. CBS has the pool this debate, the Public Broadcasting Service has it for the vice presidential debate Oct. 15 and NBC has it for the last presidential debate.

Mr. Kelly said there are no changes in the coverage of this debate, nor are there any in the staging. The league shipped to San Francisco the same backdrop and props it used in the first debate.

The only difficulty with the San Francisco theater is that it has no air conditioning, Mr. Kelly said. The league is providing portable air conditioning units for the candidates' comfort.

The league did not relent last week on its prohibition against TV shots of the audience during the debate. ABC News President William Sheehan, in a telegram to Mr. Karayn last week, requested that the candidates be asked again about audience coverage. They were and again rejected the idea, arguing as they did before (BROADCASTING, Sept. 27) that periodic cutaways from the candidates would distract and possibly influence home viewers.

Copyright is out of Congress

Bill is voted out after 10 years of trying; under it, cable will have to pay a fee for TV signals

The first revision of copyright law in 67 years passed Congress last Thursday. Under it cable television and public broadcasting will for the first time have to pay copyright royalties.

After a decade of trying, both houses moved final passage swiftly. The vote in the Senate was 75-0. The House passed it by voice vote. It now goes to the President, who is expected to sign it into law.

The cable TV and public broadcasting sections are those of the House's version of the bill. The following are the major provisions:

- Cable systems get a compulsory license requiring them to pay flat semiannual royalty fees based on the number of distant signals they carry and on their subscriber receipts. Under a fee scale, written into the bill, cable systems will pay 0.675% of their gross receipts for the first distant signal, 0.425% of the second, third and fourth and 0.2% for each signal over four.

- Systems with less than \$80,000 semiannual income get a break from the standard fee schedule, but they would always have to pay at least \$30 a year. Systems with from \$80,000 to \$160,000 semiannually, get a lesser break. The top-25 multiple-system cable operators are not entitled to these small and medium-system exemp-

tions.

- A five-member royalty tribunal is established to review the cable and other rates. It would convene immediately for review of the cable rates if the FCC changes its syndicated exclusivity rules or adds to the number of signals cable systems can carry. Except for these extraordinary meetings, the regular cycle for reviews is five years.

- The bill prohibits cable systems from substituting their own commercials on imported broadcast signals, and permits local TV and radio stations to sue them if they violate that.

In addition, the broadcasters won in the House's report, which explains that body's intent behind its language, the admonition to the FCC that nothing in the copyright bill should be taken as encouragement to change its pay cable or distant signal rules. The same language is not in the House-Senate conference committee report.

- The cable compulsory license applies to signals imported from Mexico and Canada, but with restrictions. In the case of Mexican signals the cable system carrying them has to be within reach of the Mexican station's over-the-air signal. In the case of Canadian signals, the cable systems have to be within 150 miles of the Canadian border or above the 42d parallel.

- The bill makes it legal for archives and libraries such as Vanderbilt University's TV news archives to copy news programs—local, regional and network—for lending out to researchers, but with restrictions preventing the borrowers from using copies for profit or politics.

It also sets up the American TV and Radio Archives in the Library of Congress

NAB offers figures to prove harm done by imported signals

House Communications unit gets data showing reduction of audience in markets with significant cable penetration

The National Association of Broadcasters has more data that, it believes, demonstrates that distant-signal importation into a TV market reduces the audience and, consequently, the revenues of stations in the market.

In a letter to the House Communications Subcommittee, which two weeks ago concluded hearings on cable TV regulation, NAB President Vincent Wasilewski offered figures purporting to show that in three-station TV markets that are served by cable, the average viewer loss is 21.6%. There are 23 such markets, said Mr. Wasilewski, and they have an average cable penetration level of 33.7%.

In markets with fewer than three stations (54), the average audience loss to cable is 34.3%; average cable penetration is 37%. In markets with more than three stations (22), the average audience loss is 13.2%; average cable penetration is 19.7%.

Mr. Wasilewski also offered data that

fleshed out earlier testimony given by broadcasters from the Palm Springs, Calif., market, who claimed the market is particularly hard-hit by cable television.

Palm Springs is the 190th market, with two TV stations, KMIR-TV and KPLM-TV. Cable penetration in the market is 62.9% and the cable systems there typically import nine Los Angeles stations, according to NAB. The association's analysis of Arbitron 1975 county coverage figures concludes that two stations lose 45% of their audience to the Los Angeles signals. The loss is greatest in early fringe time, according to the figures, when the audience reduction is 78%. The reduction is 37% in prime time.

Mr. Wasilewski says in the letter that available statistical evidence, including computations by NAB's research department, support "the common-sense notion that a station's revenue relates directly to its audience."

KMIR-TV claims it has lost money every year since it went on the air in 1968. By NAB's figuring, however, the station would be making money if there were no distant signals imported into the market.

for collecting, cataloging and lending broadcast news and entertainment programs.

■ The bill creates a compulsory license for public broadcasting stations to help the stations avoid the paperwork and legal costs they say they would have been required to negotiate for the rights to everything they broadcast. The license does not apply to dramatic or literary works, however.

The public broadcasters are strongly urged to negotiate their own royalty rates. Administration of the fees is left up to the private parties.

After three years of business, MPC throws in towel

Katz billing-collection subsidiary ceases operation on Dec. 31, blames upward costs spiral

Media Payment Corp., set up by the Katz Agency to perform billing and collection functions for television and radio stations, is going out of business at the end of the year.

MPC, which began operations Jan. 1, 1974, blamed rising costs for the decision to terminate its services. The company, a wholly owned subsidiary of Katz, said it would have had to impose an additional rate increase to meet operating costs and was reluctant to take that step.

An MPC spokesman said the firm served about 200 TV-radio stations, which pay fees based on annual billings. MPC reportedly has not been able to break into the black because of high start-up costs and the continued increases in costs for salaries and leasing of computer time.

Before MPC was formed, Katz customarily provided billing and collection services for its represented stations at no cost. With expertise gained over the years, Katz decided to offer its services for a fee, both to Katz-represented and outside stations. Katz will not revert to its earlier practice of supplying billing-collection services free to its represented outlets, however.

Media Payment sent letters to its clients last week apprising them of the move and stressing that the next three months will be a period of "smooth transition." MPC said all of its payment obligations to stations will be on time and the company will continue to maintain a staff beyond Dec. 31 to handle billing and collections that occur in December.

MPC has 60 employees. An official said that at least some staffers are expected to be absorbed into The Katz Agency. Kenneth Donnellon was president of MPC from its founding until early this year, when he was named a consultant. Geno Cioe, who had been manager of Katz Radio's Detroit office, was named president of MPC several months ago. It is anticipated that Mr. Cioe will be assigned to an executive post within Katz.

In Brief

□ **Leonard H. Goldenson** (c), board chairman of ABC Inc., is presented with Humanitarian Award of National Conference of Christians and Jews in Los Angeles last week by John Wayne (l). Looking on is Barry Diller, chairman of Paramount Pictures and NCCJ dinner chairman who described Mr. Goldenson as "outstanding industry leader." In accepting award, Mr. Goldenson told 1,500 people attending 13th annual affair that broadcasting and motion picture industries have played important role in promoting brotherhood in the world.



□ **WRMF-AM-FM** Titusville, Fla., sold by Fairbanks Broadcasting Co. to Advance Communications (Pat Nugent, et al) for \$575,000.

□ **Black Hawk Broadcasting Co.**, licensee of Iowa and Minnesota radio and TV stations, **will support Westinghouse Broadcasting Co.** petition for ruemaking to break up TV network power over affiliates (BROADCASTING, Sept. 6). Robert Buckmaster, chairman, also has asked ABC and NBC affiliates associations to back hold-that-line effort.

□ Senate Commerce Committee Chairman **Warren Magnuson (D-Wash.)** says his committee will be "public forum" for study of TV violence. **President Ford** told some 20 members of National Religious Broadcasters Association Thursday that he supports **five-year licenses for broadcasters.**

□ FCC "has shown signs only recently of loosening its close relationship with broadcasting and telephone industries." That is over-all assessment of FCC by Representative John Moss's (D-Calif.) Oversight and Investigations Subcommittee following investigation of nine regulatory agencies that has been going on since April 1975.

□ **William G. Walters**, president of Peters, Griffin, Woodward, New York, leading station representative firm, named board chairman. **Lloyd Griffin**, present chairman, becomes chairman of executive committee but continues as chief executive officer. **James R. Sefer**, senior VP for Midwest, succeeds Mr. Walters as president and chief operating officer. ■ **Herbert Granath**, former ABC Sports sales official now senior VP of TransWorld International, to be proposed as VP of ABC Inc. and assistant to President Elton Rule at board meeting Oct. 11. It's same title but not same job as that resigned by I. Martin Pompadur (BROADCASTING, Sept. 20). ■ **Edward Montanus**, senior VP of MGM-TV New York, named executive VP, responsible for worldwide sales, advertising and publicity, administration and program sales development. ■ **John F. Bayliss** named president of radio division of Combined Communications Corp. He has been president of WSAI-AM-FM Cincinnati, sold by CCC to Affiliated Publications Inc., will supervise four remaining AM's, three FM's in CCC portfolio, as well as announced expansion to full seven AM, seven FM complement. ■ **Wayne C. Cornils**, president and general manager of KFXD-AM-FM Nampa, Idaho, named director of membership for National Association of Broadcasters, effective Oct. 25. He will report to James Hulbert, NAB senior VP for station services. Mr. Cornils will relinquish present seat on radio board and sell 20% interest in KFXD stations. He replaces Alvin King, dismissed as director of station relations in May (BROADCASTING, May 24), subsequently named executive VP for station services at National Radio Broadcasters Association. ■ **Herbert Maneloveg**, director of marketing information for various divisions of Playboy Enterprises, New York, and formerly top media executive with BBDO and McCann-Erickson, New York, named senior VP for media services, programing and media research at Kenyon & Eckhardt, New York, overseeing staff that places about \$80 million annually in broadcast billings.



Walters

Sefer

Granath

Montanus

Cornils



Broadcast Journalism®

The first debate: up to expectations of 90 million people who watched it?

Marred not only by sound snafu, it did not, as many hoped it would, provide a clear picture of either candidate or his positions

A week and a half later, the prevailing opinion seems to be that the anticipation of the first Ford-Carter debate was more exciting than the actual event. Except for ABC, which found more excitement than it wanted.

Ensuing media play has focused on the 26-minute audio breakdown in the first debate as much as on what was said, and there are probably more readers and viewers who can name the part in the ABC equipment that malfunctioned than there are that can repeat what the candidates said about taxes.

The 26 soundless minutes will doubtless become an intimate detail in the retelling of the 1976 debates. Reaction to the gap has ranged from amused to appalled. For example, it made the headlines in European publications that covered the debates. The mass circulation French newspaper, *Soir* said of it, "The great loser in the televised Ford-Carter duel yesterday evening was surely American electronics... a humiliating defeat."

Marshall McLuhan, the media guru, told Edwin Newman and Tom Brokaw on NBC's *Today Show* that the breakdown was actually a rebellion of the machinery against "the most stupid arrangement of any debate in the history of debating." He was criticizing the format as unsuited to television.

Jimmy Carter, whose answer was interrupted by the silence, said he was not upset about it.

The debate itself drew mixed reviews, although there was a developing consensus that Mr. Ford fared better than his opponent. For himself, Mr. Carter acknowledged getting off to a slow start, but so, in his opinion, did President Ford. He also said he was "a little too reticent in being aggressive against the President," a mistake he will try to correct at Wednesday's (Oct. 6) confrontation in San Francisco. Mr. Ford said he thought he did a

good job.

Candidate partisans also offered their reviews, naturally favoring the performance of their man. Even the candidates' families got into the act. Mrs. Ford said she thought the President "handled himself very well." Mrs. Carter said, "Jimmy did so well... Jimmy has specific programs, and he was able to get that point across, and that he is a leader."

The commentators for the most part did not try to pick a winner. Several endeavored instead to downplay the importance of the debates. Said columnist Joseph Kraft, "The debate between the presidential candidates on Thursday settled one matter, which is that the face-to-face televised encounters are almost surely not going to decide the presidential election." The *Washington Post's* TV critic, Sander Vanocur, faulted the network newsmen on the scene for overplaying the debate's importance. "Networks have a vested interest," he said, "in making you think televised meetings between the two candidates can decide elections... My own instinct is that they tend to distort our perceptions of politics because they are built up as exciting events... The political process is, and should be, dull."

And the *Washington Post* editorialized that the question of who won "misses the point. Neither man won decisively. ABC lost. Just about everybody else involved won something..." In the *Post's* opinion, the debates offered "no disasters and no crashing successes."

The viewers had their say, too, in several opinion polls published since the debate. Mr. Ford came out ahead of Mr. Carter in all of them. In one of the most recent, a poll by the *New York Times* and CBS News, 37% of respondents said they thought Mr. Ford won. That is in contrast to 24% that gave Mr. Carter the win, and 35% called it a draw. According to the poll, Mr. Carter maintains the lead in vote count, but Mr. Ford kept more of his own supporters, picked up more of his opponents' and drew more undecideds as a result of the debate than did Mr. Carter.

Almost half of those surveyed by the

Times-CBS poll said the debate had not affected them. One-third, however, said, their decisions had further solidified as a result and 3% switched—2% to Mr. Ford, 1% to Mr. Carter.

Asked what had formed their impression of the debate, most respondents to the *Times*-CBS poll said the candidates' style and presentation. President Ford scored higher on that point, while most of the favorable comments given Mr. Carter were issues and philosophy, matters that apparently did not imprint deeply on the debate watchers.

Aside from the Roper poll (BROADCASTING, Sept. 27), which gave Mr. Ford the edge among a sampling of viewers during the first debate, there was also a poll by Associated Press. That survey, done the same night as the debate, gave the win to neither candidate, but concluded that Mr. Ford picked up more voters afterwards than did Mr. Carter. Mr. Ford's support rose from 41% to 44.9%, while Mr. Carter's rose from 45.3% to 46.9%.

Karayn puts another layer between TV and debate

At next one in San Francisco, there'll be separate PA system so the show can go on if the network audio fails again; League of Women Voters says its having financing problems

Next time, if there is an audio breakdown at a presidential debate, it will continue without television.

The League of Women Voters, the sponsoring institution, is seeing to that by providing its own public-address system to switch on in the event of another network malfunction like the one two weeks ago.

There was potential danger in the arrangement at the first debate, when the entire program halted and the candidates stood nearly motionless for exactly 26 minutes while the pool network, ABC, searched for the problem. Although the debates are supposed to be an event exclusive of television, the first one had to stop when the sound did because the network also had control of the internal sound system.

That is not in itself a startling discovery. It is customary, TV experts say, for the network to tie the internal PA system in with the broadcast signal to prevent feedback and static over the air.

So when the sound went dead, "you had this unusual occurrence that coverage of the event was stopping the event," said James Karayn, project director for the debates' sponsor, the League of Women Voters' Education Fund.

The danger in that situation was the sudden vulnerability of the networks to charges that the event was no longer a

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bona-fide news event. Coverage of it might not be exempt from the equal-time requirement, under the FCC's interpretation.

Representative Lionel Van Deerlin (D-Calif.), Chairman of the House Communications Subcommittee, raised that problem the day after the debate, when he said the 26 minutes "made a mockery" of the FCC interpretation of the debates exemption. The FCC's interpretation is widely read to mean that TV coverage and the event are to be separate. It requires the debate to be sponsored by someone other than TV and to be carried live and in full.

Mr. Van Deerlin got disagreement, however, from FCC Commissioner Abbott Washburn, who said last week he thinks most Americans would agree the event was a bona fide news event—"a very major one"—and from Mr. Karayn, who argued that despite efforts to maintain antiseptic separation between the league and TV, television unmistakably was part of the event.

The networks, in Mr. Karayn's opinion, should have covered the audio problem as a news story. "It was a sub-event" he said. Not that television should have gone inside the ABC truck where undoubtedly "pandemonium reigned. I'm sure you'd have had to bleep out half the conversation that was going on there," he said. "But why didn't they have a representative standing outside the truck saying at least we don't know what the trouble is?"

As it happened, Mr. Karayn did try to continue the debate last Thursday without TV. Sitting stage right beyond view of the cameras, Mr. Karayn said it took him "two or three minutes" to decide that the program would have to continue, coverage or no.

The ensuing events, as Mr. Karayn recalls them, went like this: He called the league's broadcast coordinator, Jack Sameth, to relay the message to ABC that the debate had to continue. Because the league and the network tried to keep careful lines between the creator and the carrier of the event, Mr. Karayn did not have any direct telephone contact with ABC. In fact, he never even saw the inside of the ABC-TV truck, he said.

Mr. Karayn also consulted representatives of the two candidates and moderator Edwin Newman, and found all in accord

that the show must continue. Through Mr. Sameth, Mr. Karayn called for the PA system, but word came back that the network had its hands full with trying to locate the reason for the audio failure.

Mr. Karayn, like others still held out hope that the sound might return any moment. Time was compressed in his mind, he said; 20 minutes were more like seven. He resolved to press the issue and walked across the stage a second time to a man working on the opposite side at a sound table for ABC. He said he demanded that the network break away the PA system. The man called the truck and got the same answer: that the network couldn't help. Mr. Karayn said at this point he was saying over and over that he had to have his PA system back. He was afraid the candidates would walk away. He was told that if the networks broke away the PA, that would be all for TV for the night. He said that was all right.

"I was saying to the pool—and the pool was getting mad at me when I said—'cut your goddamn picture.' They were saying 'you have no right to tell us that.' And I said 'no, I don't. It's not my place to tell you to take off your coverage.' But it was my job to try to continue our event."

Moments after his second stage crossing, Mr. Karayn, said, word came through that the sound was back.

Through all that, there was never real hostility between him and ABC, Mr. Karayn said.

"Even after the big gap in the audio thing, professionalism prevailed. It really did. ABC was absolutely first rate in doing its utmost to see that the event was covered well."

Mr. Karayn said he agrees that the current set-up for the debates is not the best and compared it to "going through the ball park through the opening in the fence, rather than through the front door." In his opinion, "If this kind of thing continues there would have to be some kind of closer working relationship, where people wouldn't feel encumbered because lawyers are standing over you saying don't do that, don't hand him that, don't hand him this."

But he rebels against the notion that the first debate could have been better if held in a studio, as Mr. Van Deerlin, for one, suggested. About the 26 minutes, "that error was not ours," Mr. Karayn said. "That was the broadcasters'."

Next time, he promised there will be an extra public address system, with separate microphones nearby each participant but not actually on the table or rostrums. If there is a TV breakdown, however, they will be in reach, so the event will continue, even if only the 400 league invitees and attending reporters can hear.

In another development last week, the league let it be known it is having trouble raising the money it needs to finance the debates. Its sponsorship will not end because of that; if need be, it will cover the expenses with its own money. The league estimates it will need up to \$250,000. But by last Wednesday the total was under \$55,000. Much of that came in individual

contributions of \$10 to \$25, but the bulk came from only two contributors—\$20,000 from the American Bar Association and \$10,000 from John D. Rockefeller III.

Peggy Lampl, executive director of the league's education fund, said last week the money goes for salaries and travel expenses for about a dozen staff members, expenses for the panels of interviewers, for construction and transportation of the stage set and hall rental. Rental of the Walnut Street Theater in Philadelphia, used for the first debate, was \$1,650. Ms. Lampl said she expects the Palace of Fine Arts in San Francisco, site of the next debate, to be cheaper.

Actually, it was exactly 26 minutes

But a lifetime just the same for the broadcast engineers responsible for the audio for the Ford-Carter debate; here's how they fixed it

When the sound went off, Philip Levens couldn't believe it.

Mr. Levens, who is ABC's director of television operations, was sitting in the TV control truck parked just outside the Walnut Street Theater in Philadelphia, where President Ford and Jimmy Carter were winding up—or so everybody thought—their first debate (BROADCASTING, Sept. 27). ABC was handling the video and audio pool for the debate, and Mr. Levens and his associates were watching carefully.

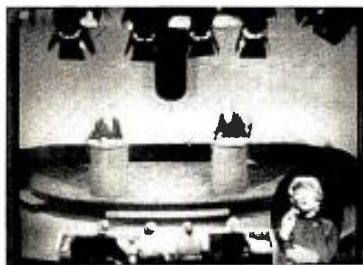
Mr. Levens's first thought when the sound stopped, he recalls, was that the trouble must be in the monitor on which he was following the proceedings. But he turned around to Joe Venum, an audio man sitting in a booth in the back of the truck, and after a little difficulty in communicating, (the booth was soundproof), he got word. "I'm not getting anything," Mr. Venum told him.

That meant the trouble was outside the truck. For all Mr. Levens knew, somebody had cut the line leading in, or who knows what.

He headed for the audio booth, which was inside the theater, behind the rows of orchestra seats, but getting there was something else.

"The Secret Service was all over the place," Mr. Levens said. "They stopped me at three different checkpoints and made me produce my credentials." He figures it took him from three to five minutes to cover the 500 to 600 feet between the TV truck and the audio booth, but whatever it was, "it seemed forever."

The audio booth, handling pool sound for both TV and radio, was under the direction of Bill Gilmore, director of engineering and program operations for



For the hearing-impaired. The Public Broadcasting Service's coverage of the debates will continue to include simultaneous on-screen sign language translation as well as captioned rebroadcasts the following evening, as it did for the first confrontation.

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the ABC Radio Network, and Mr. Gilmore had experienced the same shock that Mr. Levens did when silence descended.

The booth was pretty crowded, he recalls, and he was standing just outside, leaning in, listening on the console monitor. When the sound cut off, his reaction, he says, was "total disbelief—just total."

Mr. Levens says his only function when he reached the booth was "to see if I could help," because the booth was manned by "thoroughly competent engineers" under Mr. Gilmore. Indeed, he said, by the time he got there, probably not more than six minutes after the failure occurred, the audio group had already tracked the trouble to the audio distribution system.

They had done this by an elimination process. There had been, first, back-ups all around. Each debate participant, for example, wore two microphones; each set of microphones fed into different sets of mixers, and there were two outputs from the mixers into the distribution system, which had 24 amplifiers and was using 17. So if trouble developed along the way to the distribution system, the signal could be switched to alternate gear.

But there was no backup distribution system because, engineers generally agreed, one isn't really considered necessary, and this one in particular had proved its reliability under conditions far more difficult than the Philadelphia pickup—in ABC's coverage of the Montreal Olym-

pics, for example, and President Ford's trip to China. "It had been used in a lot of places," one engineer said, "and there was just no reason to believe there would be any problem with it."

When the problem did occur and the engineers started trying to identify it, as Mr. Gilmore reconstructs the scene, the first place they checked was the back-up console. When that failed to produce sound, they checked the power supply—which had back-up batteries and would have automatically switched to them in event of main power failure. Against the possibility that both the main and battery supplies had failed, they changed the power supply, putting in spare modules. Still no sound.

"We knew then it was in the distribution system," Mr. Gilmore says, "and our people started checking individual amplifiers. But before that was completed, the decision was made to bypass the distribution system in getting the audio out to the TV truck."

Outside the theater, the commercial networks had their own unilateral TV units for lobby interviews and covering anything around the theater, with their own circuits back to New York.

The first plan was to get the audio back to the TV truck and let the networks pick it up from there. Then somebody—it is not clear who—remembered that CBS-TV had hooked an extra pair of lines, as an addi-

tional back-up for itself, from its own mobile unit into the system in ABC's pool truck.

So audio lines were spliced around the dead distribution system inside the theater and into the ABC unit and the audio went from there to the CBS truck and on to New York, via CBS's circuits, for delivery to the telephone company and distribution to all the networks and stations on the feed.

Mr. Levens estimates that all this was done within 20 to 22 minutes after the sound stopped. The next five or six minutes were spent testing the new linkup—transmitting crowd noises rather than conventional tones lest the tests themselves get on the air—and checking all the networks and other users to make sure they were getting the sound clearly.

ABC authorities, at BROADCASTING's request, timed the gap on a tape last week and reported that the debate stopped at 10:51:05 p.m. and resumed at 11:17:05, exactly 26 minutes later. This was less than the 27 or 28 minutes popularly estimated, but all hands agreed it seemed much longer than any of those figures.

Afterward came the autopsy, starting about 12:30 a.m. or so, after the networks and other pool clients said they were through there for the night. Reports on how long it took vary from an hour or an hour-and-a-half to several hours, but Mr. Gilmore says they had zeroed in on the trouble by about 1:30 a.m.

It proved to be a capacitor, or condenser, in one of the amplifiers, and it also proved particularly troublesome because it turned out to have intermittent failure, said to be characteristic of some types of condensers in that they fail and then somehow "heal themselves."

In this case, during the testing one amplifier was found not to be working, but when an engineer jiggled it, service was restored. Later, when the equipment was being moved around, the problem recurred—in the same amplifier—and the engineers were confident they had found the culprit.

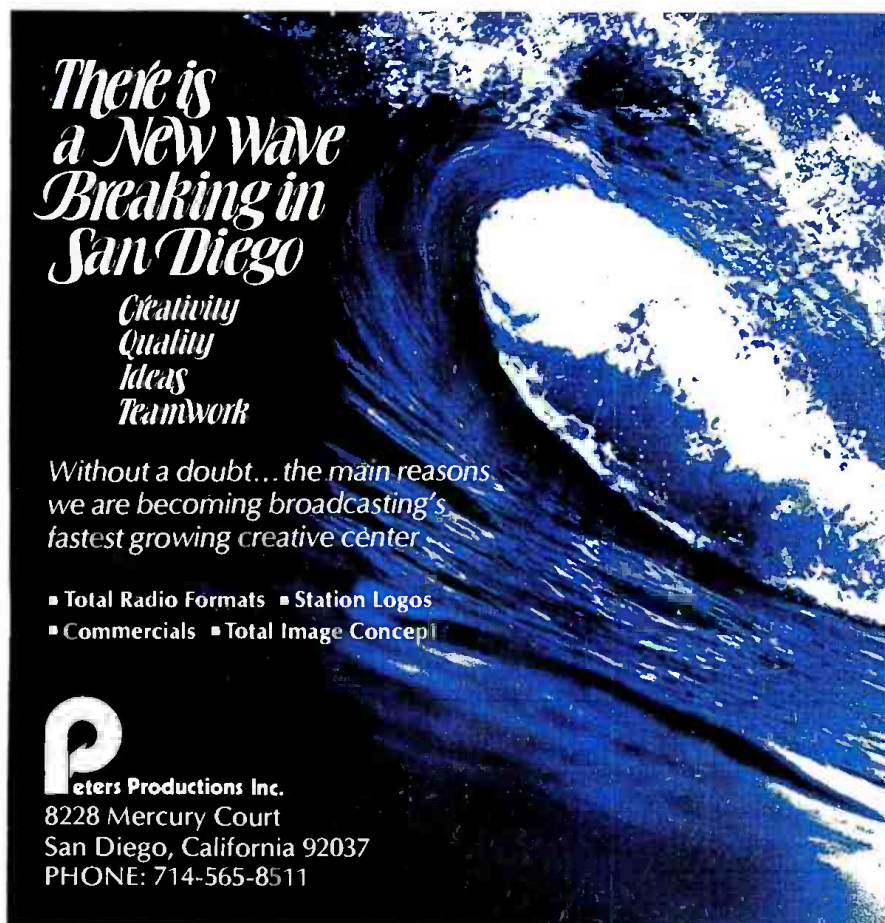
This particular culprit is about a quarter of an inch in diameter and approximately an inch long, and it costs, if bought in quantity by a manufacturer, 25 cents or less.

Ford/Carter clash draws a TV audience of 90 million; lower percentage of American viewers watch as compared to the 1960 Kennedy/Nixon debate

A larger number but a lower percentage of American TV viewers ended up watching the first Kennedy/Nixon debate of 1960 than did the first Ford/Carter debate.

That was a central conclusion drawn from an A.C. Nielsen Co. analysis that put the three commercial networks' coverage of Ford/Carter (Thursday, Sept. 23, 9:30-11 p.m., NYT) at a combined 53.5 rating, whereas on Sept. 26, 1960 (9:30-10:30 p.m.), for Kennedy/Nixon, the combined rating was 59.5.

The 53.5 rating for Ford/Carter factors out to 38,092,000 households, a figure that various researchers expect will trans-



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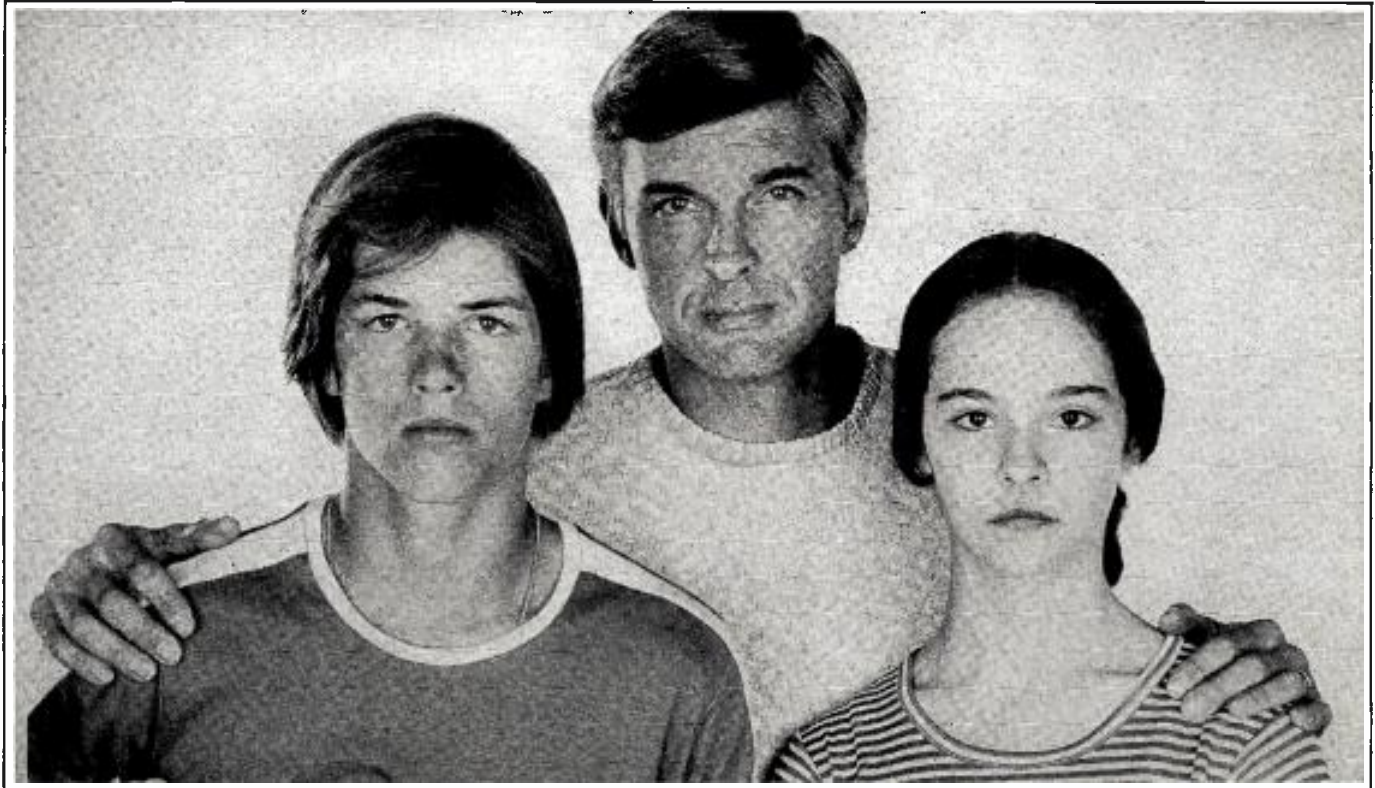
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There's plenty of loose talk about teen-age drinking these days. And all too little awareness of hard facts.

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But it is in the home where lessons about drinking are learned earliest. Young people brought up in the right atmosphere are more likely to make responsible decisions later on. More likely to realize that drinking too much too often is *not* grownup — whatever the age.

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late into about 90 million people when the definitive Nielsen report is issued on Oct. 11. The 1960 combined rating of 59.5 came to only 26,894,000 homes because fewer households owned TV sets then.

The rating dropped off each half-hour the debate was on the air, from 57.6 at 9:30 (41,010,000 homes) through 55.9 at 10 (39,800,000 homes) and 52.7 at 10:30 (37,520,000) to 48.0 at 11-11:30 (34,180,000). But researchers said that was a typical audience pattern for those times of night.

All three networks went into the debate with almost identical ratings and shares, but CBS ended up with a 21.3 rating and 40 share for its Ford/Carter coverage, compared to 17.6 rating and 33 share for NBC and a 14.6 rating and 27 share for ABC.

First Amendment focus shifts from Washington to Albuquerque

There's still another protection-of-sources case in dispute; N.M. supreme court has ruled KOB and ex-news team must reveal informants who led to sheriff's jailing, removal from office; \$17 million in libel suits involved; Hubbard Broadcasting says it will resist court's efforts

In Washington, CBS News correspondent Daniel Schorr earned a reputation as an eloquent defender of the First Amendment as he faced down a congressional committee seeking the name of the person who supplied him with a secret House Report (BROADCASTING, Sept. 27). In Fresno, Calif., four newsmen returned to work at the *Bee* after demonstrating, in two weeks in jail, that a state judge could not force them to divulge the source of their information of secret testimony. And in Albuquerque, N.M., there remains to be played out a drama that includes some of the same elements—of government-media tension over protection of sources—and some new ones besides.

It is a drama in which two of KOB(AM)'s former news staff members, its former general manager, and the station's licensee, Hubbard Broadcasting Co., are contesting a judge's order they fear would lead to the identification of confidential sources used in a six-part series of investigative reports that exposed corruption in the Bernalillo county (Albuquerque) sheriff's office (BROADCASTING, July 14, 1975).

But it is also a drama that reveals the real-life dangers and pressures a station and its personnel risk in breaking out of the mold of routine news coverage. The former reporters, the former general manager and Hubbard Broadcasting are defendants in libel suits totaling \$17 million. And although their work won the station an American Bar Association Silver Gavel

award—"for outstanding contributions to public understanding of the American system of law and justice"—the reporters have been unable to find work since leaving the station last spring in what they say was a dispute with management over its refusal to press on with investigative reporting.

The journalists involved are Leo Zani, 40, and Diane Dimond, 23. He is the station's former news director, and has worked for WPRI-TV Providence, R.I., WAAY-TV Huntsville, Ala. and WSMN(AM) Nashua, N.H. Before joining KOB in 1975, he was press secretary for Representative Manuel Lujan (R-N.M.). Mrs. Dimond, who moved over to KOB from KGGM-TV Albuquerque, is said to be the youngest recipient ever of a Silver Gavel. The former general manager is Richard McKee. All three, along with Hubbard Broadcasting, are being represented by counsel for Hubbard's insurance company, Leland Sedberry of Albuquerque.

The station's investigation of the sheriff's office led to a grand jury investigation that in turn resulted in three members of the office, including the sheriff, being sent to jail for two months for contempt of court for lying to the grand jury. KOB had alleged that the sheriff misused federal law enforcement funds and that the sheriff's office personnel had made unauthorized use of county vehicles and aircraft. Charges of perjury and conspiracy against the three were dropped in exchange for guilty pleas to the contempt charge. And in a separate proceeding, Sheriff Joe Wilson was removed from office after a jury found him guilty of negligence and corruption in office.

But the KOB reports also led to the libel suits, filed by four sheriff's deputies who said they had been defamed (one plaintiff was among those sent to jail for contempt of court). And the judge in the case has directed the defendants to surrender to him the names of their confidential sources and the tape recordings of the interviews Mr. Zani and Mrs. Dimond conducted with them. That is the order the defendants are fighting, so far without success.

District Judge Richard Traub, who issued his order on a motion by the plaintiffs, has said he will not disclose any of the information he is requesting unless he considers it relevant to the suits. He has also said the defendants would have 10 days to appeal a disclosure decision.

But the defendants aren't willing to risk it. "Many of the informants are members of the sheriff's office and the county government," said Mr. Zani, "and they are afraid of being fired or physically harmed" if their identities become known. Only he and Mrs. Dimond among the defendants know the names of all of the sources, said to number about 35.

The possibility that release of the tapes—which include some 30 hours of recordings—could lead to the identification of the informants is not the only reason Mr. Zani cites for not wanting to surrender them. He says they contain accounts of alleged wrongdoing by county

officials not involved in the investigation of the sheriff's office. And he says he fears release—either through order or leak—of what are at present "hearsay" accusations.

Initially, the libel suits growing out of the KOB reports totalled \$22.5 million; former Sheriff Wilson had filed the first suit, for \$5.5 million. However, the judge in the case dismissed it on a motion for summary judgment filed by the defendants following the sheriff's removal from office. Except for that dismissal, however, everything has gone against the defendants.

Early in the proceedings, Judge Traub denied a defense motion to dismiss the deputies' suits. He said there were questions of fact to be resolved, and he rejected the argument that the deputies were "public officials" as the U.S. Supreme Court defined the term in *New York Times v. Sullivan* (in which the court held that malice must be proven when such officials sue for libel).

Nor has the state supreme court been encouraging. It upheld Judge Traub's order requesting the informants' names and the tape recordings—rejecting, in the process, the defense's argument that disclosure would violate the defendants' First Amendment rights.

Indeed, the state's newsman's shield law, adopted in 1972, became a casualty of the case when the defense attempted to invoke it against Judge Traub's order. The state supreme court held that it was an unconstitutional encroachment on the authority of the courts.

One element that seems to set the KOB case apart from other controversies involving reporters' efforts to protect sources is that the defendants in Albuquerque are attempting to reach an accommodation with the judge. In a motion for a protective order filed in June, the defendants' attorney, Mr. Sedberry, asked the judge to review, *in camera*, a transcript of the recordings with the names withheld and to meet privately with those informants willing to do so—and a number reportedly are—to learn from them why they do not want to be identified publicly. The defendants regard that as a reasonable compromise that would afford the judge an insight into matters without requiring the reporters to divulge their sources.

Now pending before the state supreme court is a defense motion for clarification and rehearing. Mr. Sedberry contends in the motion that the state supreme court misconstrued the motion for a protective order in affirming Judge Traub's rejection of it. The court had said the order involves nothing more than what "in effect has been offered" by the defendants. The defendants, Mr. Sedberry said last week, did not "offer" to surrender the names of all of the informants or to turn over all of the tape recordings.

No decision has been made as to what future action the defendants might take in the event the new effort to obtain relief from the state supreme court fails. But one option under consideration is an appeal to the U.S. Supreme Court.

Should the defense fail in its effort to es-

establish the reporters' right to protect sources, the consequences could be grim. One possibility is a contempt of court conviction that could result in jail. Another is a default judgment being entered against Hubbard Broadcasting, in which event a jury would decide the damages to be assessed.

The freedom of the press issue involved in the case is not related solely to the question of whether the defendants will be forced to disclose confidential sources. The libel suits themselves can be seen as an effort to silence the press. Indeed, Hubbard Broadcasting filed a \$250,000 counterclaim to former Sheriff Wilson's suit on the ground that he violated the former KOB reporters' First Amendment rights, and that he filed his suit for that purpose.

What's more, Mr. Zani and Mrs. Dimond suggest that the libel suits have had an effect on KOB. They say the station abandoned investigative reporting after the suits were filed, and give that as their reason for leaving the station last spring. "We wanted to take on the county," said Mr. Zani. KOB's informants, he added, had provided allegations on which to proceed. They say the new general manager, Ronald Sack, refused to permit it; the station, says Mrs. Dimond, is now a "happy news" operation.

Mr. Sack and Stanley S. Hubbard, president and general manager of Hubbard Broadcasting, have a different version. Mr. Sack says that Mr. Zani was unwilling to comply with a new station policy prohibiting news department personnel from working in political campaigns (Mr. Zani acknowledges that he did volunteer work in a Senate primary campaign). But Mr. Sack also says he told the news staff there would be no more investigative reporting until and unless "we get our basic product in order." Mr. Hubbard insists the station has not abandoned the investigative journalism field, and says there'll be more of it in the future. He attributes Mr. Zani's departure to an unwillingness to accept the supervision of Mr. Sack. "We hired Sack to run the station, and Zani couldn't live with that."

The former general manager, Richard McKee, is trying to avoid being drawn into the controversy. He says his departure was unrelated to the litigation. "I am still part of a mutual admiration society that involves Hubbard Broadcasting," he said. He left KOB to take a job in Hawaii with Aloha Broadcasting Co., which early this year acquired KPUA(AM) Hilo and KGMQ(FM) Honolulu. He returned to Albuquerque after several months because of family-related problems; he says his children, who are white, ran into racial discrimination at the hands of children of Japanese extraction.

As for the future, Mr. McKee appears confident of relocating in a new job soon. But his former colleagues are not so sanguine. Mr. Zani and Mrs. Dimond say they have run into trouble finding employment—principally, they say, because of the \$17 million in libel suits in which they are named. Mrs. Dimond says even prospective employers who are impressed by the

Silver Gavel award lose interest when the subject of the suits arises.

Whatever the outcome of the personal stories involved, the professional dilemma remains. Stanley Hubbard says he'll stand firm. "We have no intention of revealing the sources," he told BROADCASTING last Thursday.

Schorr quits; cites 'tension' at CBS News

Controversy surrounding his giving secret CIA report to 'Village Voice' polarized colleagues at the network, he says; he'll be paid for the rest of his contract term and turn to writing, lecturing and teaching

CBS News Correspondent Daniel Schorr, freed by the House Ethics Committee of demands that he divulge the source of a classified House intelligence report (BROADCASTING, Sept 27), resigned from CBS News last week, saying relations with his former colleagues made him doubt his ability to "function effectively."

The resignation relieved CBS News executives of the need to decide whether they would reinstate him. They agreed—at his request but not as a condition of his resignation, they said—to continue to honor his contract for the rest of its term, which other sources said was two years and about four months with salary in the range of \$60-65,000 per year.

Mr. Schorr has been under suspension—with pay, plus lawyer's fees for his defense in the House committee's investigation—since last February, pending the outcome of the committee's probe.

Richard S. Salant, president of CBS News, said it had been agreed at the time of the suspension that CBS News would continue to pay Mr. Schorr during the committee's investigation and, if his suspension was not lifted, for the duration of the contract. In the circumstances, he said, it seemed as reasonable to pay on a

resignation as on permanent suspension.

If Mr. Schorr goes to work for another network, he said, the payments will stop. But Mr. Schorr who is 60, indicated he has no plans for daily broadcast journalism in the future.

Mr. Salant said he had not made up his mind whether Mr. Schorr should be reinstated when he and associates met with the correspondent Monday in the first of what proved to be two meetings on Mr. Schorr's future. "Dan spared me having to make any decision," he said. "He came in and resigned."

In a letter to Mr. Salant on Tuesday, released by CBS News along with Mr. Salant's reply, Mr. Schorr said he was resigning "in accordance with the agreement reached today," and that he was doing so "with regret, but convinced that no alternative remains for me under all the circumstances."

"Aware of the polarizing effects within CBS News of the controversy involving me," he wrote, "I would doubt my ability to function effectively if reinstated. I believe that my reinstatement would be a source of tension within an organization whose future success I still care about."

His references to "tension" and "polarizing effects" had been amplified in advance, during an interview with him by CBS News Correspondent Mike Wallace on the preceding Sunday's *60 Minutes*. What it netted down to was that at least some CBS News staff members felt he had tried initially to implicate another colleague, correspondent Lesley Stahl, as the one who had leaked to the *Village Voice* the secret intelligence report that he himself gave to the *Voice*.

Mr. Schorr denied in the *60 Minutes* interview that he had tried to implicate Miss Stahl, but agreed that he had permitted her to be implicated "for a few hours, until I realized how silly that was, and stopped it."

"I didn't try to implicate Lesley," he told Mr. Wallace. "That was the furthest thing ever from my mind. It would have been silly on the face of it. Lesley wasn't even in town when the whole thing happened. I had no intention of involving anyone else in it. Things started from the

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ground and took off, and it took me a few tongue-tied hours to go in and say: Knock it off."

Mr. Schorr brushed off the incident as "basically trivia."

Mr. Schorr also insisted in the interview that he had never denied to CBS management that he gave the papers to the *Voice*. "I dissembled," he said. "I'm not quite clear. I don't really think I ever specifically denied. I certainly did not volunteer, and I certainly did not help CBS for several hours [after the story broke in the *Washington Post*, naming him as the source] to get that information, that's true."

He also contended in the *60 Minutes* interview that he had been misrepresented in published reports quoting him as suggesting that Correspondents Walter Cronkite, Dan Rather and Eric Sevareid had been instructed by CBS management to go easy on President Nixon on the night of his resignation.

"I wasn't talking about correspondents," he told Mr. Wallace. "I was talking about an atmosphere that I sensed in the control room, as passed down by management. I was not talking about individuals, nor would I ever impugn colleagues whom I greatly respect. But I do think that it tended to come out that way, because I think management found it more comfortable to look at this as a correspondents' feud than as a challenge to management policies. . . . I think there was a manipulation of the correspondents into an attack on me, because it was a lot easier for management to face."

None of this showed explicitly in Mr. Schorr's resignation letter.

In it he said that since his suspension he had been "obliged to think of my future in terms of other pursuits," and had "made plans which are now fairly far advanced. At 60, it may well be that my best contribution can be made in other ways than daily broadcasting. . . ."

"I acknowledge that you have agreed to continue in force the financial benefits of my contract. And I think we both can take pride that the fight in defense of a reporter's right to protect his sources, which CBS News supported by bearing the legal costs, among other ways, has turned out so successfully.

"I leave CBS News with sadness, but without rancor. Despite some disappointments, I cherish my 23 years as a staff correspondent (and my four previous years as a stringer). I shall always admire the tradition, which first attracted me to CBS News, of being the best in broadcast journalism."

Mr. Salant, in his reply, told Mr. Schorr that "I share your sadness. Your many years of reporting for CBS News have been unusually distinguished and a major contribution to American broadcast journalism.

"I appreciate the difficulties of the choice you have made, and, I accept your resignation. Since you will hereafter, of course, be fully free to pursue whatever line of endeavor you may choose—including full-time employment on another network—I most genuinely wish you good



Hindsight. On a *60 Minutes* interview broadcast the evening before his resignation, Dan Schorr told Mike Wallace that, had he had it to do all over again, he would do it differently.

fortune, professional satisfaction and happiness in the future.

"And I say once again that, in your appearance before the Ethics Committee, you did a superb and eloquent service to all of us in journalism, and, above all, to the principles of the First Amendment and the public's right to know."

Though the long controversy appeared ended, Mr. Schorr indicated in the *60 Minutes* interview that if he had it all to do over, he might have acted differently. Mr. Wallace wanted to know, if he felt the public was entitled to get the report, it might not have been better just "to Xerox it."

"Looking back on it with that wonderful hindsight," Mr. Schorr replied, "there are a lot of things I would have done differently. . . . I guess basically you're right. If I had to do it all over again, which, God grant, I don't have to, I would probably Xerox not a hundred but a thousand copies, and throw them out the window and say, 'Come get the Pike report,' I don't defend the cleverness of the way I did this—only my intentions."

Schorr—calling himself a 'maverick' standing alone against a large corporation—makes plans for the future; doubts he will return to broadcast journalism

Daniel Schorr sees his differences with CBS, which led to his resignation last week, as one newsman—a maverick at that—against a corporation.

"If all there was at CBS was a news division without a corporate structure around it and affiliate pressures, I don't know of any problem we had that couldn't have been resolved," Mr. Schorr said last week.

He said he felt early on in his seven-months suspension from the network that he probably would never return. Part of the reason was that the House Ethics Committee began to make noises as if it might make the leak of the Pike committee report into a First Amendment confrontation. That could have dragged on for years. Mr. Schorr said CBS's lawyers projected one time that if Mr. Schorr were cited for contempt, the case would land before the Supreme Court some time in 1980. If that had indeed happened the network would have had to renew Mr. Schorr's contract in order to keep him on

suspension.

More than that, however, was Mr. Schorr's feeling that some in the corporation—not the news division—wanted him out. "It occurred to me," he said, "that even if they wanted me back, it would not have been because they really wanted me back, but because they found themselves in the position of having to have me back. And that wasn't good enough for me."

As it happened, he said, CBS News President Richard Salant did give some indication CBS wanted Mr. Schorr to return.

Mr. Schorr announced his decision to resign early in the meeting Monday, however, so the possibility was not explored. At that meeting, incidentally, Mr. Schorr was represented by Joseph Califano, the Washington attorney CBS had hired to defend Mr. Schorr during the House Ethics Committee's investigation. In this meeting, however, Mr. Califano was paid by Mr. Schorr.

The reporter said his suspicions about being marked for extinction at the corporate level were aroused "from the very start" when stories emerged in various publications quoting CBS sources predicting Mr. Schorr's demise. He thought, "if CBS executives are saying those things, they clearly want them to happen."

Mr. Schorr said that he "very much regrets" that anyone thinks he resigned solely because of problems between him and colleagues. There are problems, he acknowledged, but all exploited and exaggerated by management. The effect of the Duke University speech, the problem with Lesley Stahl—these were used by management to divert attention from itself, Mr. Schorr said.

One source inside CBS News said last week that Mr. Schorr's greatest problem was his handling of the House's secret CIA report. There was question whether Mr. Schorr offered the document to CBS before handing it over to the *Village Voice*. Implicit in the question was the belief among news officials that he should have; but this source said he did not. There also was the charge that Mr. Schorr had lied to his superiors at first about responsibility for document's passage to the *Village Voice*.

But even questions of ownership of the document were part of management's ploy, Mr. Schorr contends. He thinks the latest difficulty with the network was a "last straw kind of thing." Resentment against him had been a long time growing, he said, because "I'm a maverick. I don't function in normal ways. I have my own ideas about how to get news and how to handle it. . . . I think eventually I was indigestible."

Mr. Schorr recounted his views with little emotion, almost as though he were delivering a story on the air. He said "there is no reason to look back in anger" because "I can see a lot of this from their point of view. . . . Maybe they're right."

Whether or not Mr. Schorr has a clear vision of his own life and times with the network, he made his imprint on TV news. He was honored with a personal note by Walter Cronkite on the evening news

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THE TRANSITIONAL STORM.

PART III. THE FUTURE.

WHERE WILL TOMORROW'S ENERGY COME FROM?

Most of the energy used in the world today, other than muscle power, comes from fossil fuels.

Oil and natural gas provide about 74% of our nation's usable energy; coal, about 19%.

But this heavy dependence on natural gas and oil cannot continue much longer.

In fact, the end of the fossil-fuel age is already clearly discernible. But the beginnings of some kind of *future-energy* age are not yet clearly established. So we are in a "Transitional Storm" between energy epochs—a "storm" that is producing serious dislocations in our daily lives.

For this reason, it is imperative that we find a way through the storm and discover new sources for the energy we will need in the future.

HOW MUCH TIME DO WE HAVE?

We have time for the search—but not much.

In just a few generations, we have undoubtedly used up the larger part of the world's recoverable petroleum resources. In a few more generations, we will certainly use them all. And in not too many generations beyond that, we will even use up *our* substantial reserves of coal.

We have begun to stretch our critical fossil-fuel resources through conservation. But in a world of expanding population and growing

aspirations, there is a limit to how much energy our conservation efforts can save.

Development of new sources of energy is urgently needed now.

WHERE SHOULD WE LOOK?

Energy research and development must go forward aggressively in these areas.

First, we must postpone the end of the fossil-fuel age by finding ways to use coal more widely and wisely. Coal is our most plentiful fossil fuel, with enough to last several hundred years at present rates of use.

We must foster passage of legislation to recover coal from the ground and put it to use.

And we must find ways to burn coal more cleanly as well as find ways to convert coal to forms that can be used without endangering the environment. Pilot plants have already shown this to be feasible. The challenge now is to make these processes commercially practical.

Second, we must continue to expand our use of nuclear power to generate electricity.

Already nuclear power plants, utilizing the principle of fission, are producing 9% of the electricity generated in the U.S., and producing it efficiently and safely. Nuclear reactors have been operating in this country for 30 years, supplying electricity dependably day after day. With public approval and support, nuclear fission power plants can be producing about 50% of the nation's electricity by 2000.

But the promise of nuclear technology



goes far beyond fission:

Research and development is already underway on nuclear "breeder" reactors. In generating electric power, "breeders" can be made to produce more nuclear fuel than they consume, thus vastly expanding the life of nuclear fuels. Work on breeders must be accelerated.

Research is also underway on nuclear fusion as a means of producing electricity. Since fusion uses sea water as its basic raw material, it will mean a virtually unlimited source of energy when perfected. Major problems remain to be solved before fusion can be utilized productively and safely, especially problems in the control of tremendous heat. We must solve them.

There are other areas in which research and development must go forward.

Incredible amounts of energy are discharged by the sun every day. Only a small fraction of this energy is presently used. We must look for ways to harness much more.

The rising and falling tides also represent a potential though very minor source of power in several locations. We must continue to look for practical and economically feasible ways to capture some of it.

Energy also rides on the wind. Perhaps there are ways to make significant use of it.

And there is an important source of energy in the earth's heat, trapped deep underground. This geothermal resource is presently being used to generate limited amounts of electricity in the western part of the U.S. We must determine if there are ways to capture much more.

WHO WILL DO THE JOB?

Weathering the "Transitional Storm" is

everybody's job.

The electric utility industry's part is to meet consumer demand at the most reasonable cost and with minimal environmental impact. It must press ahead on research and development of new sources of electric power. It must share in the task of seeing that people learn how to use electricity more efficiently.

The consumers' role is in many ways the most important. Since they are the ultimate users of the great bulk of our energy, they are the ones who must make conservation mean something. They must make it a way of life.

Consumers must also support the research and development that will lead to new sources of electricity. And they must face the unwelcome reality that dwindling fossil fuels, staggering investments for new equipment and for protection of the environment are making electric rates higher.

Perhaps most important of all, consumers must give serious, practical, realistic thought to public decisions that must be made regarding energy sources and environmental concerns. There are no simple, easy solutions to energy questions, and consumers are being done a disservice if they are told there may be.

None of these roles will be easy to perform. What makes the drama worth the playing, however, is the promise at its end: the knowledge that adequate new sources of energy will be found, that our satisfying standard of living need not come to a grinding halt and that a new, more abundant energy epoch will follow the old.

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Tuesday as a reporter who "worked with a diligence and skill few can match."

What then becomes of Daniel Schorr? He plans a life of greater leisure for one thing, devoting more time to his family—which includes two small children—and to tennis. He plans to write a book about his last five years as a reporter, about Watergate, the CIA and what it was like to report those on TV. He will continue to lecture, as he has during the seven months of his suspension, and next spring, from March 31 to June 10, will be a visiting lecturer at the University of California at Berkeley. He said he sees himself in the mold of a print reporter, desiring the greater space print reporters have to tell their stories and clashing with TV's emphasis on pictures. For that reason, he doubts he will return, after 23 years as a broadcast journalist, to broadcast journalism.

Hartenberger says equal time could be eased more

FCC general counsel feels commission has that latitude; he cites good-faith judgment of broadcaster as criterion

For those who believe the FCC went too far in its Aspen ruling regarding exemptions from the equal-time law, the FCC's new general counsel, Werner Hartenberger, has a message. The commission, in his view, could go much further without exceeding the boundaries laid down by Congress.

In the Aspen ruling last year, the commission held that broadcasters who cover political debates or candidates' news conferences live and in their entirety do not subject themselves to equal-time demands from other candidates. Last month, the commission broadened the ruling to include taped-delay programs.

The ruling, as it stands, cleared the way for the League or Women Voters-sponsored debates between President Ford and Democrat Jimmy Carter. As analyzed by Mr. Hartenberger, it would clear the way for a great deal more coverage of political campaigns.

Mr. Hartenberger, addressing the Federal Communications Bar Association Sept. 27, said the premise on which the Aspen ruling rests extends to partial as well as to full coverage of debates and news conferences, and to a host of events beyond debates, news conferences and political conventions (the last was specifically exempted by Congress).

The key consideration, Mr. Hartenberger said, is whether the licensee is covering what in his "reasonable good faith judgment" he considers "a bona fide news event." Congress, he said, intended no different test for the newscast exemption it specifically granted than it did for "on-the-spot" news coverage: "They simply represent different forms of news

coverage dependent on the occasion and circumstances."

The standard of "reasonable licensee discretion and good faith judgment" may seem "everbroad and vague" to some observers, he said, but added that it is not important: "It is the only standard established by Congress to be used in interpreting" the equal-time law exemption for on-the-spot news coverage.

Must a debate or news conferences be presented in its entirety to warrant exemption? The commission has not yet considered the question, but, he said, "I can see no logical way to permit less than entire political conventions to be covered and yet deny exemptions to debates and press conferences not covered in their entirety."

What about events other than political conventions, news conferences and debates? "Again, I can see no reason to so arbitrarily limit the scope of [the on-the-spot coverage exemption] nor am I aware that Congress intended such a limitation," he said. To the contrary, he added, the exemption states it includes but "is not limited to" those matters.

"The only relevant consideration," Hartenberger said, "is whether the licensee has reasonably exercised his discretion and good faith judgment in making his determination of the newsworthiness of the event broadcast."

But he also stressed that he was expressing his personal views. "I have no reason to believe that they will or will not be found persuasive by the commission."

Journalism Briefs

Stopped in Cedar Rapids. KCRG-TV Cedar Rapids, Iowa, has said it will discontinue use of slogan that it is "Eastern Iowa's Leading News Station." Advertising theme was protested to FCC by KCRG's two Cedar Rapids competitors, WMT-TV and KWWL-TV, as false and misleading (BROADCASTING, Sept. 20). KCRG vice president and general manager Edwin Lasko said use of slogan was not improper but that campaign has "pretty much run its course anyway" and will now be discontinued. KCRG is preparing response to FCC explaining why slogan was used.

Number 400. AP Radio's audio news service signed its 400th subscriber with addition of KGBS(AM) Los Angeles ("Closed Circuit," Sept. 13).

Socialists win one of two

The FCC staff has ruled that NBC's *Tomorrow* program is not exempt from the equal-time law. Accordingly, the staff said, the network's denial of the Socialist Workers Party's presidential candidate, Peter Camejo, was unreasonable. The SWP filed a complaint with the commission in connection with an appearance of the Communist party's presidential candidate, Gus Hall, on *Tomorrow* on June 29. In another decision in a letter to NBC last week, the commission staff said the SWP

had not provided enough information for it to decide whether WNBC-TV New York's *Speaking Freely* was an exempt program. SWP demanded equal-time for its vice presidential candidate, Willie Mae Reid, after Senator Walter Mondale (D-Minn.), Democratic vice presidential candidate, appeared on that program on July 17.

Albert polls fellow members on issue of House TV coverage

Questionnaire asks if live broadcasts are favored and, if so, using which method

House Speaker Carl Albert (D-Okla.), who is said to have thrown a major block at efforts to open the House to broadcast coverage, was circulating a questionnaire last week among the membership that aims, among other things, to determine sentiment for allowing the cameras and microphones in.

The questionnaire, part of a "Congressional Communications Study" by the department of communications of The American University, Washington, asks, "Do you favor television and radio coverage of House floor action?" It then seeks an opinion on a system of coverage, outlining the three options proposed in H.R. 1502, the resolution to allow floor coverage: a pool of the commercial networks and the Public Broadcasting Service; a public broadcasting set-up alone, or a system devised and run by the House. The survey also asks preferences on the type of coverage: gavel to gavel or selective broadcast of major events or issues.

(An earlier poll of House members, by Claude Pepper (D-Fla.), a member of the Rules subcommittee that prepared H.R. 1502—the resolution that would have opened the House to broadcast coverage—found of 346 members responding, 238 favored opening the chamber to TV and radio. [BROADCASTING, May 17])

Besides information on broadcast coverage, the questionnaire from Speaker Albert attempts to gain information on "factors . . . that best explain the apparent decline in the popularity of Congress." Opinions are sought on such statements as "The media fail to adequately inform the public about Congress"; "National media largely ignore the House in favor of the Senate and the President"; "Reporters tend to form in 'packs' when covering the House, covering only a few events or issues, leaving many important issues unreported"; "Media editors and news directors in members' districts do not understand how the House operates."

H.R. 1502 is dead in this session. B.F. Sisk (D-Calif.), chairman of the subcommittee that drew up the resolution, made a determined effort to produce a measure palatable to various parties warring over it (BROADCASTING, June 7), but time simply ran out. Had it not, the resolution would have put the system in effect Jan. 3, 1977.

Ed DiGiulio Speaks Out:



There is no room for electronic bias on your balance sheet!

You must compare long-term equipment and operating costs of ENG vs. newsfilm.

It appears that television station management, especially at the network level, has an inherent electronic bias. After all, television is basically an electronic medium, and the use of film by news crews has always made management staffs of many TV stations very uneasy (as if dealing with some 'foreign body').

They even apply a double standard in the way they treat film compared to ENG in terms of broadcast performance. Their demands for virtual perfection in newsfilm cameras are in glaring contrast to the terrible results they seem to consider acceptable for broadcast nowadays when it comes to ENG. (You can easily recognize most ENG stories by the considerable degradation in image and color quality that they manifest, even on network news programs.)

This inherent electronic bias — and double standard — is most dangerous, though, when cost-accounting an ENG operation versus a newsfilm operation.

One of the major cost-accounting arguments that is put forth in favor of ENG asserts, again and again, that no matter how expensive setting up an all-ENG operation is (compared to newsfilm), ENG will eventually pay for itself because no relatively costly film-and-processing is required, whereas videotape is both cheaper and, supposedly, totally re-useable!

This argument is pure hokum! $\frac{3}{4}$ " tape is indeed cheaper than 16mm newsfilm. But that is the *only* thing that's cheap about ENG!

To highlight the economic absurdity projected by proponents of total ENG, let's compare equipment rental rates.

Rental rates provide a more realistic picture of the long-term operational costs involved in ENG camera and recording equipment vs. a self-contained single-system newsfilm camera. Because — if equipment rental houses are to stay in business — rental pricing policies must reflect *true equipment costs*, accounting for original purchase price, proper service and maintenance, as well as the life expectancy of expensive, critical system components that must be replaced periodically.

A good, quality ENG camera rents for anywhere from \$500 to \$800 per day; and a quality $\frac{3}{4}$ " tape recorder rents for approximately \$125 per day. On the other hand, a self-contained CP-16R/A single-system newsfilm outfit rents for up to \$125 per day!

What a vast difference in true equipment costs!

Just think how much film-and-processing you could buy for \$500-\$800 per day!

Interestingly, the rental figure for ENG cameras is disproportionately high when compared to their original purchase price. It simply reflects their much higher service and maintenance costs, and the cost of those very expensive Plumbicon tubes that need to be replaced every 6 months or so — all of which must be realistically accounted for by television stations as well.

As expected, during the past year there was a great deal of re-assessment on the part of many television stations — especially in the smaller markets — who had taken their first tenuous steps into ENG. There has also been a concomitant upsurge of activity in the purchase of newsfilm. And domestic sales of CP-16 cameras to television stations have soared to an all-time record high.

It's time you and your station management also did some re-assessing.

Before you take the plunge and commit \$200,000 or more per quality ENG outfit (complete with van and microwave transmitting equipment) — do consider what a reliable and efficient, completely self-contained CP-16R/A newsfilm camera can accomplish at about one twentieth of the cost!

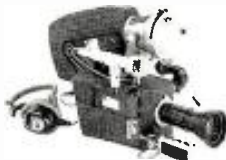
Remember, there is no room for electronic bias on your balance sheet! 16mm newsfilm is the mainstay of a rational news gathering operation.



Ed DiGiulio, President of Cinema Products Corp., at the "Film & Video" conference in Copenhagen, Denmark.

This is one in a series of 'open letters' to the TV news industry — to station owners, managers, chief engineers, news directors, controllers and accountants — dealing with the role of ENG in relation to film in a news gathering operation.

If you have any question concerning the issues raised in these 'open letters', please feel free to call me directly at Cinema Products.



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Ed DiGiulio

ABC will buy Washington's WMAL-AM-FM for \$16 million

Sale will be a record amount for single-transaction station; Allbritton must still divest other properties to stay within commission's rules

ABC has signed an agreement in principle to purchase Joe L. Allbritton's WMAL-AM-FM Washington for \$16 million cash.

The sale, subject to FCC approval, would be the first of the Washington Star Communications Inc.'s six-station package Mr. Allbritton bought for \$28.5 million. The FCC granted the purchase of the stations and the financially struggling *Washington Star* newspaper last December on the condition that Mr. Allbritton dispose of the broadcast properties that would place the owner in violation of the commission's media cross-ownership rules (BROADCASTING, Dec. 22, 1975).

Mr. Allbritton will also have to sell WMAL-TV Washington, and either WLVA(AM) or WLVA-TV Lynchburg, Va., to comply with those rules—assuming he retains ownership of the *Washington Star* newspaper. He is allowed to keep the other station in the package, WCIV(TV) Charleston, S.C. The commission gave Mr. Allbritton three years to dispose of the crossowned properties.

At \$16 million, the deal is the highest-priced single-transaction radio station purchase in broadcasting's history. Cox Broadcasting Corp. bought KFI(AM) Los Angeles for \$15.1 million in 1973. Last September, Cox paid \$2.2 million for KOST(FM) Los Angeles, winning the most expensive radio package record. KFI is a 50 kw clear channel however, and while WMAL-AM-FM are profit-makers in the eight largest market, KFI is regarded as the best AM facility in the nation.

ABC, which sold its KQV(AM)-WDVE(FM) Pittsburgh to Taft Broadcasting Co. in December 1974 for \$3.5 million in order to clear the way for the Washington purchase, will now resume with a full portfolio. The network's 12 other radio stations and five TV's are in New York, Chicago, San Francisco, Los Angeles, Detroit and Houston. No changes in format are contemplated for WMAL, the market's top billing station on an MOR format, or WMAL-FM, described as "stereo rock."

Mr. Allbritton said in a statement announcing the sale that he "would have much preferred to retain ownership" of the stations. Mr. Allbritton has devoted himself instead to the revival of the *Star*, one of Washington's two daily newspapers. The *Star* had been losing about \$1 million per month a year ago until a strike

at the rival *Washington Post*, a wage freeze, employee layoffs and increases in advertising and circulation helped cut those losses.

WMAL-AM-FM are now ABC-affiliated stations. WMAL operates fulltime on 630 khz with 5 kw. WMAL-FM is on 107.3 mhz with 50 kw and antenna 410 feet above average terrain.

■ Mr. Allbritton will also add a small-town daily newspaper to his stable of properties. He has reached an agreement in principle to purchase the *Westfield* (Mass.) *Evening News*, which publishes Monday through Saturday and has a circulation of some 8,000. He said the purchase agreement was effective Sept. 27 and that Dean Singleton, former publisher of the *Fort Worth Press* and former owner of eight small papers in the Southwest will become publisher of the *News*.

FCC turns down Justice attempt to break up McClatchy line-up

Second rebuff for department in campaign on media crossownership; commission holds public interest over concentration of control in denying plea against KMJ stations

For the second time in as many opportunities, the FCC has rejected a Justice Department petition to deny license renewals. The licensee involved last week was McClatchy Newspapers and its KMJ-AM-FM-TV Fresno, Calif.

As in the case of Stauffer Publications Inc.'s WIBW-AM-FM-TV Topeka, Kan., in May (BROADCASTING, May 24), the commission rejected arguments that the licensee had an undue concentration of control in its market that is inconsistent with antitrust principles and constitutes a monopoly. Besides the stations, McClatchy owns the *Bee*, the only newspaper in the city.

But the commission said that Justice had failed to make the kind of showing that, under the commission's media-crossownership rule, would require a hearing. The rule requires divestiture of newspaper-broadcast combinations only in communities where the only newspaper and only television station are commonly owned, which is not the case in Fresno. The city is served by three television stations and 18 AM and FM outlets.

But under the rule, the commission would set for hearing renewal applications in cases where there was evidence of Sherman Antitrust Act violations of specific abuses. And the commission said Justice had not provided evidence of either regarding McClatchy.

The commission said two factors mitigate against an inference of monopoly power. One was the record of media entry into the Fresno area; the commission said

entry had been consistent since McClatchy began operating there in 1954. The other was that there is no suggestion that Fresno advertisers pay an artificially established price for local advertising.

The commission also distinguished its concern for the public-interest standard from the Justice Department's interest in antitrust policies, and made it clear which it considers paramount.

The record of McClatchy's stewardship of the stations combined with the periodic review required by the Communications Act, the commission said, support the conclusion that the potential dangers of structural concentration which antitrust policies guard against are not so likely to be realized that the countervailing public interest considerations—stability and continuity of service with a demonstrated record of service—should be surrendered.

That conflict between the commission and the department has been presented to the U.S. Court of Appeals in Washington for resolution in the case in which the FCC's crossownership rule is under attack. Justice has also filed a notice of appeal in the Stauffer case. However, a decision on whether to proceed with the appeal will await the outcome of the decision on the crossownership appeal.

The KMJ applications remain on deferred status pending the resolution of a number of matters.

Meanwhile, awaiting commission action are six more Justice petitions to deny.

Ford says public, not President, should 'dictate' TV programming

Chief Executive also differs with Carter's contention that appointees to agencies should necessarily be consumer-oriented

President Ford has found another area in which he disagrees with his Democratic challenger for the presidency, Jimmy Carter—the role the President should play in regulating television.

Mr. Carter has said that there is too much violence on television and that the President should seek to marshal public opinion against such programming (BROADCASTING, Aug. 16).

President Ford, quoted in an interview with *TV Guide*, takes a contrary view. The President, he said, should not "dictate" the programs seen on television. "I feel very strongly that the public as a whole is a better judge than one individual—including a President—and the programming ought to reflect the public as a whole."

The President, in the interview, disclosed his four favorite programs—*Kojak*, *Police Woman*, *Rockford Files* and *Columbo*. (The last two are rated by National Citizens Committee for Broad-

The safety of 3,840,600 square miles of America's coastal waters, all major ports and our inland waterways is the responsibility of a group of people that wouldn't even fill Yankee Stadium.

The Coast Guard's job is big. And growing every day. The men and women in the Coast Guard are equal to the task. But all too often the job they do goes unnoticed.

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The Coast Guard is the watchdog of our maritime resources. We have sophisticated monitoring equipment

that helps us locate oil spills and track down the offending vessels that cause them. We even get in on the clean-up from time to time. And if waterfowl and finned inhabitants of the sea could talk, our conservation efforts would be well-known worldwide.

As vessel traffic in major ports increases, so does our job in safely guiding ships out to sea and in from it. We're designing, installing and operating innovative vessel traffic systems. And with them, we're significantly improving the capability of our ports to safely accommodate growing maritime commerce—commerce necessary to fuel our nation's economy. Increased inspections of foreign and domestic vessels in our coastal waters has added yet another dimension as our responsibility for intercepting narcotics smugglers expands.

Finally, the Coast Guard will be overseeing and enforcing adherence to the new 200 mile fishery conservation zone. One more part of the good job we do.

Quietly.

We're a small service with a big service to perform, but we're not complaining.

What we really want to do is put out the good word about the Coast Guard to young people who can help us do our good work. Because we need more of them to help us do it. So the next time you hear about something new that we're doing, you may even want to pass it on yourself.

The Coast Guard.

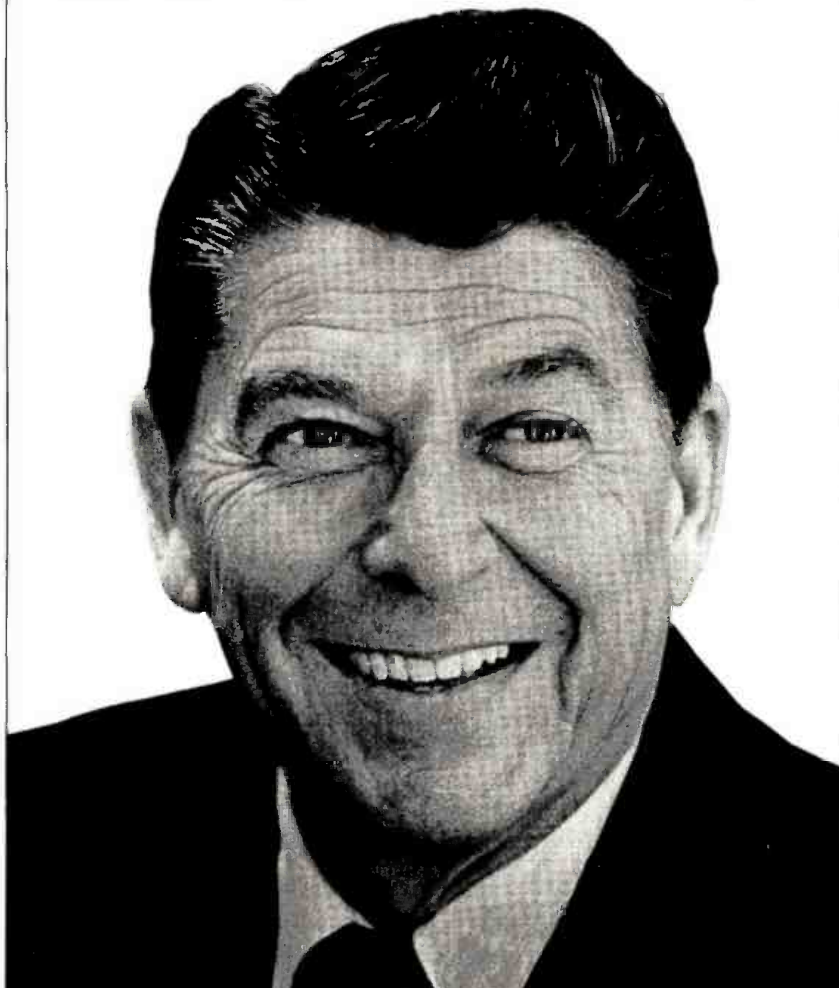


Good Luck, Barbara
— Harry



Same to you, Harry
- Barbara

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casting as among the 10 most violent in prime time [BROADCASTING, Aug. 2]).

The President also disagreed with Mr. Carter on another point involving broadcast regulation. Where Mr. Carter said he would appoint to regulatory agencies consumer-oriented individuals of a type that consumer-activist Ralph Nader would approve, President Ford said that a President should not commit himself to any segment of society and that no individual should have a "veto power" over regulatory agency appointments.

Among the other points made by the President in the interview:

Television helps the public to evaluate his performance as President. "Television gives to the viewer a different perception—a perhaps different feeling for or against the candidate and his decisions—than any other medium."

At present, he sees "no discernible bias" in television news coverage. There may have been in the past. But "the attitude and atmosphere in the country has changed and therefore it is my feeling that television, like other media, has reflected that."

Congress "has spoken" on the fairness doctrine and the Supreme Court has passed judgment on it (sustaining it). "I think it's better to have some guidelines that two of our three branches have laid out."

Television news is "of good quality," but he thinks that, because of "time constraints," news programs should be longer than 30 minutes. "I'm not sure the public agrees with that, but that's my own view."

Gavel-to-gavel coverage of Senate and House proceedings would "be a stimulant to improved performance . . . I think Congress has to be prodded to do a better job, and if they're on television, I'm convinced that the public will demand a better job."

FCC asked to open station books a bit

**Law firm claims that cable needs
financial information because
distant-signal limitations are
based on alleged economic harm**

A Washington law firm has petitioned the FCC to institute a rulemaking that would require television licensees to make portions of their annual financial report to the FCC available for public inspection.

The firm of Cole, Zylstra & Raywid, which represents many cable television systems, said each broadcast licensee should be required to make available information on its "annual net operating income, its cash flow (operating income and depreciation and amortization), the net value of its tangible property and its annual percentage return on investment in tangible property."

The law firm said the cable operators it represents have a right to this data because their own business interests have been hampered by rules that only allow them

limited levels of distant signal carriage. It is assumed, the firm said, that distant signal importation in excess of these levels would bring financial hardship to broadcasters. But the signal quota is often "too restrictive" in a particular market, the firm said, and cable operators should be allowed access to financial information that would help them rebut claims of undue economic hardship.

The firm emphasized that the public need not be made privy to "the competitively injurious minutia of a station's financial operations," but only bottom-line figures that would not be competitively damaging, according to the firm. Program salaries, sales, sales payroll, outside news sources, total net national and other data which could give advantage to a broadcaster's competitors would be left alone, the firm said. The lawyers said "no competitor could factor out" from the bottom-line figures of the form 324 annual financial report, any damaging confidential information.

Wasilewski stumps for an unfettered broadcast system

In separate speeches, NAB president defends advertising and TV quality, says both should be free of interference by government

National Association of Broadcasters President Vincent Wasilewski has been riding the lecture circuit, making speeches to two state broadcast associations about broadcasting's fight to keep itself free from government regulation.

He focused on the importance of advertising to sustain a commercial system of broadcasting in his address to the Nebraska Broadcasters Association in Lincoln, Neb., Tuesday (Sept. 28). Attacks on advertising have "increased immensely," he said, and for different reasons. On the one hand, "advertising is attacked because it is too influential and effective and, on the other hand, some attack it as frivolous and lacking in economic utility."

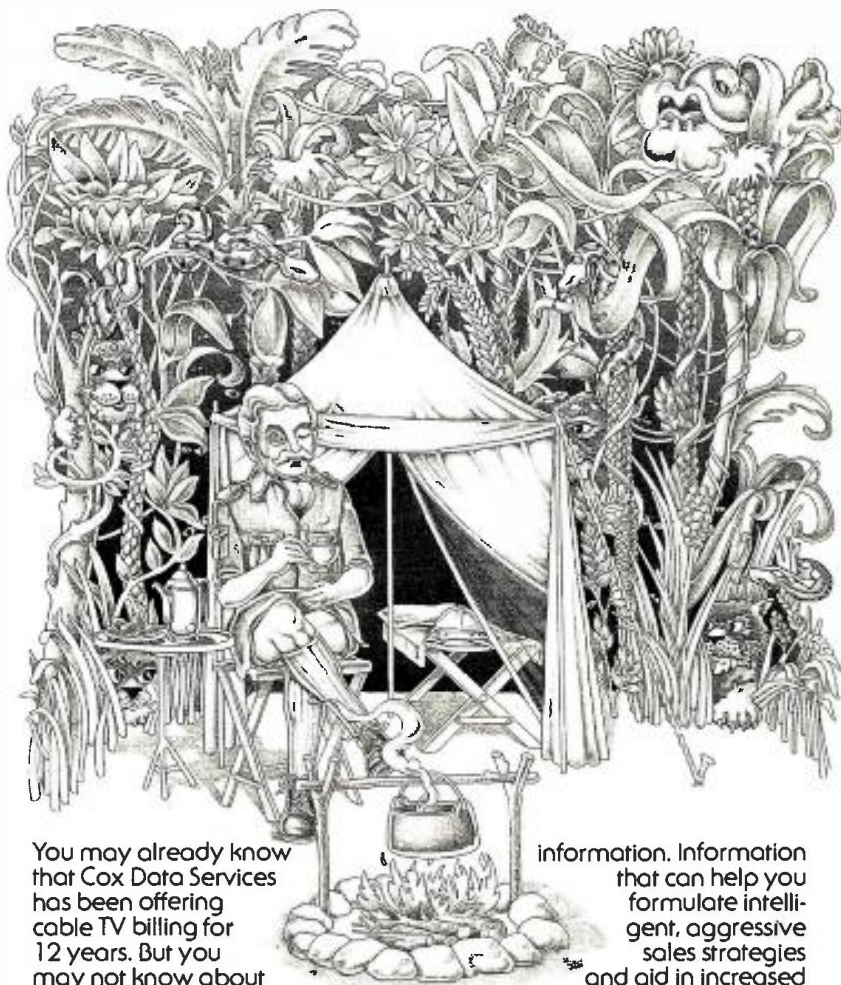
The charge that advertising raises prices is unfounded, he argued, adding that there are studies showing the opposite: that "mass production, distribution and marketing lead to lower unit costs."

He argued, too, that "a substantial body of consumer behavior research tells us that the consumer is hardly a helpless pawn, manipulated at will by the advertiser."

"My view still remains," Mr. Wasilewski said, "that commercial broadcasting—advertising—with all its weaknesses and irritations, with its tendency toward excesses, with its disabilities, is better than any alternative I have heard proposed."

The previous Saturday (Sept. 25), Mr. Wasilewski told the South Dakota Broadcasters Association that the term "horn of plenty" is more applicable to television

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The men of NRBA. The new board of the National Radio Broadcasters Association at its first meeting at the association's convention in San Francisco two weeks ago (BROADCASTING, Sept. 27): Seated (l-r), Carl Venters, WPTF(AM)-WODR(FM) Raleigh, N.C.; Tom Holter, WLVE(FM) Baraboo, Wis.; Abe Voron, NRBA executive vice president for government relations; Robert Herpe, WPLR(FM) New Haven, Conn., NRBA chairman; James Gabbert, KIOI(AM)-KIOI(FM) San Francisco, NRBA president; Bernard Mann, WGLD-AM-FM High Point N.C., NRBA secretary; Alvin King, NRBA executive vice president for station services. Standing (l-r), Loring Fisher, Bonneville Broadcast Consultants, Tenaft, N.J., NRBA treasurer; James Connor, WWSH(FM) Philadelphia; Phil Roberts, Greater Media Inc.,

N.Y.; Thurman Worthington, WKEZ(FM) Norfolk, Va.; George Kravis II, KFMJ(AM)-KRAV(FM) Tulsa, Okla.; Gary Worth, Mutual Broadcasting System Inc., Washington; Don Fitzpatrick, KFOG(FM) San Francisco; Charles Boman, WJBY(AM) Gadsden, Ala.; Kenneth Mellgren, WJIB(FM) Boston; Eric Hauenstein, KDKB-AM-FM Mesa-Phoenix, Ariz., NRBA vice president-West; Steven Trivers, WQLR(FM) Kalamazoo, Mich., NRBA vice president-East; Lew Latto, WAKX-AM-FM Duluth, Minn.; Jack Gennaro, WFHR(AM)-WVRW(FM) Wisconsin Rapids, Wis.; Stephen Heater, KSPN(FM) Aspen, Colo.; Dave Raven, WIFC(AM)-WSAU(FM) Wausau, Wis.; Dutch Doelitzsch, WDDD(FM) Marion, Ill.; Thomas Schattenfield of Arent, Fox, Kintner, Plotkin & Kahn, NRBA general counsel; Ted Dorf, WGAY-AM-FM Washington.

than the "vast wasteland" label coined by former FCC Chairman Newton Minow years ago.

Said Mr. Wasilewski: "Programs of every type are on this year's schedule—programs that are made better, written better, acted better than ever before."

He argued for complete freedom to program the news: "Within the basic framework of honest reporting and journalistic responsibility, you should see and hear everything." And he argued to freedom from government intrusion into entertainment programming: Who should determine what is broadcast on radio and TV? "It is the amalgamation of individual voices, rather than any committee—no matter how artistic, no matter how wise—rather than any Congress, no matter how representative."

In sum, Mr. Wasilewski argued, "No one contends that broadcasting is now perfect or that it cannot be improved. But we must insure that any future 'remedies' will not be allowed to erode the underlying base of the free broadcasting system."

Conrad trouble may not end at his resignation

It's said internal investigation is being conducted to find out if RCA or some of its employees are involved in his tax problems

RCA Corp. is reported to be looking into the possibility that the company or some of its employees might have been involved in the tax problems of Anthony L. Conrad, who was forced to resign as board chairman of RCA after disclosing he had failed to file personal income tax returns for five years (BROADCASTING, Sept. 20).

Robert L. Werner, executive vice presi-

dent and general counsel, confirmed last week that an internal investigation is being conducted by Fowler Hamilton, a partner in the New York law firm of Cleary, Gottlieb, Steen & Hamilton, in conjunction with RCA's public accountants, Arthur Young & Co., New York. Mr. Werner declined to comment about the areas that are being investigated, saying it was "inappropriate" at this time, but said the main objective was "to determine the accuracy" of Mr. Conrad's statement outlining his problems with the Internal Revenue Service.

In the meantime, reports continued to circulate concerning Mr. Conrad's dismissal, but none even attempted to come to grips with the central questions of why he failed to file and, assuming he failed knowingly, how he hoped to get away with it.

Friends and associates on the RCA board were said to have asked Mr. Conrad directly, during or after the long Sept. 16 board meeting that ended in his dismissal, why he had not filed "until recently," as his statement to the board had put it, federal, state and New York City tax returns for 1971 through 1975. But he reportedly declined to elaborate, saying he could not go beyond his written statement on advice of counsel.

The question was especially puzzling because, by Mr. Conrad's figures, he had paid \$684,618 in federal income taxes through payroll deduction and owed in addition less than 3% of that amount—\$19,674—for the entire five-year period. He said he owed more in state and local taxes because of "small withholding by the employer," but observers found it hard to reconcile nonpayments of these amounts—though Mr. Conrad did not disclose what they were—with a salary known to be in the \$300,000-a-year range.

In any event, he said he had paid all the amounts due, plus interest. And some accounts indicated he had hoped to keep his job, suggesting a plan under which he

would step aside temporarily while a committee of board members investigated the situation. But the board rejected the idea, according to participants, on grounds that it should not risk jeopardizing the company in any way.

Edgar H. Griffiths, 55, who was executive vice president, board member and president of RCA Electronics and Diversified Businesses, succeeded Mr. Conrad as RCA president and chief executive. He has been quoted as saying he knew of no further developments to come in the Conrad case. He expressed confidence that—as Mr. Conrad had also assured the board—there was nothing amiss in the company.

(RCA stock prices showed little immediate effect. They dropped 7/8 on the day the story broke but added 3/8 the following Monday and another 1/4 on Tuesday, closing Tuesday at 27-5/8. Last Tuesday it closed at 27-3/4.)

Mr. Griffiths, who rose to the presidency through 28 years of service in a variety of posts, is known as a hard-nosed financial man, less warm in nature than Mr. Conrad and doesn't accept second place.

Sources at NBC, an RCA subsidiary, seemed to take with mixed emotions the reports circulating that Mr. Griffiths would keep a close eye on NBC-TV's performance this year after its third-place run in the ratings during the past season ("Closed Circuit," Sept. 20). It was speculated that he would have been much less tolerant in the same circumstances.

Before election to the top job, Mr. Griffiths headed two of RCA's three major business groups. As president of RCA Electronics he had management responsibility for the consumer-electronics, solid-state, picture-tube and distributor and special products divisions, government and commercial systems, RCA Service Co. and the SelectaVision video-disk project.

As head of diversified businesses he had responsibility for Banquet Foods, Coronet

Industries, Hertz Corp. and the Oriel Foods group.

He is a native of Philadelphia and holds a BS degree in business administration from St. Joseph's College. He and his wife reside in Gladwyne, Pa.

Mr. Griffiths has been quoted as saying he was as mystified as anyone by the circumstances surrounding Mr. Conrad's tax problems.

Another mystery is why the Internal Revenue Service didn't discover Mr. Conrad's failure sooner. Versions circulating suggested it did so only during a routine audit of RCA, when it asked—also routinely—to see a copy of the chief executive's returns.

IRS authorities have declined—in line with their general policy—to say whether they are investigating Mr. Conrad's failure to file with an eye toward possible prosecution.

Reports pieced together indicated that Mr. Conrad first called a fellow director who is in the banking community two weekends ago and told him he had a serious tax problem. That director subsequently called another, according to these reports, and the matter was then taken to Robert L. Werner, an RCA executive vice president as well as a director, who arranged a meeting with Mr. Conrad and his attorney and also arranged, with Mr. Conrad's authorization, for a special meeting of the board.

Mr. Conrad did not attend the board meeting, which lasted for some eight hours, but remained in his office nearby. Some of the directors were said to have spoken with him during breaks in the meeting and after it broke up. Several made it clear last week that he was well liked, respected and, as RCA Executive Vice President William C. Hittinger put it, "a thoroughly decent and honorable person."

FCC eases on a point in renewal form

Litigation reporting requirement, viewed by some as too stringent, is revised to more limited scope

That FCC license-renewal form question that has had broadcasters and some in government up in arms has been modified somewhat in an effort to reduce the burden its critics said it would impose on publicly held companies.

The question—it is 7 in the radio form and 4 in the television form—asked whether any party to a renewal applicant had been engaged in any litigation. Broadcast attorneys said the question would require information on virtually every litigation in which any of a licensee corporation's officers or directors, or stockholders were involved.

Not only the broadcast attorneys complained, but the General Accounting

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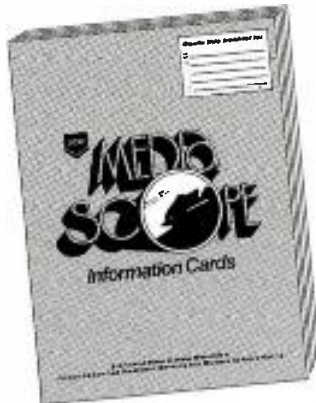
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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Athens Communications.....	Year 12/31/75	7,622,000	+31.1%	(4,542,000)	*	(2.14)	5,812,000	(6,849,000)	(3.22)
Cablecom-General.....	9 mo. 8/31	19,826,942	+10.0%	2,181,313	+ 5.1%	.74	17,887,402	2,073,658	.70
Columbia Pictures.....	Year 6/26	332,114,000	+ 1.9%	11,545,000	+ 9.87	1.35	325,894,000	10,511,000	1.28
Communications Properties.....	9 mo. 7/31	16,662,327	+29.7%	1,222,723	*	.26	12,845,552	(734,138)	(.15)
General Tire & Rubber.....	9 mo. 8/31	1,448,336,000	+13.6%	77,216,000	+82.9%	3.52	1,274,850,000	42,215,000	1.90
Outlet.....	6 mo. 7/31	63,832,887	+32.2%	959,920	-21%	.53	48,277,594	1,213,684	.70
Rust Craft.....	6 mo. 8/31	38,680,000	+ 8.2%	167,000	*	.07	35,725,000	(189,000)	(.08)
Sony.....	9 mo. 7/31	1,242,445,000	+16.3%	89,186,000	+79.0%	.41	1,067,538,000	49,815,000	.23

*Change too great to be meaningful.

ing Co. Inc., of Camilla, Ga., is seeking reversal of an FCC decision denying its application for a new FM station and granting the competing application of Enterprise Inc. Capel contends that the commission failed to consider specific deficiencies in the review board decision that Capel had noted.

Media Briefs

Problems in Gary. Initial decision has been issued denying license renewal of WLTH(AM) Gary, Ind., for misrepresenting its employment and ascertainment information in station's 1973 renewal application. FCC Administrative Law Judge John H. Conlin said WLTH listed incorrect names

in employe records in attempt to show good record of minority employment. Judge Conlin said WLTH hired consulting firm to do its community ascertainment, contrary to FCC rules, and listed head of firm as WLTH upperlevel employe.

New Home. Ashton R. Hardy, former FCC general counsel who rejoined law firm of Jones, Walker, Waechter, Poitevent, Carrere & Denegre where he practiced before coming to FCC in 1974 ("Closed Circuit," July 5), will open new office for New Orleans-based firm at 3501 North Causeway Boulevard, Metairie, La. 70002.

Daytime dies. Bill to extend daylight savings from present six months to seven was halted in House of Representatives. It was opposed by Daytime Broadcasters Association and National Association of

Broadcasters because extended daylight savings time would cut into morning drive time at daylight-only radio stations. Seven-month daylight bill passed Senate, but failed to muster required two-thirds it needed to pass House on suspension calendar. Vote was 11-10.

For employes. Capital Cities Communications plans to buy approximately 300,000 shares of its common stock on open market "from time to time," starting after it obtains Securities & Exchange Commission exemption from federal securities laws. Shares will be available for issuance to employes under company's stock option plans. Officers and directors have also registered total of 54,500 shares that may be sold during same period, but not at same time company's buying. It now has 7,695,436 shares outstanding, trading in \$51-to-\$53 per-share range on New York Stock Exchange.

Back to beginning. National Association of Educational Broadcasters has reprinted original version of study, "Program Decisions in Public Television," which Corporation for Public Broadcasting began distributing last March and then stopped after discovering what it said were errors. After 100 copies were circulated, CPB destroyed remaining 1,800. CPB later sent revised version to Department of Health, Education and Welfare, which with CPB, had helped pay for study. Revised first chapter reportedly was rejected at HEW. Aside from statistical corrections, there were deletions including mention of "incessant minor internal squabbles" between CPB and Public Broadcasting Service and discussion of influence of Nixon administration. In light of NABE publication, CPB has decided against printing what it was considering as revised and updated version.

To CBS Radio. WNLC(AM) New London, Conn., has become affiliate of CBS Radio. It is owned and operated by Mercury Broadcasting Corp. and operates at 1510 khz with 10 kw day and 5 kw night.

ACNO secession. National Latino Media Coalition has submitted its resignation from Advisory Council of National Organizations to Corporation for Public Broadcasting (ACNO), as expression of dissatisfaction with both CPB and Public Broadcasting Service in areas of employ-

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ment, policy-making, programing and ascertainment. Resignation was not accepted. According to Nancy McMahon, of American Council for Better Broadcast and new ACNO chairperson, grievances are being investigated. ACNO consists of 45-member groups, including League of United Latin American Citizens.

Changing Hands

Announced

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

■ **WMAL-AM-FM** Washington: Sold by Washington Star Communications Inc. to ABC for \$16 million (see page 40).

■ **KIVA-TV** Farmington, N.M.: Sold by Four States Television Inc. to Four States Television Inc. (Texas Corporation) for \$904,000 including equipment lease. Principal in seller is Gerald R. Proctor, who has no other broadcast interests. Buyer is owned by Robert L. Clarke (20%), D. Kent Anderson (20%), Eugene Talbert (20%), John R. Catsis (17.5%), Connie T. Catsis (17.5%) and Herbert A. Phelan (5%). Mr. Catsis is newsman for KHOU-TV Houston. His wife, Connie Catsis, owns Houston interior design firm. Mr. Clarke is attorney and has banking interests with Mr. Anderson in Magnolia and Houston, Tex. Mr. Phelan is business manager at Baylor College of Medicine in Houston, and Mr. Talbert is in Texas oil business. Messrs. Anderson and Clarke are brothers-in-law and Mr. Talbert is Robert Clarke's father-in-law. KIVA-TV is NBC affiliate on channel 12, with 158 kw visual, 15.8 kw aural and antenna 410 feet above average terrain.

■ **WBML(AM)** Macon, Ga.: Sold by Prairieland Broadcasters of Georgia Inc. to Network Inc. for \$330,000 plus \$20,000 covenant not to compete. Seller is owned by Stephan P. Bellinger, Joel W. Townsend, Reynold Fischmann, Ben H. Townsend, Samuel A. Hassan and Roger B. Pogue. Mr. Bellinger, Ben Townsend and his son Joel have interests in **WDZ(AM)-WDZQ(FM)** Decatur, **WIZZ(AM)-WLAX(FM)** Streator and **WILY(AM)-WRXX(FM)** Centralia, all Illinois. Mr. Fischmann has interests in **WDZ-WDZQ** and Mr. Pogue has interests in **WDZQ**. Mr. Hassan has interests in **WILY-WRXX** and minority interests in **WIHN(FM)** Normal, Ill. Buyer is owned by John P. Teiken and Albert S. Tedesco. Mr. Tedesco is principal in **KDUZ-AM-FM** Hutchinson and **KTCR-AM-FM** Minneapolis, both Minnesota. Mr. Teiken until last December was general manager and 10% owner of **WCM-AM-FM** Brazil, Ind. **WBML** is on 1240 khz, with 1 kw day and 250 w night.

■ **KROA(FM)** Grand Island, Neb.: Sold by Midwest Broadcasting Inc. to Grace College of the Bible for \$275,000. Seller has no other broadcast interests, and is principally owned by estate and family of Herbert P. Roszhart Sr. Buyer is nonstock religious corporation which also owns

KGBI-FM Omaha. Rev. Dan Dalke is president of buyer, with 15 other members who are clerical, business and professional people living mainly in Midwest. **KROA-FM** is on 95.7 mhz, with 100 kw and antenna 460 feet above average terrain.

■ **WKBQ(AM)** Garner, N.C.: Sold by Edward G. Atsinger III to Edward Paul for \$220,000 plus \$25,000 noncompetition covenant. Seller also owns **KDAR(FM)** Oxnard, Calif., and is 50% owner of applicant for new FM in Shafter, Calif., and which has sold, subject to FCC approval, **KBIS(AM)** Bakersfield, Calif., for \$482,500 (**BROADCASTING**, June 21). Buyer is former broadcaster who now has majority interest in Strattanville, Pa., auto and truck center. **WKBQ** is 250 w daytimer on 1000 khz.

■ **KNND(AM)** Cottage Grove, Ore.: Sold by KTOB Inc. to Thornton Pfleger Inc. for \$135,000 plus \$45,000 management contract. Seller is owned by Robert S. Lipman (35%), Irwin B. Lipman (25%), David F. Devoto and Jack R. Garrison (each 20%), and also owns **KTOB(AM)** Petaluma, Calif. Irwin Lipman is father of Robert Lipman. Seller is requesting waiver of FCC's "three-year rule" because of financial hardship. Buyer is owned by David and Mary Pfleger, husband and wife, who have no other broadcast interests. Mr. Pfleger is employe of manufacturing firm in Evanston, Ill. **KNND** is on 1400 khz, with 1 kw day and 250 w night. Broker: William

A. Exline Inc.

■ **WEND(AM)** Edensburg, Pa.: Sold by WEND Inc. to Great American Wireless Signal Co. for \$120,000. Principals in seller are Robert E. Civis (45%), Francis Krug (45%) and Lawrence L. Davis (10%) who have no other broadcast interests. Buyer is owned by Mark A. Kriebel and J. Jeffrey Long. Mr. Kriebel is account executive with **WKOP(AM)** Binghamton, N.Y. Mr. Long is independent program consultant. **WEND** is on 1580 khz with 1 kw day and 250 w night. Broker: The Keith W. Horton Co.

■ Other sales reported at the FCC last week include: **WYHI(AM)** Fernandina Beach, Fla. (see page 67).

Approved

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

■ **WSAV-TV** Savannah, Ga.: Sold by WSAV Inc. to News-Press & Gazette Co. for \$5,250,000. Seller also owns **WSAV(AM)** there; its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lucas estate. Buyer, principally owned by David R. Bradley, publishes *St. Joseph* (Mo.) *News-Press and Gazette* and owns *St. Joseph* Cablevision Co. **WSAV-TV** is NBC affiliate on channel 3 with 100 kw visual, 15.1 kw aural and antenna 480 feet above average terrain.

■ **WETE(AM)** Knoxville, Tenn.: Sold by

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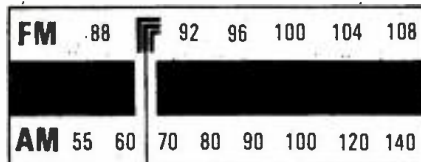
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New location. Park Broadcasting's WJHL-TV Johnson City, Tenn., dedicated its new headquarters and studios in the former Johnson City post office after a one-year renovation effort. The station, a CBS affiliate since it went on the air in 1953, was the third acquired by Park, which now has seven TV's, seven AM's, six FM's and 15 newspapers. On hand for the ceremony were (l-r): Don Clancy, CBS director of administration, affiliate relations; John Babcock, executive vice president, Park; Roy H. Park, president, Park; George Zurich, CBS station clearance director, and Hanes Lancaster, executive vice president of WJHL-TV.

Knoxville Broadcasting to Basic Media Ltd. for \$800,000. Seller is subsidiary of Hall Communications, owned by Robert M. Hall and Donald Laufer, who also own WICH-AM-WCTY(FM) Norwich, Conn.; WNBH(AM)-WMYS(FM) New Bedford, Mass.; WUSJ(AM) Lockport, N.Y.; WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and have purchased, subject to FCC approval, WGAL-AM-FM Lancaster, Pa. (BROADCASTING, March 29). Principal in buyer is N. Eric Jorgensen who also owns WISE(AM) Asheville, N.C. WETE is on 620 khz with 5 kw full time.

■ WONS(AM)-WBGM(FM) Tallahassee, Fla.: Sold by Camptown Industries to Forward Communications Corp. for \$650,000. Seller, which has no other broadcast interests, is owned by publicly traded Pubco Corp., Washington, D.C.-based printing and publishing firm headed by Charles Lockyer, president. Buyer is Wisconsin-based group owner with 21 stockholders, including publishing companies and newspapers in Wisconsin. Richard D. Dudley is president. Buyer also owns WIFC(FM)-WSAU-AM-TV Wausau and WMTV(TV) Madison and WKAU-AM-FM Kaukauna, all Wisconsin; KCAU-TV Sioux City, Iowa; WTRF-FM-TV Wheeling, W.Va.; KVGB-AM-FM Great Bend, Kan.; WRAU-TV Peoria, Ill. and KOSA-TV Odessa, Tex. WONS is 5 kw daytimer on 1410 khz. WBGM(FM) is on 98.9 mhz, with 100 kw and antenna 385 feet above average terrain.

■ Other sales approved by the FCC last week include: WOMI(AM)-WBKR(FM) Owensboro, Ky.; WVBM(AM) Utica, N.Y. (see page 67).

La. groups stay hot on EEO

Louisiana chapters of the National Organization for Women, Southern Media Coalition and National Welfare Rights Organization have complained to the FCC that

affirmative action amendments to applications for renewal of licenses the FCC called for from 12 Louisiana radio stations still don't show commitment to meeting equal employment obligations. The FCC had dismissed an informal objection against 26 of 38 stations the petitioners had complained about but asked for further EEO information from WNOE(AM), WNPS(AM), WSHO(AM) and WSMB(AM), all New Orleans; KBCL(AM)-KEPT(FM), KRMD-AM-FM, KWKH(AM) all Shreveport; KAJN(AM) Crowley; KXKW(AM) Lafayette and WAIL(AM) Baton Rouge. The groups said KAJN, KXKW and KRMD-AM-FM have "not bothered to comply" with the FCC directive yet, and amendments to applications from other stations represent mere "tokenism" in hiring of minorities and women.

Downe-Bartell delayed

The completion of the previously announced merger of Downe Communications Inc., New York, with Bartell Media Corp., New York, has been held up because of an inquiry from the staff of the Securities and Exchange Commission.

According to an announcement from Downe, the two companies will meet with the SEC staff to discuss the inquiry and subsequently will have "a more definitive communication in connection with the consummation of the proposed merger." (Shortly before the proposed consolidation was to have been effected on Sept. 20, three class-action suits were filed against Downe and Bartell, charging the terms of the merger were unfair to minority stockholders of Bartell.)

Downe, which publishes the *Ladies Home Journal*, already 66% of Bartell's four million outstanding shares. Bartell operates *Sport* magazine and owns WADO(AM) New York, WDRQ(FM) Detroit,



Shades of 'Uncle Ezra'. Warren P. Williamson, Jr. (l), founder, principal owner and chairman of WKBN-AM-FM-TV Youngstown, Ohio, and his sons, Warren P. Williamson III (c), WKBN president, and Joseph D. Williamson III, radio manager, take a look at the original seven-and-a-half watt transmitter used 50 years ago when WKBN(AM) first went on the air. The station has been operating fulltime with 5kw since 1943. As part of the anniversary celebration, the senior Mr. Williamson did a live broadcast from his home—the site of the station's first broadcast—complete with 1926-style music.

WMJX(FM) Miami, WOKY(AM) Milwaukee, KSLQ(FM) St. Louis and KCBQ(AM) San Diego. (WADO has been sold, subject to FCC approval.)

Cleveland radio-TV has NOW problems

Employment at 10 stations comes under fire in FCC filing

The Cleveland chapter of the National Organization for Women has filed informal objections with the FCC against the operations of 10 radio and television stations in that city. NOW alleges that the stations unlawfully exclude women and minorities from higher paying and, in the case of blacks, middle-level jobs.

NOW has requested the commission to investigate alleged employment discrimination at the stations—Globetrotter Communications Inc.'s WIXY(AM) and WDOX(FM), NBC's WKYC-TV, Scripps-Howard Broadcasting Co.'s WEWS-TV, Storer Broadcasting Co.'s WJW-AM-TV, Ohio Communications Inc.'s WWWE(AM) and WWWM(FM), Malrite of Ohio Inc.'s WHK(AM) and Nationwide Communications Inc.'s WKSX(FM).

NOW also asked that the commission designate for hearing and deny the renewal applications of those stations found to be in violation of the commission's antidiscrimination rules.

Kathy Bonk, NOW national media task force coordinator, said that the Cleveland stations employ a workforce which is only 25% female in an area where 38% of the workforce is female. She also said that while 70% of the women employed hold clerical jobs, 93% of the white males employed by the stations are in the top-four job categories.

Programing

Critics judge 'Randall' best; 'Ball Four' strikes out

A collection of pronouncements by reviewers on fall-season debuts

Although the viewers cast their votes in a different way, the television critics will always have their say, too. BROADCASTING sampled the critical reaction to the new season's new shows and found it thus:

A majority of the critics had nothing but high praise for *The Tony Randall Show*, and especially for Mr. Randall. Reviewers are calling the show everything from an "intelligently written" to a "professionally done" comedy. The ABC sitcom premiered Thursday (Sept. 23, 9 p.m. NYT), preceding the telecast of the Ford-Carter debate, and pulled a 20.7 rating and a 31 share (see "Top of the Week").

A large number of good reviews also were given to *All's Fair* (CBS), *Rich Man, Poor Man—Book II* (ABC) and *The Nancy Walker Show* (ABC).

Ball Four (CBS), *Gemini Man* (NBC) *Spencer's Pilots* (CBS), *Mr. T and Tina* (ABC) and *COS* (ABC) received poor reviews by most critics. Some reviewers pegged *Ball Four* and *Mr. T and Tina* as the "worst" shows ever to be aired.

Critics' reception of *Executive Suite* (CBS), *Charlie's Angels* (ABC), *Serpico* (NBC) and *Delvecchio* (CBS) also was cool.

Four new shows made the Nielsen's top 20: *Charlie's Angels*, *The Captain and Tennille* and *The Tony Randall Show*, all ABC, and NBC's *Van Dyke and Company*.

Reviews of NBC's *Best Sellers*, which premiered Thursday at 9 p.m. with "Captains and Kings," and ABC's *Most Wanted* (Saturday, 10 p.m.) were not available at press time.

Following is a sampling of excerpted reviews, day by day, of the premiere episodes of new television shows.

Cos (ABC, Sunday, 7)

"Cosby's comedy routines are funny for a couple of minutes but they quickly begin to bore, and the rest of the show is drivel." *John Camper, Chicago Daily News.*

"For a new television series, *Cos* sure was lifeless, directionless and unimaginative... It had more the look of a show in the death throes of a 10-year run," *Lee Margulies, Los Angeles Times.*

"Sunday's premiere was a very cluttered, over-produced variety show. Among regular segments is Cosby doing his speciality of talking to youngsters... What is needed is Cosby's talented touch throughout and less mediocre material

WQLR

#1 in adults 25-49
#2 in adults 25-64
#2 in adults 18-49
#2 total adults



KalaMusic

Of the Kalamazoo stations, WQLR ranked a solid 1 in Adults 25-49 and 25-64 in the ADI section of the Kalamazoo-Portage April / May 1976 Arbitron and second in total adults, and adults 18-49. In fact, of all 57 stations reported in the ADI, WQLR was tied for third in adults 25-49, and tied for fourth in total persons 12+. And WQLR's audience increased by 33% over 2 years ago.

And here's the exciting part of the story. 68% of WQLR's adult audience is under 50. These are numbers WQLR can be proud of and numbers WQLR can sell.

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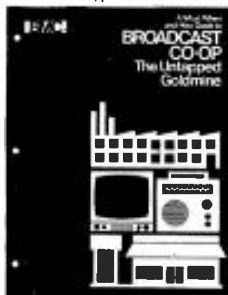


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supplied by outside sources." *Rex Polier, Philadelphia Bulletin.*

Delvecchio (CBS, Sunday, 10)

"...unimpressive in its story line and development ... the writing is not up to the characters. ... It is basically a routine cop melodrama that stays well within the bounds of mediocrity." *Percy Shain, Boston Globe.*

"It looks like they worked from an old script left over after *Bronk* was canceled. The opening titles are an immediate tipoff: first Delvecchio is seen running, then he's seen in a car chase and then he is seen in still photos looking stern." *Lee Winfrey, Philadelphia Bulletin.*

"Judd Hirsch gives a strong performance as the authority figure on a police team ... there is nothing new ... Some of the plot developments aren't too clear or



credible, either, but when have such deficiencies stood in the way of a cop show." *Anthony LaCamera, Boston Herald American.*

"...tried so hard to be a thinking person's *Kojak* ... that even thinking people got confused by the convoluted plot." *David Sheehan, CBS-owned-and-operated KNXT(TV), Los Angeles.*

"...a cop show just like every other cop show ... Charles Haid does a good job as Delvecchio's partner, but he still doesn't make the show worth watching." *John Camper, Chicago Daily News.*

The Captain and Tennille (ABC, Monday, 8)

"...a brightly paced hour offering something for everybody ... All musical tastes are satisfied in this sparkling hour." *Kay Gardella, New York Daily News.*

"Their premiere leaves little room for needless encouragement. The keystone of their act consists of bubbling Toni [Tennille] trying to coax a few words out of deadpan Daryl [Dragon]. With dazzling speed, the routine turns exceptionally boring. The rest is tired formula." *John J. O'Connor, New York Times.*

"The Captain and Tennille are attempting to appeal to all tastes, and while each

segment of the audience will reject parts meant for others, enough of it works to make it a plus opening." *Percy Shain, Boston Globe.*

"It looks as if it will be one of the season's better attractions." *Rex Polier, Philadelphia Bulletin.*

"...a textbook example of what is wrong with variety shows. It has silly, stupid skits and bubblegum music and all the early shows are loaded with stars of other ABC-series." *John Camper, Chicago Daily News.*

All's Fair (CBS, Monday, 9:30)

"...looks like the best new comedy series of the year. *All's Fair* ... will offend some people, but will amuse and please many more." *Lee Winfrey, Philadelphia Bulletin.*

"...superficial, shrewdly calculated ... The two principals yell constantly and tiresomely at each other, in wisecracks, of course ... Interspersed with the political one-liners is a strained collection of pseudo-sophisticated sex and bathroom jokes, along with a token black joke." *Anthony LaCamera, Boston Herald American.*

"To say that the premiere script of *All's Fair* was unfair to the obvious talents of Bernadette Peters and Richard Crenna ... is to hope that the two actors can rescue this one as it goes along ... but that may just be wishful thinking." *David Sheehan, CBS-owned-and-operated KNXT(TV), Los Angeles.*

"...the casting is first-rate and the finger-snapping pace of the show leaves just about everything looking easy and undemanding. All, of course, will depend on future developments." *John J. O'Connor, New York Times.*

"...a bit too shrill and seems strangely dated, but if you like last year's news rehashed and reargued you might enjoy this." *Regis Philbin, ABC-owned-and-operated KABC-TV Los Angeles.*

"...strikes me as a good idea that went wrong because a lot of genuine liberals went overboard apologizing for their own beliefs. This series may turn out to be pretty funny. But by Norman Lear's own stan-



dards it is not very plausible." *Sander Vanocur, Washington Post.*

"... [Bernadette] Peters (with her pungent political principles) may become the brightest new series star of the nascent TV season." *Bob Williams, New York Post.*

Executive Suite (CBS, Monday, 10)

"... a cross between the business jungle and the flower children of the 1960's. We found it shorter on inspiration than it was on stereotype. 'Nostalgia Suite' might have been an appropriate title." *Morton Moss, Los Angeles Herald-Examiner.*

"... so awful it's great fun, especially if you enjoy daytime soapers ... this viewer, for one, will probably watch every minute this fall." *Sander Vanocur, Washington Post.*

"The writing could have been better in the first stanza ... but even with the heavy-handed plotline it held my interest and it has to be one of the new season's classiest productions." *David Sheehan, CBS-owned-and-operated KNXT(TV) Los Angeles.*

"Looks like a big-business soap opera without the lasting power despite some good acting." *Regis Philbin, ABC-owned-*



and-operated KABC-TV Los Angeles.

"... a good video paperback and like its literary counterpart, it may be hard to put down. Or tune out." *Bob Brock, Dallas Times Herald.*

"... so soapy and so sappy that it cannot be taken seriously even by the low standards of television drama. What's worse, none of the actors in the huge cast is sufficiently interesting to single out." *Terrence O'Flaherty, San Francisco Chronicle.*

Baa Baa Black Sheep (NBC, Tuesday, 8)

"If *Baa Baa Black Sheep* can maintain the quality of its premiere package, Pappy Boyington may become one of the new folk heroes of this new television season." *David Sheehan, CBS-owned-and-operated KNXT(TV) Los Angeles.*

"If the special two-hour premiere can be taken as a reliable gauge, *Baa Baa Black Sheep* could turn out to be one of the most objectionable projects of the new season ... Perhaps the entire project should have been done in Japanese—with no subtitles." *John J. O'Connor, New York Times.*

"It's one of those shows that gives you the feeling war is heck; this is eventually overcome however in Stephen Cannell's remarkably effective script with the very solid characters enhanced by some very superior ensemble acting ... If this quality isn't shot down in mass production, and if there's a second TV set in your home, *Black Sheep* will provide parents with

something adult to watch other than *Happy Days* ..." *John Barbour, NBC-owned-and-operated KNBC(TV) Los Angeles.*

"... the two-hour TV movie that launches this World War II caper on NBC is a ring-tailed delight." *Cecil Smith, Los Angeles Times.*

"... has a nice look to it, almost as good as that of a theatrical movie, but the story is disjointed and lacks substance." *John Camper, Chicago Daily News.*

"... it is the first solid hit of the new television season. The air sequences are convincingly filmed and the whole World War II atmosphere is effectively created." *Terrence O'Flaherty, San Francisco Chronicle.*

"Robert Conrad scores dramatically, as well as acrobatically ... Conrad is strong in the role. The events, as they unfold, stretch your sense of the probable way out of shape. Yet, Conrad instills Boyington with such credibility that you tend to ignore likelihood and go with the buoyant adventurousness of it." *Morton Moss, Los Angeles Herald-Examiner.*

Rich Man, Poor Man—Book II (ABC, Tuesday, 9)

"ABC, riding higher than ever, has wrought a minor miracle in the perpetuation of *Rich Man, Poor Man*. In its *Book II*, going beyond the novel, it has created a tapestry clearly superior to the original, which as a miniseries took the country by storm last season." *Percy Shain, Boston Globe.*

"No beating around the bush—*Rich Man, Poor Man Book II* gives every evidence of being as absorbing and audience-hooking as the miniseries that started all of the hullabaloo last January." *Bob Brock, Dallas Times Herald.*

"... the most professional production of the new season. The first episode had the look and scope of quality. ... Peter Strauss has gained in maturity both as an actor and as a character ..." *Anthony LaCamera, Boston Herald American.*

"... we can only hope that the last 21 chapters will be better than the first ... It's the pace of the show that's suddenly, crazily off track. Too many crises were jammed into a few months ... Producer Jon Epstein says we can't expect lightning to strike twice in the same place. Well, couldn't someone at least strike a match?" *Don Shirley, Washington Post.*

"Continues to be a dazzler. This show is in a class by itself." *Regis Philbin, ABC-owned-and-operated KABC-TV Los Angeles.*

"... broke exciting new ground last season...but now they've gone beyond the book and the hackneyed hand of woefully artificial television writers make it look like a high school production of an old 1940's John Garfield movie." *David Sheehan, CBS-owned-and-operated KNXT(TV) Los Angeles.*

"... is a pretty good show compared with the rest of the fall television fare. The most striking thing about it is the way Peter Strauss has taken over ... he dominates the show." *John Camper, Chicago Daily News.*

Ball Four (CBS, Wednesday, 8:30)

"It's a misnomer. The title should be 'Three Strikes,' and the misguided network minion who put it on the air should get a memo from a higher corporate umpire saying, 'You're out.' Strike one: Bouton's no actor. Strike two: The dialogue, credited to Herbert Hartig, is dreadful. Strike three: There's no story of the slightest interest." *Bob Williams, New York Post.*

"The first out-and-out disaster of the fall season. CBS better look to the bullpen. And quick." *Bob Brock, Dallas Times Herald.*

"... leaves you with the feeling that there was the skeleton of an idea here that was deprived of the substance that should have fleshed it out. The major trouble is that, though Jim Bouton was a major league pitcher, he isn't a major league actor or even a minor league one. That being so, the experiment with him in the central role of pitcher Jim Barton is a strikeout ..." *Morton Moss, Los Angeles Herald-Examiner.*

"Jim Bouton looks like a cinch for worst actor of the year. It is simply painful to watch [him] mouth his lines without spirit, inflection or presence ... Even disregarding Bouton's inability to act, the show still wouldn't be very good." *John Camper, Chicago Daily News.*

"... promised that a behind-the-scene baseball setting would produce an original situation comedy for CBS. Unfortunately it degenerated quickly into nothing more than a *Welcome Back Kotter* of the locker room ..." *Terrence O'Flaherty, San Francisco Chronicle.*

Alice (CBS, Wednesday, 9:30)

"*Alice* looks like a loser, a mistaken attempt to turn a serious movie into a simple comedy. Compared to Ellen Burstyn, Linda Lavin, in the *Alice* role, looks like Harold Stassen trying to play Thomas Jefferson." *Lee Winfrey, Philadelphia Bulletin.*

"Miss [Linda] Lavin as *Alice* is good and the series should hold together, if it doesn't get too repetitious." *Kay Gar-*



della, *New York Daily News*.

"... is one of those situation comedies that runs everything into the ground. It is basically a no-class, no-finesse show ... The show hits you over the head with clumsy social relevance as it does with clumsy gags." *John Camper, Chicago Daily News*.

"The [homosexuality] theme surfaces once more in the opening episode of *Alice*. The situation is handled rather awkwardly, to the point of discomfort, as the whole matter is hashed and rehashed repeatedly for no purpose, as far as I can see, except its exploitative value." *Percy Shain, Boston Globe*.

Charlie's Angels (ABC, Wednesday, 10)

"... has no plot, ridiculous dialogue and worthless acting. What it did have was the obligatory exploding car, a lot of screeching tires and three beautiful non-actresses." *John Camper, Chicago Daily News*.

"What makes *Charlie's Angels* anything other than a routine television detective series is that, more than action or adventure, more than cops or criminals, what this glossy new ABC program is about is sex ... no effort is spared to make the actresses look their most enticing at all times." *Lee Margulies, Los Angeles Times*.

"I refuse to be swayed by a pretty face—or by three pretty faces, for that matter. The gals—*Charlie's Angels*, if you please—are gorgeous and delectable. But their vehicle is the most absurd type of trash imaginable." *Percy Shain, Boston Globe*.

"... fell something short of transporting us to the seventh heaven. Of course, *Charlie's Angels* is intended to be a comedy. But the comedy should be built on top of your willingness to agree that they're detectives. And the way they're self-consciously draped over the landscape makes it difficult to agree to that." *Morton Moss, Los Angeles Herald-Examiner*.

The Quest (NBC, Wednesday, 10)

"It is handsomely produced and in some respects takes on spectacle proportions with its sweeping vistas of savage fighting. But, basically, the story is pure, sentimental cliché and the formidable embellishments cannot disguise that fact." *Percy Shain, Boston Globe*.

"... bawdy, gritty stuff for TV, and a most welcome addition to the fall itinerary." *Barbra Zuanich, Los Angeles Herald-Examiner*.

"... a disgrace amid so many imaginative possibilities for a new western with significance and style." *Bob Williams, New York Post*.

"If you liked the My Lai massacre you'll love *The Quest*. The show will set westerns back another 10 years ... a nasty, brutal abomination." *John Camper, Chicago Daily News*.

"[Kurt] Russell and [Tim] Matheson don't send off any sparks as leading men. This is the kind of series that will depend

from week to week on the scripts." *Kay Gardella, New York Daily News*.

Gemini Man (NBC, Thursday, 8)

"... a guy who can be invisible for only 15 minutes in a show that has to be on for an hour, NBC last year canceled *The Invisible Man* who could be invisible all day long; that should have proven the concept doesn't work." *John Barbour, NBC-owned-and-operated KNBC Los Angeles*.

"... if you thought *The Invisible Man* concept had faded forever, forget it. He's back, this time in the person of Ben Murphy ... The very reason that *The Invisible Man* flopped last year is the basic ingredient of this season's installment ... *The Gemini Man* doesn't have a brain in its head." *Barbra Zuanich, Los Angeles Herald-Examiner*.

"... may indeed be ridiculous, but at least it's ridiculous in a non-abrasive way." *Tom Shales, Washington Post*.

"... a recycled version of last season's short-lived *The Invisible Man* series and undoubtedly will be pulling its own disappearing act before long." *Lee Margulies, Los Angeles Times*.

Tony Randall Show (ABC, Thursday, 9)

"... an intelligently written and conceived 30 minutes ... the series is a good showcase for Randall, who is a topnotch comedy actor." *Kay Gardella, New York Daily News*.

"... good, solid, professionally done comedy. There's not a weak spot in the script of the first show or in the cast." *John Camper, Chicago Daily News*.

"... an actor whose talents are as distinctive as his personality, but if he were a no show there'd be no show." *John Barbour, NBC-owned-and-operated KNBC Los Angeles*.

"... off to one of the brightest and most amiable starts of the season. Supported by a remarkably good cast, Mr. Randall is positively ingratiating." *John J. O'Connor, New York Times*.

"... contains some familiar situation-comedy faults—a strained script, an occasionally cutesy approach and a few standard characters, including a predictably precocious youngster. Fortunately, it also has Tony Randall, with his built-in knack for light comedy—a very positive element." *Anthony LaCamera, Boston Herald American*.

"... an intelligent and easy-to-take



MTM Enterprises situation comedy ... This series makes no claim to be an earth shaker. But it's pleasant fun and Tony

Randall has a winning and effortless style." *Sander Vanocur, Washington Post*.

Nancy Walker Show (ABC, Thursday, 9:30)

"The basic situation is riddled with kinks that could prove fatal if subjected to any serious thought. But the comedy is pure Lear—madcap characters, sharp wisecracks, hilarious routines and a non-stop, breathless pacing ... Television comedy can use all the Nancy Walkers it can get." *John J. O'Connor, New York Times*.



"After playing second banana for all these years, Nancy Walker finally gets the series stardom she is due ... When William Daniels, who plays her retired husband, comes onto the scene, action almost comes to a complete halt. Unless writers have some really funny situations up their sleeves, they should have him re-enlist." *Bob Brock, Dallas Times Herald*.

"Nancy [Walker] ... is more attractive in her own series, which is well paced and well written and well cast ... Some of the dialogue is hilarious ... The series is just good fun." *Kay Gardella, New York Daily News*.

Van Dyke and Company (NBC, Thursday, 10)

"Here is Dick Van Dyke, at 50, trying once more to make it as a weekly star. And it's infuriating because he can soar so high, and sink so low—almost in the same breath. In fact, in one spot you'll be so puzzled that you'll think there has been a foul-up and you'll be tempted to turn the dial." *Percy Shain, Boston Globe*.

"... not as successful as it should have been. The problem is a basic lack of restraint. The comedy sketches seem to go on forever—strained, unwieldy preambles to punchlines that aren't worth the trouble. The jokes become stale. *Van Dyke and Company* has the potential. What it doesn't have at this point is the good sense to let well enough alone." *James Brown, Los Angeles Times*.

"Some of the comedy bits were ingenious ... and others were sophomoric and juvenile, a curious mix. For a successful outing, however, the producers will have to analyze the Van Dyke character. Judging from the opener, I'm not sure that the producers really know who he is and what is best for him—and for us ..." *Don Freeman, San Diego Union*.

"It was an old, rather tired-looking Van Dyke who dragged it all down. Afraid Dick's not going to make it again." *Rex Polier, Philadelphia Bulletin*.

"Some of it is very funny, and most of it strives to be imaginative, clever and different. It should be encouraged ... refreshing comedy approach and hilarious moments." *Anthony LaCamera, Boston Herald American.*

Spencer's Pilots (CBS, Friday, 8)

"... crashed with a dull thud ... As a candidate for the 8-to-9 'family hour,' this new series is obviously not designed to be especially profound or provocative. But even the watching-together family may demand something more than elaborate aerial shots and simulations." *John J. O'Connor, New York Times.*

"... a four to six-week flight across the autumn empyrean looks like the most likely flight pattern for *Spencer's Pilots*. If interested, you better look up quick." *Lee Winfrey, Philadelphia Bulletin.*

"An airplane series might have worked ... but as it is, I doubt that *Spencer's Pilots* will ever get off the ground ..." *David Sheehan, CBS-owned-and-operated KNXT(TV) Los Angeles.*

Serpico (NBC, Friday, 10)

"David Birney is such a good actor he almost makes *Serpico* worth watching ... [He] plays his role with a steely eyed intensity that makes you want to forget the poor quality of the script." *John Camper, Chicago Daily News.*

"... just another standard TV cop saga ... it looms as one of the season's big disappointments." *Tom Shales, Washington Post.*

"David Birney, in beard and casual street clothes, keeps the character of Ser-



pico on a line of low-key tension. But, once the 'action' begins, it's evident that we've seen this one before—many times." *John J. O'Connor, New York Times.*

Holmes and Yoyo (ABC, Saturday, 8)

"... turns out to be a happy surprise ... TV veteran Leonard Stern (*Get Smart*) and others have created a presentable fantasy comedy in the style of *Mr. Ed*, *My Living Doll* and the fondly remembered *Topper*." *Tom Shales, Washington Post.*

"... a show put together with odd parts, like the robot cop who answers to the name of Yoyo. The idea has a certain coy charm, but it's developed in this initial episode with haphazard contrivance that short-circuits its audience." *Percy Shain, Boston Globe.*

"We were less than optimistic that much entertainment value would emanate from *Holmes and Yoyo* ... Yet, we found

the opening series sally of the robot cop and his police buddy an invitation to laughter..." *Morton Moss, Los Angeles Herald-Examiner.*

"... relies heavily on funny sight gags which may wear thin after several shows, but it will be fun while it lasts." *John Camper, Chicago Daily News.*

"... will doubtlessly charm the younger set and send more mature viewers dashing for the martini jug." *John J. O'Connor, New York Times.*

Mr. T and Tina (ABC, Saturday, 8:30)

"... works far too hard to be funny by reassembling a bunch of stock situations and characters in new Japanese clothing to conceal the tiresome repetition." *Morton Moss, Los Angeles Herald-Examiner.*

"One liners, sight gags, jive talk, cultural contrasts, speech traits, slang expressions, ethnic jokes—*Mr. T and Tina* disjointedly dips into all these potential comedy barrels and fails to come up with even a single laugh in its disastrous debut ..." *Lee Margulies, Los Angeles Times.*

"The only other new show that invites ridicule as much as *Holmes and Yoyo* is *Mr. T and Tina* ... both shows are so incredibly inept that they ridicule themselves and everybody connected with them just by being on the air." *David Sheehan, CBS-owned-and-operated KNXT(TV) Los Angeles.*

"... the worst new situation comedy of the young season." *John Carmody, Washington Post.*

Nielsen to test a system to obtain ratings in 12 hours

New process would record if affiliates carry network shows and eliminate unnecessary paperwork

Early next year, the A.C. Nielsen Co. and the three networks are expected to begin testing a system that would permit the release of national overnight ratings within about 12 hours.

The reason national prime-time Nielsens now take about 24 hours to deliver, according to Arnold Becker, director of television-network research at CBS, is that each network has to find out which of its affiliates failed to carry a particular program at the time it was sent out by the network. Each network feeds that information to Nielsen, which then factors those stations out of its total. Result: an extra day's delay in the release of the nationals, as well as reams and reams of paperwork.

The new system, Mr. Becker continues, would cut an electronic code into each show transmitted by the network. Nielsen would arrange for a black-box decoder at each of the 30 or so affiliates that would participate in the six-months-long test; the decoder would automatically record the signal being sent by the network and then

feed that data instantaneously into computers.

Mr. Becker says the new system would not only deliver national overnights the next morning and cut down on paperwork but might also speed up compensation payments by networks to affiliates. Stations now have to fill out forms specifying, after the fact, which network shows they did or didn't carry.

Warner Brothers plans to purchase Wolper

Warner Bros. Inc. has reached an agreement in principle to buy The Wolper Organization, Los Angeles, for a cash price of \$1.5 million plus additional money based upon future revenues.

The Wolper Organization, headed by David Wolper, is associated with the Komack Co. in producing *Welcome Back Kotter* on ABC-TV and *Chico and The Man* on NBC-TV. On its own, Wolper is producing for ABC 12 hours of *Roots*, based on Alex Haley's new book tracing his ancestry to Africa. Mr. Wolper has been in production since 1959 and his present company was formed in 1969. The firm specialized for a long time in TV documentaries but for the past five years has been active in the TV dramatic and comedy fields.

Program Briefs

Lined-up. MCA TV has added Group W TV stations in Philadelphia, Boston and Baltimore; Storer stations in Detroit and Atlanta, and Post Newsweek's WFSB-TV Hartford, Conn., to list of 19 stations as ad-hoc "fourth network" outlet for high-budget, first-run, prime-time miniseries (BROADCASTING, Aug. 23). Now that most of major markets have committed to project, budgets are expected to parallel what ABC, CBS and NBC spend for their prime-time series.



In error. On page 71 of the Sept. 27 issue, a photograph of Representative Richard F. Vander Veen (D-Mich.), at left, was erroneously run in place of that of Larry Vanderveen (right), president of Radio Arts Inc., in the article on automated formats.

Nielsen spreading. WBBM-TV Chicago has signed for Nielsen's Metered Market Service which provides overnight data. Total number of subscribing stations now is 21 in New York, Los Angeles and Chicago.

The Broadcasting Playlist Oct 4

Contemporary

Over-all-rank Last This week week		Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Play That Funky Music (3:12) Wild Cherry—Epic	1	1	1	1
5	2	If You Leave Me Now (3:40) Chicago—Columbia	2	3	2	7
3	3	(Shake...) Shake Your Booty (3:06) K.C. & Sunshine Band—TK Records	3	6	4	4
4	4	Lowdown (3:15) Boz Scaggs—Columbia	4	5	3	3
7	5	Devil Woman (3:21) Cliff Richard—Rocket	5	2	7	6
11	6	Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	7	4	8	2
2	7	A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	6	7	5	5
8	8	I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	8	8	6	8
9	9	Still the One (3:42) Orleans—Asylum	9	9	9	9
6	10	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	10	10	10	10
13	11	I Only Want to Be with You (3:20) Bay City Rollers—Arista	11	12	11	11
10	12	You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	13	11	14	12
18	13	A Little Bit More (2:56) Dr. Hook—Capitol	12	14	13	15
21	14	Magic Man (2:45) Heart—Mushroom	15	13	15	13
12	15	With Your Love (3:33) Jefferson Starship—Grunt	14	17	16	18
14	16	She's Gone (3:24) Hall & Oates—Atlantic	16	20	12	20
20	17	Rock 'N' Me (3:05) Steve Miller Band—Capitol	17	19	17	14
19	18	The Wreck of the Edmund Fitzgerald (5:57) Gordon Lightfoot—Reprise	22	15	18	16
15	19	Getaway (3:38) Earth, Wind & Fire—Columbia	18	18	19	19
17	20	You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	19	16	23	17
16	21	Say You Love Me (3:58) Fleetwood Mac—Reprise	23	21	21	21
25	22	The Best Disco in Town (2:29) Ritchie Family—Marlin/T.K.	20	23	22	23
26	23	Fernando (4:11) Abba—Atlantic	24	25	20	22
29	24	That'll Be the Day (2:32) Linda Ronstadt—Asylum	21	22	24	25
23	25	Wham Bam Shang-A-Lang (3:32) Silver—Arista	29	24	26	24
28	26	Muskrat Love (3:28) Captain & Tennille—A&M	25	26	28	29
32	27	This One's for You (3:25) Barry Manilow—Arista	30	31	25	27
31	28	Beth (2:45) Kiss—Casablanca	26	28	30	32
24	29	Do You Feel Like We Do (14:15) Peter Frampton—A&M	27	29	27	30
27	30	Baby, I Love Your Way (3:28) Peter Frampton—A&M	28	30	29	31
22	31	Let 'Em In (5:08) Paul McCartney & Wings—Capitol	32	27	33	28
—	32	(Don't Fear) The Reaper (3:45) Blue Oyster Cult—Columbia	35	33	31	26
35	33	Just to Be Close to You (3:28) Commodores—Motown	31	34	32	35
—	34	Rubberband Man (3:30) Spinners—Atlantic	37	35	34	34
33	35	A Dose of Rock 'N' Roll (3:16) Ringo Starr—Atlantic	33	36	36	38
—	36	Sara Smile (3:07) Hall & Oates—RCA	38	38	37	36
39	37	I Never Cry (3:43) Alice Cooper—Warner Bros.	40	37	40	40
36	38	Get Closer (3:45) Seals & Croft—Warner Bros.	*	32	*	33
—	39	Nadia's Theme (2:50) Perry Botkin Jr.—A&M	34	39	39	*
30	40	Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	*	*	38	39



Frampton

Whither. Will Peter Frampton be the next Elton John? Opinions are mixed. "An atheist is a 17-year-old kid who doesn't believe in Peter Frampton," says Beau Matthews of WAYS(AM) Charlotte, N.C. But in Minneapolis, John Sebastian of KDWB(AM) is less enthusiastic: "Just because someone has a number one album doesn't mean they're the next superstar," he says, referring to *Frampton Comes Alive* (A&M), a four-million seller still going strong. Singles from the album have climbed "Playlist" one at a time, beginning with *Show Me the Way* which peaked at 8 (BROADCASTING, May 10). *Baby, I Love Your Way* followed, hitting 13 (BROADCASTING, June 28), while the newest single release, *Do You Feel Like We Do*, is the current mover (at 29). But some think it has inherent problems as a top 40 success. "It's more hard rock. The screaming guitar licks drive off the happy housewives," continues Mr. Matthews. Sam de Vincent of WOW(AM) Fort Wayne, Ind., agrees: "This one isn't fit for daytime airplay. It's a bad release after two nice ones."

Country

Over-all-rank Last This week week		Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	I Don't Want to Have to Marry You (3:03) Jim Ed Brown & Helen Cornelius—RCA	1	2	1	1
5	2	You & Me (3:22) Tammy Wynette—Epic	2	1	2	2
8	3	Don't Stop Believin' (3:24) Olivia Newton-John—MCA	5	3	3	3
9	4	The Games Daddies Play (3:00) Conway Twitty—MCA	3	4	4	6
3	5	Here's Some Love (2:59) Tanya Tucker—MCA	4	5	5	7
14	6	Among My Souvenirs (2:32) Marty Robbins—Columbia	7	6	6	8
10	7	All I Can Do (2:23) Dolly Parton—RCA	6	7	7	5
20	8	Peanuts and Diamonds (3:10) Bill Anderson—MCA	9	9	9	9
6	9	If You've Got the Money... (2:05) Willie Nelson—Columbia	8	12	8	12
7	10	I Wonder If I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	10	10	10	4
2	11	(I'm a) Stand By My Woman Man (2:57) Ronnie Milsap—RCA	11	11	11	11
15	12	The End Is Not in Sight (3:11) Amazing Rhythm Aces—ABC/Dot	12	8	12	10
—	13	Can't You See (3:43) Waylon Jennings—RCA	13	15	14	17
11	14	Let's Put It Back Together Again (3:16) Jerry Lee Lewis—Mercury	15	14	13	19
13	15	After the Storm (2:37) Wynn Stewart—Playboy	14	13	16	21
4	16	Misty Blue (2:36) Billie Jo Spears—United Artists	16	16	18	14
25	17	Cherokee Maiden (2:56) Merle Haggard—Capitol	17	20	20	13
12	18	My Prayer (2:41) Narvel Felts—ABC/Dot	19	17	19	25
—	19	Honey Hungry (3:15) Mike Lunsford—Starday	20	22	15	20
—	20	A Whole Lotta Things to Sing About (2:42) Charlie Pride—RCA	21	18	17	22
—	21	Her Name Is (2:17) George Jones—Epic	18	19	23	16
—	22	One of These Days (3:03) Emmylou Harris—Reprise	22	21	24	15
23	23	Somebody Somewhere (3:00) Loretta Lynn—MCA	23	23	22	18
17	24	See You on Sunday (3:33) Glen Campbell—Capitol	24	24	21	23
—	25	I'm Gonna Love You (2:52) Dave & Sugar—RCA	25	*	*	24

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.

Rep. Moss dissatisfied with Hanford's leave of absence from FTC

Though Library of Congress says she's in the clear to campaign with husband Dole, congressman asks commission chairman to seek her resignation; Collier says no

Federal Trade Commissioner Elizabeth Hanford Dole, wife of the GOP vice presidential candidate, is apparently not violating any federal laws by taking a leave of absence from the FTC to campaign with her husband (BROADCASTING, Sept. 13), but Representative John Moss (D-Calif.) said she should still resign from the commission.

Mr. Moss asked the Library of Congress to research whether her leave was sufficient to comply with federal laws concerning ethics and conflict of interest for federal officials. While the study said "it does not appear that Mrs. Dole's campaign activities are in violation of federal statutory provisions," Mr. Moss felt the leave of absence was not sufficient.

In a letter to FTC Chairman Calvin Collier, Mr. Moss said: "It will be utterly impossible for the business and industries subject to jurisdiction of the FTC, for the Congress or for the public generally to accept as independent and nonpartisan Commissioner Dole's opinions upon her return as a sitting commissioner." Mr. Moss called on the chairman to advise Mrs. Dole either to "remove herself completely" from political activity or resign.

In reply, Chairman Collier said that he is pleased that Mrs. Dole is not resigning since there is already one seat vacant and that "neither I nor the commission has control over any commissioner's tenure." That, he said, is a matter for the President and Congress.

Instant TV avails from Katz computers

Rep firm says its new KOSMIC has most advanced and refined techniques for sales presentations

Katz Television has put into operation an on-line computerized system designed to produce quick sales presentations for agencies.

Called KOSMIC (Katz On-Line System for Media Information and Communications) the system enables Katz to come up in 15 to 20 minutes with a sales presentation in reply to an agency availability request. This is in contrast with the three to five hours under the manual procedure heretofore in effect. Katz demonstrated the system at its offices in New York.

With KOSMIC, a salesperson chooses proposed announcements; indicates the

audience and cost data desired and describes groupings of spot. The request is entered into the computer of Media Data, a subsidiary of the representative firm, at a CRT terminal and a complete sales presentation is generated. Estimated audiences for new programs, cost efficiencies and comments also are available, if requested.

Katz said KOSMIC provides three major benefits: its salespersons will be able to give sales presentations to agencies more rapidly; they will have more time to sell and service the buyers whom they contact, and sales assistants will be freed from typing chores and enabled to develop more effective sales communications with agencies and stations.

The development of the system in its present form has been primarily the responsibility of George Feldman, Katz vice president for research planning, and Paul Belitz, president of Media Data Inc. Mr. Feldman said that other broadcasters have similar systems (Group W, John Blair & Co., ABC and CBS) but maintained that KOSMIC is the most advanced and refined.

To the shores of JWT

J. Walter Thompson continued on its new acquisition spree, landing the \$10 million U.S. Marine Corps account and raising to \$60 million the billings it has acquired since the beginning of the year.

Thompson has handled the account for 26 years but every three years it must compete with other agencies to retain the business. Among those in the running this year were Grey Advertising and McCann-Erickson. A JWT spokesman, who noted that the account is handled out of the Washington office, said broadcasting will be an integral part of the media plans but could not say how much TV-radio will be used.

Accounts that JWT has landed during 1976 include Allegheny Airlines, Kawasaki Motor Corp., Brown & Williamson Tobacco Co., W.A. Taylor & Co., Abbott Laboratories (Muriel) and Burger King.

Advertising Briefs

Nods from NAD. Seventeen challenges to national advertising, including three on television, were resolved in August by the National Advertising Division of the Council of Better Business Bureaus. Reviewed and found acceptable were commercials for A.E. Staley Manufacturing Co. (Sno-Bol toilet cleaner); Texaco (Havoline Super Premium motor oil) and Warner-Lambert Co. (Listerine mouthwash).

PGW's new Boston home. Peters Griffin Woodward, New York, has moved its Boston offices to Suite 1006, Park Square Building, Boston 02116; telephone: (617) 482-4833.

The AT&T bite on broadcasters may not be as deep as feared

Commission order two weeks ago establishing method by which common carrier can raise rates dispels earlier misgivings of sizable increases for radio-TV

Broadcast industry representatives familiar with the arcane subject of common carrier rates and ratemaking were relatively optimistic last week over the prospect of broadcasting avoiding a substantial increase in AT&T rates following the FCC's order to the company to revise its rate structure.

Predictions of rate increases running as high as 50% for radio and television were head last winter, when the commission's Common Carrier Bureau issued a recommended decision calling for the adoption of fully distributed costs (FDC) as the basis for determining the reasonableness of rates of return. (BROADCASTING, Jan. 26).

The commission, in an order adopted two weeks ago that concludes—barring court appeals—a proceeding underway more than 10 years, adopted FDC. But the particular version—method 7—was one broadcasters had recommended, if FDC was the commission's choice. Broadcasters had joined with AT&T in urging the commission to adopt long-run incremental costs (LRIC) as the method for determining levels of return.

Under LRIC, its backers argued, AT&T could take into account in setting rates efficiencies of operation to be achieved over a period of years. However, the commission said that LRIC "did not faithfully reflect true marginal cost pricing theory and did not provide adequate safeguards against cross-subsidization of Bell's private line customers"—who include broadcasters—"by its public telephone customers." An FDC analysis assigns all recorded investment and operating costs to the various services. The sum of the assigned costs equals the total costs incurred by the company. But Method 7, broadcasters and AT&T say, is more reflective of actual service and market conditions than any of the other methods under consideration.

The Common Carrier Bureau had recommended Method 1, which is based on relative use of facilities by the respective services. The commission said that method lacked "forward-looking and cost causal characteristics" which it considered appropriate for future ratemaking. However, it directed AT&T to file Method 1 cost data to provide a benchmark of relative use.

The commission concluded that the return levels for various services—including radio and television—were "deficient"

and, therefore, "indicative of the presence of cross-subsidization." Past return levels on the services were also found to be unlawfully low.

Nevertheless, broadcast industry sources who have followed the proceeding said that, on the basis of the commission's news release, at least, the total increase for the broadcasting industry "in a worst case situation" would not exceed \$20 million, with the networks picking up \$5 million to \$10 million of that.

That is about half the amount of increase that would have been expected had the Common Carrier Bureau's decision been adopted, according to AT&T estimates. Indeed, broadcast industry sources last week said increases could be even less, or nonexistent. "And if there is a reduction in plant," one industry attorney said,

"rates may have to go down."

Broadcast attorneys hoped to get a clearer picture of the likely effect of the commission order when the text was published, which was not expected until later in the week.

But the actual rates will not be known for eight months. That is the length of time the commission gave AT&T in which to file revised rates reflecting the full costs of providing service.

And in the meantime, interested parties will be conferring with AT&T on the matter. The commission directed the Common Carrier Bureau and the company to work out changes in the procedures employed in Method 1 and Method 7 that will be needed to bring them into compliance with the decision. The company's customers will contribute their views on the subject also.

The commission was closely divided on the issue. Chairman Richard E. Wiley and Commissioners Robert E. Lee and James H. Quello voted for the order that was adopted, while Commissioner Abbott Washburn concurred in part and dissented in part and Commissioner Benjamin L. Hooks dissented. Commissioner Joseph Fogarty did not participate, and Commissioner Margita White had not been sworn in when the commission acted.

Commissioners Washburn and Hooks indicated they would prefer a system for determining reasonableness of returns that would be based more in line with a free marketplace. Commissioner Washburn said he would have liked the order to make it clear the commission is moving toward such a position. Commissioner Hooks said every economist who participated in the proceeding said incremental costs "are the closest approximation to a free market environment." He also objected to the commission banning cross-subsidization, which, he said, "has resulted in lower rates to average consumers."

Commissioner Hooks' dissent drew a quick response from Chairman Wiley, who said the basic issue in the proceeding is not competition but whether telephone users should subsidize private line customers. The dissent, he added, "rejects sound measures needed to ensure telephone company accountability on behalf of the telephone subscriber in favor of telephone industry proposals which afford no such public safeguards."

Washburn in favor of feasible drop-ins

Commissioner says technically sound, new VHF's should not be rejected; he's against proposal to set minimum number of PSA's

A second member of the FCC is now on record as expecting at least a limited number of VHF drop-ins—96 under consideration—to be considered feasible in the top 100 markets, and as stating that the commission should not reject those that are

simply because they are economically burdensome. Expressing those views last week at the Nebraska Broadcasters Association in Lincoln, Neb., was Commissioner Abbott Washburn. Chairman Richard E. Wiley made a similar statement last month at the International Radio and Television Society Inc. in New York (BROADCASTING, Sept. 13).

On another matter, Commissioner Washburn indicated he is not sympathetic to the proposal of citizen groups for a rule requiring broadcasters to schedule a minimum number of and duration of public service announcements throughout the broadcast day, including prime time. He said he is "philosophically opposed" to requirements which "needlessly impinge" on broadcaster's discretion to schedule the broadcast day as he feels best serves the needs of this community. Earlier in the day, the commissioner and Vincent Wasilewski, president of the National Association of Broadcasters, participated at a news conference in a mini-debate on the fairness doctrine. The commissioner took the affirmative; Mr. Wasilewski, the negative.

Quotas urged for color TV imports

Citing threat to U.S. jobs, manufacturers, labor unions ask International Trade Commission to limit number of foreign sets

A coalition of 16 labor unions, television manufacturers and producers of glass parts for television tubes has petitioned the International Trade Commission for quotas on the importation of color television receivers.

"The color television segment of the industry cannot survive as a viable domestic industry unless immediate relief from imports is afforded," said the petitioners who are members of a group called the Committee for the Preservation of the American Color TV Industry (COMPACT).

Among the petitioners are GTE Sylvania Inc., Sprague Electric Co., Wells-Gardner Electronics Corp., Corning Glass Works and Owens-Illinois. The remainder are labor unions such as the Industrial Union Department, AFL-CIO; the Communications Workers of America, and the International Brotherhood of Electrical Workers.

The petitioners claimed that "from an insignificant 4.8% color set market penetration in 1966, foreign producers have multiplied their market share almost fourfold and have multiplied the absolute number of imported color sets by 500%. This unrelenting surge in imports in the U.S. shows no sign of reversal but instead of acceleration." It added that imports captured 29.3% of the market by July 1976 as opposed to 15.6% in 1975. While Japan is the main exporter involved, quotas are sought on sets from all countries.

In 1960, "when imports were an insig-

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970: Section 3685; Title 39, United States Code)

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I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
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nificant factor in the domestic market," the group said, there were more than 25 U.S. companies in television receiver manufacturing. Today, it noted, there are "only nine companies with significant percentages of the domestic television industry." The petition predicts a bleak future without quotas: "In the absence of import relief, the remaining manufacturers will either have to close down or sell out. The domino effect of such actions on the employees and the economy will be far-reaching."

In terms of jobs, it claimed that "based upon current levels of productivity, it has been conservatively estimated that 8,000 American jobs are lost by employees of set and tube manufacturers and their immediate suppliers for every one million color television receivers imported into this country." And anticipating that 2.2 million color sets will be imported this year, the estimate is made that 17,600 job opportunities will be lost.

Over-all the petition advises that "the history of the black and white television market serves as a warning to the manufacturers of color television."

The petitioners requested that an investigation be conducted by the ITC and that the results and a recommendation for restrictions be forwarded to President Ford. The petition itself does not contain a specific formula for quotas. According to COMPACT, however, one is being devised.

The case—involving color set imports which could almost reach the \$400 million mark this year—would be the second largest of its kind under the 1974 Trade Act. The first involved a request for protection by the footwear industry and was rejected by President Ford.

Added push for TV captioning for the deaf

Houser indicates to Percy that he'll get behind efforts to persuade networks to provide the service

Another federal agency has revealed an interest in captioning TV for the deaf. Thomas Houser, director of the Office of Telecommunications Policy, says government should seek to persuade the networks that captioning is a reasonable and feasible project for them to undertake.

Mr. Houser discussed the subject in an interview with Senator Charles H. Percy (R-Ill.) that was taped for presentation on radio and television stations in Illinois.

The FCC has initiated a rulemaking on the subject at the request of Public Broadcasting Service. It would set aside line 21 of the TV transmission for caption information, but would not require broadcasters to engage in the practice. The captions would be visible only to those with decoding equipment.

Mr. Houser noted that the technology for aiding deaf viewers is available. The

problem, he said, is the networks.

He said the costs to the networks "appears to be" a legitimate concern "in their eyes." But in that connection he disclosed his office is investigating that matter. "Our approach," he said, "is to get individual stations to volunteer to do this . . . and try to develop a cost study as to what it will cost the networks to do this."

Mr. Houser contends it would be in the networks' self interest to caption. He said a percentage of the 18 million Americans he said are deaf no longer watch television. Captioning, he said, might bring them back to their seats—and thus, as their audiences grow, permit the networks to raise their rates.

The first reaction of some network representatives was less than warm. One said the number of "profoundly deaf" in the country is 335,000, not 18 million, and hard-of-hearing viewers could use earphones plugged into the set. Furthermore, he said, much of the material seen on television could not be captioned.

Emergency warnings must be aired on TV visually and aurally

FCC requires stations to meet compliance by next February

The FCC has amended its rules to require television stations to transmit emergency warnings visually as well as aurally so that the deaf can understand the emergency too. The rule, brought about by the request of several organizations representing people with impaired hearing, will go into effect Feb. 1, 1977. The commission said there had been only limited compliance with its 1970 request that television licensees voluntarily broadcast emergency warnings visually as well as aurally. The commission said that the new rule will permit licensees to use any method of visual presentation that will get the message across. Any licensees broadcasting in a foreign language will be required to air emergency warnings both aurally and visually in both English and the foreign language, the FCC said.

Drive on for better EBS

The National Association of Broadcasters has joined with the FCC, National Weather Service and Defense Civil Preparedness Agency in a unified effort to implement a new plan for local and state emergency broadcast systems. The plan calls for a two-year program of organization meetings between those agencies, local governments and broadcasters in 49 states (not Hawaii), and Puerto Rico beginning Oct. 26 in Boston. Representatives of the groups said at a news conference in Washington that they have been met with enthusiasm by broadcasters in their initial contacts in Washington state, Nevada, New Hampshire, Maine, New Jersey and Connecticut.

Technical Briefs

RCA orders. Noncommercial WETA-TV Washington has made more than \$1 million deal with RCA Broadcast Systems, Camden, N.J. for television transmitting and studio systems. Order includes TTU-110B, 110 kw UHF transmitter; TFU-25G pylon antenna and four color TV cameras, two TK-45 studio units and two TKP-45 portables. New transmitter and high-gain antenna will produce 2.3 million watts, more than double station's current 1.1 megawatts. In other purchase, Hubbard Broadcasting Inc., St. Paul, has placed order for 10 RCA TK-76 portable color TV cameras for use at KSTP-TV St. Paul, KOB-TV Albuquerque and WTOG(TV) St. Petersburg, Fla. Purchase price is put at about \$350,000. New units join other TK-76 cameras already in use at Hubbard stations.

RCA's Chicago change. RCA Distributing Corp. discontinued its operations for RCA television receivers and other products in Chicago area, effective Friday (Oct. 1), and has appointed newly formed R & A Distribution Corp. to handle RCA TV set products there. Heading new firm are Ross D. Siragusa Sr., founder of Admiral Corp., and Alfred A. Medica, veteran executive in TV set field, who are serving as chairman and president, respectively. R & A will make its headquarters in Des Plaines, Ill., taking over present RCA Distributing facility.

Haitian sale. RCA Limited (Canada) Government and Commercial Systems Division reports contract of more than \$3 million for construction and equipping of studio in Port-au-Prince for Telecommunications Co. of Haiti (Telco). Studio will have RCA color television cameras, videotape recorders and television film system.

Rising budget. Department of Defense will spend \$8.8 billion for military communications systems and equipment during fiscal years 1976 to 1981, according to study by Frost & Sullivan, New York-based research firm. Budget increase of 75% is anticipated, from \$1 billion in FY 1976 to \$1.7 billion in FY 1981. Voice communications expenditures are put at \$4.8 billion and data market at \$3.9 billion. Military communications market consists of communications security, ground-based, airborne, ashore and shipbased applications.

New for CCTV. Motorola Communications and Electronics, Schaumburg, Ill., is claiming first with offering of servo-controlled neutral density filter lenses for closed-circuit television. Neutral density wedge internal to lens allows compensation from f 1.8 to f 360 and company says this provides optimum optical means to compensate diode array or hereto-junction vidicon camera. It claims superiority to spot-filter lens with no reflections or misalignment. Lenses are available in one-half, one or two inch, 5:1 zoom and 10:1 zoom configurations.

NCTA registers protest against 'Bell bill'

Schmidt in letter to Van Deerlin says measure to allow AT&T a further monopoly would be detrimental to cable potential

In a letter to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), Robert Schmidt, president of the National Cable Television Association, expressed industry opposition to the Consumer Communications Reform Act of 1976. The subcommittee held exploratory hearings on the legislation last week. The legislation would give AT&T new powers in the communications field and restructure competition in the common carrier area.

"The Bell bill is a thinly disguised effort on the part of the established telephone industry to legislatively reverse a series of FCC and court decisions, which have selectively opened up various areas in the communications field to competition," he wrote. Mr. Schmidt added that the bill "adopts the same anticompetitive protective approach that the commission has erroneously adopted with respect to the commercial broadcasting industry."

He said that the bill "creates a burden of proof which is virtually impossible to meet" by requiring new competitors in

various communications services to show that their service "will neither harm, nor be duplicative of services which are provided, or may be provided by the established monopolies."

He said that both cable and the telephone companies will be able to supply new services such as shop-at-home, security systems and data communications. However, with the passage of such legislation, he concluded that "in effect, there will be no competition. The telephone company will simply be given the exclusive right to provide such services whether or not they choose to provide them."

He also claimed that the bill would eliminate competition from the domestic satellite field and "insure that the Bell system would have a stranglehold . . ."

Another to offer a statement on competition was Henry Loomis, president of the Corporation for Public Broadcasting. In testimony submitted to the subcommittee, he explained that public broadcasting's satellite interconnection project (BROADCASTING, Feb. 9 et seq.) has been made possible by the FCC's "'open entry' policy, which permitted a competitive environment for all qualified suppliers of satellite communications services." And he noted the benefits public broadcasting has had because of competition among other common carrier services.

The bill will die with the end of this session of Congress. It is expected that it will be reintroduced in the next.

point distribution service to cable systems and apartment houses in the Pittsburgh area. HHT will select and acquire the films, and Cox will distribute. The preview period begins Oct. 22 with the commercial schedule set to begin in November.

In still another venture, HHT has joined with Philadelphia sports interests to provide films and sports to cable TV homes in Pennsylvania, New Jersey and Delaware.

Home Box Office to bring programming to a variety of new markets

Agreements involve Microband's MDS, TeleCable and Vision Cable

Agreements have been reached to bring Home Box Office pay programming to four New England cities via multipoint distribution service of Microband National System, New York, and to various other communities served by TeleCable Corp., Norfolk, Va., and Vision Cable Communications Inc., New York.

HBO programming will be delivered to the Massachusetts cities of Boston, Worcester and Springfield, and Providence, R.I., on time leased from affiliates of Microband. Key reception point for HBO programming will be a satellite receiving terminal near Boston which will be connected with four MDS stations. Service is expected to begin in early 1977. HBO has yet to name the company that will handle marketing in the areas.

HBO also has made an agreement in principle to introduce its programming next year in 10 TeleCable systems with 103,000 subscribers. Systems involved are located in Bloomington, Ill.; Columbus, Ga.; Auburn, Opelika and Decatur, Ala.; Racine, Wis.; Greenville and Spartanburg, S.C.; Beckley, W.Va., and Kokomo, Ind. Plans are for earth stations at Columbus, Racine, Greenville and Beckley and possibly other locations. Another TeleCable system, at Overland Park, Kan., will keep the independent service offered by HBO's subsidiary, Telemation Program Services.

Vision Cable Communications expects to make HBO programming available by the end of this year in its systems at Wilmington, N.C.; Florence, Marion, Darlington and Sumter, S.C., and Alexandria, Pineville and Houma, La. Those systems have more than 50,000 subscribers.

Daniels to offer new fare in Texas

Systems in eight communities to get selections microwaved from center in Waco

Daniels Properties Inc., Denver, has set Oct. 31 for the start of pay cable service on its central Texas systems in Waco.

NOTICE

Broadcasters,
engineers, reps,
managers,
producers,
researchers,
consultants,
attorneys, educators,
suppliers, owners,
agencies,
associations,
committees
the editorial deadline
for the

**1977 Broadcasting
Yearbook**

is October 15.

Turner turns up burner under cable

WTCG owner allies with other Atlanta interests and HHT to provide CATV programs

Hollywood Home Theater and the owners of three Atlanta professional sports teams plan a joint venture to offer cable systems in the South a monthly schedule of current motion pictures and sports events. The programming will originate in Atlanta, and principals claim a potential audience of more than 1.5 million cable subscribers. Service is to begin Jan. 1.

The agreement in principal—announced at the Southern Cable Television Association convention in Atlanta—brings HHT together with Ted Turner, president of Turner Communications Co. and the Atlanta Braves baseball team, and Thomas Cousins, president of Atlanta's Omni Arena and Atlanta Flames hockey and Hawks basketball teams. HHT is jointly owned by Twentieth Century-Fox Film Corp. and United Artists Corp. During the convention, Mr. Turner also was host of "the first annual cable TV night" at Atlanta stadium where the program included a report on the cable television network Mr. Turner plans for his WTCG(TV) there (BROADCASTING, June 28).

Early last month another Atlanta group, Cox Cable Communications and HHT agreed to provide movies via multi-

McGregor, Temple, Killeen, Harker Heights, Nolanville and Copperas Cove. The programming—called Showcase I and II—will be offered to 50,251 Daniels subscribers there. The programming will be transmitted via the Daniels microwave network which has its center in Waco.

Subscribers will have their choice of Showcase I or II, or both. Showcase I will feature "R"- and "PG"-rated movies, as well as stage plays and nightclub performances. Showcase II is to offer "G" and "PG" films, specials, variety shows and sports. Films are being supplied by Telemation Program Services, a subsidiary of Home Box Office Inc. Costs are \$5.95 for one channel, \$9.95 for both and a \$19.95 installation fee.

Plans call for the eventual construction of an earth station to allow purchase of live events on a per-program basis. On occasion, certain closed-circuit theatrical events, such as title fights, will be picked up via land lines.

The other side of the coin: Canadian TV on U.S. cable systems

FCC lists American CATV's importing signals from across the border and potential viewers

With most attention focused on the Canadian policy of deleting commercials from U.S. signals brought there by cable, often overlooked is the number of unrestricted Canadian signals brought into the U.S. In a study by the FCC's Cable TV Bureau is shown authorization for hundreds of cable systems to carry Canadian signals. The data finds that 39 Canadian stations in 26 cities are authorized to be brought into 16 states ("Closed Circuit," Sept. 27).

That is only the beginning. The list of authorizations only includes those

systems that have formally applied for signal carriage after March 31, 1972—some 60%. Early next year, the bureau plans to release a report on signal carriage on all U.S. cable systems.

The following lists the Canadian signal authorized for carriage, the number of subscribers who could view it and the number of states and communities where it could be viewed.

Signal	Subscribers	States, Communities
Alberta:		
CFCN-TV Calgary	1,380	(1,2)
CJOC-TV Lethbridge	45,178	(2,14)
British Columbia:		
CBUT(TV) Trail	85	(1,2)
CBUT(TV) Vancouver	94,683	(3,51)
CHAN-TV Vancouver	87,062	(1,44)
CHEK-TV Victoria	152,450	(2,59)
Manitoba:		
CKX-TV Brandon	4,445	(1,5)
CBWT(TV) Winnipeg	23,291	(2,21)
CKY-TV Winnipeg	14,147	(2,12)
CBWFT(TV) Winnipeg	6,904	(2,7)
New Brunswick:		
CKCW(TV) Moncton	5,530	(1,9)
CHSJ(TV) St. John	12,143	(1,18)
Ontario:		
CBWCT(TV) Fort Frances	1,419	(2,2)
CHCH-TV Hamilton	56,275	(3,41)
CKWS-TV Kingston	3,278	(1,8)
CKCO(TV) Kitchener	24,073	(4,25)
CFPL-TV London	24,073	(4,26)
CJOH-TV Ottawa	5,577	(1,9)
COBT(TV) Ottawa	3,284	(1,5)
CKGN-TV Paris	1,121	(2,5)
CJIC-TV Sault Ste. Marie	8,049	(1,9)
CKPR-TV Thunder Bay	15,409	(2,30)
CHFD-TV Thunder Bay	6,892	(1,18)
CBLT(TV) Toronto	56,275	(2,17)
CICA-TV Toronto	41,601	(1,8)
CFTO-TV Toronto	58,946	(2,25)
CBFT(TV) Toronto	30,629	(1,5)
CBFT(TV) Toronto	6,637	(2,12)
CBET(TV) Windsor	165,897	(3,146)
Quebec:		
CFTM-TV Montreal	9,218	(3,9)
CFCF-TV Montreal	7,324	(3,13)
CBMT(TV) Montreal	15,687	(3,17)
CJBR-TV Rimouski	2,250	(1,2)
CKRT-TV Riviere du Loup	2,250	(1,2)
CHLT-TV Sherbrooke	62,401	(4,56)
CKSH-TV Sherbrooke	43,529	(4,21)
Saskatchewan:		
CBKRT(TV) Regina	1,833	(1,2)
CKCK-TV Regina	1,680	(1,1)
CKOS-TV Yorkton	—	(1,2)

Good turnout, 190 exhibits on tap for Anaheim show

A record-breaking attendance of at least 2,400 persons is expected at the eighth annual Western Cable Show, Dec. 1-3 at the Disneyland hotel in Anaheim, Calif. Space for more than 190 exhibits has been sold.

Headlining the event will be FCC Chairman Richard E. Wiley, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and House Minority Leader John Rhodes (R-Ariz.).

The show is sponsored by the Arizona Cable Television Association, the California Community Television Association and the Hawaii Cable Television Association.

Cable Briefs

Papers wanted. National Cable Television Association has put out call for technical papers to be presented at 26th annual convention in Chicago April 17-20. Tentative, though not exclusive, list of subjects involves small earth stations, small systems' problems, testing and maintenance, protection of service and privacy, pay cable, advanced techniques and other topics. Abstracts of 150 words should be sent by Nov. 1 to *Delmer Ports*, vice president engineering, NCTA, 918 16th Street, N.W. Washington 20006.

Guests from D.C. FCC Commissioner Benjamin L. Hooks and FCC Cable Bureau Chief James Hobson last week addressed Pacific Northwest Cable Communications Association convention in Spokane, Wash. Meeting—which drew more than 225 persons—heard Mr. Hooks say that commission is neither for nor against pay cable but rather pro-public. Mr. Hobson reviewed regulatory issues, and gave personal belief that translators shouldn't be unduly blocked from competing with cable in rural areas.

Fates & Fortunes

Media

Stephen J. Solomon, general attorney, labor relations, ABC, New York, promoted to New York personnel director. **Allan S. Ross**, responsible for creation and implementation of ABC's corporate management development and training programs, assumes additional duties as supervisor of equal opportunity and affirmative action efforts and organization planning. **Thomas Gorey**, responsible for compensation and employee benefit programs, assumes additional responsibility for personnel information systems.

Lynwood J. Judkins Jr., VP/general man-



Solomon



Judkins

ager, Martinsville (Va.) Broadcasting (WMVA-AM-FM), named president. **Louis M. Campbell**, sales manager, appointed VP.

Dave Ruleman, general sales manager, KOWN-AM-FM Escondido, Calif., appointed VP/general manager.

Jack Lawyer, operations manager, WLW(AM) Cincinnati, named VP, operations. **Lana Albright**, WLW administrative assistant, appointed VP, administration.

Ira Littman, president, Cathexis; KCKN Inc., owner of KNCN(FM) Sinton, Tex. (BROADCASTING, Aug. 23), assumes post of general manager of station. **Armando Camina Jr.**, from KZFM(FM) Corpus Christi, Tex., named KNCN public service director.

Jerry Condra, general manager, KIVV-TV Lead/KEVN-TV Rapid City, S.D., named executive VP.

Lucille Chazanoff, director, financial reports and controls, NBC, New York, named director, accounting and financial operations.

Bonnie Corso, continuity/traffic manager, WAUK(AM)-WMIL(FM) Waukesha, Wis., named public affairs director.

Bobbe Weinberg, communications architect, Burroughs Corp., Detroit, joins KTTV(TV) Los Angeles as creative services manager.

Newly-elected officers, Illinois Broadcasters Association: **Shelby Harbison**, WTAX(AM) Springfield, president; **Phil Nolan**, WIND(AM) Chicago, president-elect; **Bob Rice**, WRAU-TV Peoria, VP-television and **Bob Farrow**, WICS(TV) Springfield, secretary-treasurer.

Randy Keiser, assistant director, audience development, WBBH-TV Fort Myers, Fla., promoted to director, audience development.

Robert M. Adams, promotion director, WKBD-TV Detroit, appointed development specialist, noncommercial KTSC(TV) Pueblo, Colo.



I do. Constance Penny Cummings (far left), account executive, Manning, Selvage & Lee public relations firm, Washington, takes oath from FCC Commissioner Margita White as 23d president of the Washington chapter of American Women in Radio and Television. (Right) Ms. Cummings shares in light conversation with guests, Rep. Lionel Van Deerlin (c), House Communications Subcommittee chairman, and Sallie H. Forman (r), NBC administrator of government relations and past AWRT Washington chapter president. The inauguration and reception took place Sept. 28 at the Rayburn House Office Building there.

Broadcast Advertising

Lester Colodny, director of special projects, creative department, Needham, Harper & Steers, New York, elected senior VP.

Ralph Rydholm, senior VP/creative director, J. Walter Thompson, Chicago, promoted to executive creative director. **Thomas C. Brown**, public relations director, JWT, San Francisco, appointed public relations VP.

Selby L. (Sy) Cook, group creative supervisor, General Tire and General Motors corporate accounts, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., appointed VP. **Michael Donaldson**, media account supervisor, William B. Tanner, Memphis, joins D'Arcy, MacManus & Masius, St. Louis, as media buyer. **Carol Christie**, copywriter, Breckenridge Hotels Corp., St. Louis, joins DM&M there in same capacity.

Ronald M. Waggener, VP, Interpublic Group of Advertising Agencies, Kansas City, Mo., joins Travis/Waltz/Lane advertising there as VP/account supervisor. **Jack Rogers**, account executive/public relations director, N.W. Ayer, St. Louis, named T/W/L public relations director. **Gary W. Robinett**, account executive, N.N.A. advertising, Kansas City, Kan., joins T/W/L in same post.

Edward Antonloli, manager, station advertising, NBC-TV, New York, promoted to director, station advertising/design/promotion.

Stephanie Brady, secretary to creative director and broadcast production staff, Foote, Cone & Belding/Honig, Los Angeles, named production coordinator.

Tom McKinley, eastern sales manager, RKO Radio Representatives Inc., New York, appointed VP and manager of new Philadelphia office of Major Market Radio Inc., scheduled to open in few weeks at location still to be selected.

Gil Francheschi, art supervisor, BBDO, San Francisco, joins Jennings and Thompson Advertising, Phoenix, as senior art director.

Joe Rey, sales executive, Radio Advertising

Representatives, New York, appointed New York sales manager, Buckley Radio Sales.

John A. Werkmeister, salesman, Peters, Griffin, Woodward, New York and Chicago, named sales manager, Philadelphia office.

William E. Breda Jr., account executive for Blair Television's New York ABC sales team, named manager of TV rep firm's New York CBS sales team, succeeding Patrick J. Devlin, who has been appointed VP and sales manager of Blair Television's Chicago office (BROADCASTING, Sept. 27).

Ken Kolb, buyer/planner/account executive, Marschalk, New York, joins Blair Television as account executive on New York station division CBS sales unit. **Juliette Andreopoulos**, assistant sales team manager, Avery-Knodel, New York, joins Blair's American sales unit there. **Frank A. Centola**, research director, station representative division of Avco, joins Blair as research director of NBC sales strategy group.

Barbara T. Felton, senior media buyer, Brand Edmonds Bolio Advertising, Richmond, Va., joins Mil-Mor Advertising there as broadcast buyer.

Howard F. Oakes, with Los Angeles board of education, joins Harlan G. Oakes & Associates station representatives, Woodland Hills, Calif., as account executive.

Albert E. Gustafson, assistant product manager, Pepperidge Farm Inc., Norwalk, Conn., joins N.W. Ayer International, New York, as associate in marketing services group.

Bernie Kvale, assistant general manager, WLW(AM) Cincinnati, named VP, sales.

Carl Lancl and **Neal Weed**, general account executives, NBC's News and Information Service, based in Detroit and Chicago, respectively, named NIS sales managers in their respective cities.

John Weidman, manager, Philadelphia office, Harrington, Righter and Parsons station representatives, named sales manager, WBNG-TV Binghamton, N.Y.

Dennis A. Ritzel, manager of national advertising, Eaton Corp., Cleveland, Ohio, appointed

director of advertising/corporate identity.

Tom Allen, formerly director of New York radio division of Savalli/Gates, appointed eastern director of newly formed representative firm, Dore/Walton Associates, New York.

Hugh A. Roger-Smith, director of advertising/promotion, motion picture and audiovisual markets division, Eastman Kodak, Rochester, N.Y., promoted to manager, advertising/promotion/publications, same division.

Darrell Strange, from Holiday Inns of Corpus Christi, Tex., joins KNCN(FM) Sinton, Tex., as sales manager.

Nayer Jafari, sales service manager, KTTV(TV) Los Angeles, promoted in commercial operations department to special projects assistant, succeeded by **Janet Ryan**, assistant sales service manager.

David Shank, operations manager/account executive, Henry and Henry Advertising, Colorado Springs, appointed public relations director, Garrison, Jasper, Rose & Co. advertising, Indianapolis.

John Rogers, Western sales manager, Miracle White Co., Chicago, joins KMPC(AM) Los Angeles as director of client service.

Programing



Mandell

Robert Mandell, assistant promotion director of ITC Entertainment, New York, named to newly creative post of director of creative services.

David B. Fein, director, nonprime-time programming, live/tape division, 20th Century-Fox Television, Beverly Hills, Calif., appointed VP, network daytime

and syndicated programming.

Bert W. Wasserman, VP and controller of Warner Communications Inc., New York, named senior VP, finance.

Oswaldo Barzelatto, VP in charge of sales activities in Latin America for Columbia Pictures Television International, moves to Los Angeles with added sales responsibility for Caribbean.

Steve Carlin, creator, \$128,000 *Question* TV game show, joins National Telefilm Associates, Los Angeles, as head of East Coast program development.

Bo Donovan, national programming director, S.R.O. Broadcasting, Los Angeles, joins Tuesday Productions, San Diego, as VP, broadcast division.

Peggy Shaw, director, sales administration, Worldvision Enterprises, New York, appointed assistant VP.

Jean Rinklin, unit manager, news and sports, ABC, New York, named manager of sports unit managers, broadcast operations and engineering division.

Merrill Mazuer, associate producer and field producer, *Mike Douglas Show*, Philadelphia, named director, ABC's *Good Morning, America*, New York.

Dorothy Dunbar, product manager for 16mm film, McGraw-Hill Films, New York, joins Time-Life Films there as director of advertising/promotion, Time-Life Multimedia.

Buzz Bennett, program consultant, joins WNOE-AM-FM New Orleans as director of AM programming, operations/FM program adviser. **Bobby Reno**, WNOE-FM program director, named director of FM programming/AM program adviser.

Bill Kelley, commercial producer, KXAS-TV Fort Worth, promoted to production manager.

Kathy Tolán, production assistant, and **Arthur E. Pattison**, assistant production manager, KOMO-TV Seattle, named co-producers.

Rob Sherwood, program director, WYOO(AM) Richfield, Minn. (Minneapolis-St. Paul), joins KSTP(AM) there in same capacity.

Bob Schulte, program director, KSPN(FM) Aspen, Colo., joins WLWN(AM) Lawrence, Kan., in same post.

John B. Mullin, producer/director, WBNS-TV Columbus, Ohio, appointed producer, WCVB-TV Boston.

Bob Hughes from KENO(AM) Las Vegas, appointed program manager, KOTE(AM)-KKZZ(FM) Lancaster, Calif.

Carl Petre, producer/director, WTHR-TV Indianapolis, joins KMOX-TV St. Louis as director.

Eric Steven Pool, producer, Oscar Productions/reporter, KOMO-TV Seattle, named KOMO-TV production assistant.

Richard Keith Brown, VP, Cathexis: KNCN Inc., Sinton, Tex., owner of KNCN(FM) there (BROADCASTING; Aug. 23), assumes post of program manager. **Gary Lee Fried**, from noncommercial WBAI(FM) New York, named KNCN production manager.

Scott Palmer, sports director, WSPA-TV Spartanburg, S.C., joins WLOS-TV Asheville, N.C., in same capacity.

Gene Nelson, air personality, KSFO(AM) San Francisco, assumes additional post of sports anchor, KTVU(TV) Oakland-San Francisco.

Broadcast Journalism

John R. Plüntze, chief of Westinghouse Foreign News Service, London, joins KFVB(AM). Group W station in Los Angeles, as news director.

Marilyn Salinger, reporter/anchor, WNAC-TV Boston, joins WCVB-TV New York in same capacity.

Arch Macdonald, political commentator/reporter/editor, WCVB-TV Boston, joins WNAC-TV there as editorial director.

John Camp, reporter, WCKT-TV Miami, appointed to same post, WCVB-TV Boston.

Don Patrick, news director of WXYZ(AM) Detroit, named to same post at WWJ(AM) there.

Michael A. Nesteroff, announcer/newsman, KXXR(AM) Spokane, Wash., named assistant editor, KOMO-TV Seattle.

John Auble, feature reporter, KMOX-AM-TV St. Louis, rejoins KSD-TV there in same capacity.

Scott Feldman, on news staff at KSTP-TV Minneapolis-St. Paul, joins KTAR-TV Mesa, Ariz., as anchorman.

Michael Crew, news producer, WTVN-TV Columbus, Ohio, joins WDBO-TV Orlando, Fla., as assignment editor. He replaces **Chris Schmidt**, who joins WWL-TV New Orleans as managing editor.

Dick Wilson, anchorman, KEVN-TV Rapid City/KIVV-TV Lead, S.D., assumes additional duties as news director. **Peggy Gunn**, reporter, named assignment editor.

Elizabeth Brosacher, anchor, WCSC-TV Charleston, S.C., joins WLOS-TV Asheville, N.C., as co-anchor.

Jack Alden, assistant news director, WREN(AM) Topeka, Kan., named news director, WLWN-AM-FM Lawrence, Kan.

Joel A. Spivak, public affairs show host, WCAU-TV Philadelphia, appointed co-anchor.

Lloyd LaCuesta, writer, KGO-TV San Francisco, joins KTVU(TV) Oakland-San Francisco, as news writer/reporter. **George Watson** and **Isabel Duron**, KTVU reporters, appointed weekend anchors.

Ernie Slottag, news director, WXCL(AM) Peoria, Ill., elected president, Illinois Associated Press Broadcasters Association. **Dave Taylor**, news director, WEIC-AM-FM Charleston, elected VP/president-elect.

Cable

Dennis Garcher, VP, channel 100/assistant to president of Optical Systems Corp., Burlingame, Calif., joins Home Box Office, New York, as Mid-Atlantic regional manager.

Norman H. Kellogg, general manager, Westchester Cable Television, system serving Mount Kisco and Bedford, both New York, named executive VP.

James Roach, service technician, Suffolk Cable of Shelter Island, West Islip, N.Y., named service manager.

Equipment & Engineering

David Ewing, manager of sales administration, distributor sales division, Jerrold Electronics, Horsham, Pa., promoted to director of corporate sales administration.



Ewing



Stackhouse

Donald R. Stackhouse, executive VP and general manager, Philippine Global Communications Inc., Manila, affiliate of RCA Global Communications Inc., named VP, switched services operations, RCA Global Communications, New York.

Frederick W. Caton II, division credit manager, International Video Corp., Sunnyvale, Calif., appointed director, corporate credit/assistant treasurer.

James D. Hampton, chief engineer/director of network sports, WLW(AM) Cincinnati, elected VP, engineering.

Allied Fields

Robert L. Brown, in marketing management with Xerox Corp. and Fairchild Camera and Instrument, joins Daniels and Associates, Denver, as VP/broker for western U.S.

New on board. **Gene Ellerman**, vice president and general manager of WWAM(AM) Cadillac, Mich., has been elected chairman of the board of the CBS Radio Affiliates Association for the coming year. Retiring Chairman **Thad M. Sandstrom** of WIBW(AM) Topeka, Kan., was named an ex-officio member.

Other officers elected were **Albert H. Sanders Jr.**, WMAZ(AM) Macon, Ga., vice chairman, and **Samuel S. Carey**, WBOC(AM) Salisbury, Md., secretary/treasurer. The board's executive committee includes Mr. Ellerman, chairman; Mr. Sanders, vice chairman; Mr. Carey, secretary-treasurer and **Tony Malara**, WNNY(AM) Watertown, N.Y.

Newly elected district directors are: **W.H. Close**, WKNE(AM) Keene, N.H.; Mr. Malara and **James Stevens**, WARK(AM) Hagerstown, Md. Members at large include **Phil Lewis**, WCCO(AM) Minneapolis, **Mike Shapiro**, WFAA(AM) Dallas, and **Joseph Kjar**, Bonneville International, Salt Lake City. **Richard J. Butterfield**, KOIN(AM) Portland, Ore., was named chairman of 1977 spring meeting.

Forrest Boyd, for last 11 years White House correspondent for Mutual Broadcasting System, resigns to join Billy Graham Evangelistic Association as communications director.

Alan Burns, air personality, WDAI(AM) Chicago, joins Frank N. Magid Associates, Marion, Iowa, as programming consultant.

David Brinkley, NBC News correspondent, elected to board of trustees, Washington Journalism Center, succeeding **John Chancellor**. **John C. Quinn**, senior VP, news and information, Gannett Co., also elected to board.

John F. Lewis, president, Forums International Inc., Washington public relations firm, joins American Farm Bureau Federation, Washington office, as director of media relations.

Richard W. Daw, chief of AP Denver bureau, named director/editor-in-chief, National Catholic News Service, Washington.

Frank Barreca, director, Radio-TV-Film Bureau, University of Arizona, Tucson, and general manager, noncommercial KUAT-AM-FM-TV there, joins University of Texas at Austin as acting director of Communication Center and president/general manager, noncommercial KLRN(TV) there. He is on leave from University of Arizona.

Jane M. Smergla, media research analyst/buyer, W.B. Doner, Baltimore, named account executive, Arbitron radio advertiser/agency sales there.

Lester Biederman, president, Midwestern Broadcasting Co., Traverse City, Mich., and founder of Northwestern Michigan College

Chosen. New officers, Institute of Broadcasting Financial Management, Chicago: **Harold Poole**, Gilmore Broadcasting, Kalamazoo, Mich., president, replacing **W. Martin Wingren**, Kaiser Broadcasting, San Francisco, who becomes chairman; **Gene Anderson**, Forward Communications, Wausau, Wis., VP; **Joseph McCabe**, KPLR-TV St. Louis, secretary; **Ronald Doerfler**, Capital Cities Communications, New York, treasurer. Elected to board: **Jim Frommel**, WMC-AM-FM-TV Memphis, controller; **Jerry Gabert**, Corinthian Broadcasting, New York, financial VP-secretary; **Gordon King**, Post-Newsweek Stations, Washington; **Anne Laningham**, WSTP Inc., Salisbury, NC, and **Robert Steinert**, Meredith Broadcasting, New York, directors.

Broadcast Credit Association, subsidiary of IBFM, elected Mr. Wingren chairman; **Howard Brandt**, WGN Continental Broadcasting, Chicago, president; **Fred Cige**, Metromedia, New York, VP; **Alan Lajtay** ABC, New York, secretary, and **V. William Montuori**, Harrington, Richter & Parsons, New York, treasurer.

Elections were held at IBFM annual conference in Boston (BROADCASTING, Sept. 13).

there, was honored by school on its 25th anniversary Sept. 17. New health/education facility on campus has been named Les Biederman Health and Education Building.

Deaths



Jones

Hugh Oliver Jones, 84, retired Mississippi-Louisiana radio executive, died at Gulfport (Miss.) Memorial hospital Sept. 27 after massive stroke. He purchased WGCM(AM) Gulfport, in 1942 and helped construct KSLO(AM) Opelousas, La., in 1947; WPMP(AM) Pascagoula, Miss., in 1951 and WHHT(AM)

(now WRBE) Lucedale, Miss., in 1960. Also in 1960 he bought WRJW(AM) Picayune. He is survived by his wife, Sarah; son, James, and daughter, Mrs. Holton D. Turnbough.

Cecil Underwood, 76, former executive producer of *Fibber McGee and Molly* radio program for NBC, died of cancer Sept. 26 at his home in Laguna Hills, Calif. He began his career as announcer at KHQ(AM) Spokane, Wash., in 1925 then joined NBC in San Francisco, where he produced radio programs until 1945, when he became head of radio division of Warwick & Legler advertising. He retired in 1959. He is survived by his wife, two sons and one daughter.

Mary Lee Schiffer, 48, former secretary to National Association of Broadcasters President Vincent Wasilewski, died in Chevy Chase, Md., Sept. 21 of cerebral hemorrhage. She had been with NAB almost 20 years. She left association in July, 1973. Survivors include her daughter, Sylvia Scott Cowles.

For the Record

As compiled by BROADCASTING for the period Sept. 20 through Sept. 24 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum

expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV action

- *Austin, Tex. —Southwest Texas Educational

Council Television. Broadcast Bureau granted ch. 18 (494-500 mhz); ERP 2032 kw (v) (max.), 780 kw (H); 155 kw aur., HAAT 1150 ft.; ant. height above ground 1146.8 ft. P.O. address: c/o Robert F. Schenckan, Box 7158, Austin 78712. Estimated construction cost \$698,733; first-year operating cost \$115,000. Legal counsel Cohn & Marks, Washington; consulting engineer Glenn D. Sawyer. Principal: Nonprofit, tax-exempt corporation formed by local educational and civic leaders for purpose of educational and public broadcasting; R.F. Schenckan, president and general manager (BPET-536). Action Sept. 3.

AM license

Broadcast Bureau granted following license covering new station:

- WVLV Lebanon, Pa. (BL-14,179).

FM application

■ *Malvern, Pa.—Delaware Valley Noncommercial Broadcasting seeks 88.1 mhz, 2 kw, HAAT 511 ft. P.O. address: 1501 E. of Mt. Airy Ave., Philadelphia 19150. Estimated construction cost \$8,645; first-year operating cost \$32,000. Format: Variety. Principal: Applicant is nonprofit educational corporation. Ann. Sept. 17.

FM actions

■ Glennville, Ga.—Tattnall County Broadcasting Co. Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 226 E. Bolton St., Glennville 30427. Estimated construction cost \$40,592; first-year operating cost \$12,000; revenue \$24,000. Format: MOR, religious. Principals: Judy W. Cobb (50%), Donald P. Cobb and Norma Preston (25% each). Cobbs are husband and wife. Applicants are officers of WKIG(AM) Glennville, Ga. (BPH-9818). Action Sept. 15.

- *Madisonville, Ky.—Madisonville Christian School

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301—652-3766



Inc. Broadcast Bureau granted 89.9 mhz, 15 kw, HAAT 303 ft. P.O. address: c/o Rev. Bob Lamb, 721 Princeton Pike, Madisonville, Ky. 42431. Estimated construction cost \$51,495; first-year operating cost \$25,000; revenue none. Format: Religious, information. Principal: Applicant is nonprofit educational institution (BPED-2197). Action Sept. 16.

Broadcast Bureau granted following CP modification to extend completion time to date shown:

■ KAEZ Oklahoma City to Feb. 15, 1977 (BMPH-14900).

FM starts

■ WKZY-FM Escanaba, Mich.—Authorized program operation on 97.1 mhz, ERP 90 kw, HAAT 1,070 ft. Action Sept. 9.

■ WQDW-FM Kinston, N.C.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 170 ft. Action Sept. 15.

■ KYUF Uvalde, Tex.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 125 ft. Action Sept. 9.

Ownership changes

Applications

■ WYHI Fernandina, Beach, Fla. (1570 khz, 1 kw-D)—Seeks transfer of control of Northeast Florida Radio from W.W. Harrell Jr., W.A. Smith and Billy G. Hogan to Billy G. Hogan. Consideration: All liabilities of licensee, including note for \$37,964. Principals: Messrs. Harrell and Smith are in poultry business. Mr. Hogan also has interests in Moulton Broadcasting Co., licensee of WHYY (AM) Moulton, Ala., and in music publishing and phonograph records. Ann. Sept. 15.

■ WMAY (AM) Springfield, Ill. (970 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Stuart Broadcasting Co. to Mid-West Family Stations for \$700,000. Seller, owned by James Stuart and family, owns KOEL-AM-FM Oelwein and KMNS (AM)-KSEZ (FM) Sioux City, both Iowa; KSAL (AM)-KYEZ (FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KRGI-AM-FM Grand Island and KFOR-AM-FM Lincoln, both Nebraska. Buyer (William R. Walker, Joseph D. Mackin, Philip Fisher and Charles Mefford, principals) owns WYFE (AM) Rockford and WYFE-FM Winnebago, both Illinois; WITL-AM-FM Lansing, and WSJM (AM)-WIRX (FM) St. Joseph, both Michigan; WIZM-AM-FM La Crosse, WISM-AM-FM Madison and WYTL (AM)-WOSH (FM) Oshkosh, all Wis. Ann. Sept. 15.

■ KPIA (AM) Ironton, Mo. (1480 khz, 5 kw-D)—Seeks assignment of license from Ironton County Broadcasting Co. to Mid-America Communications for \$147,250. Seller is owned by Gaylon Watson, who has no other broadcast interests. Buyer is owned by Walter R. Sleeman Jr. and Donald W. Sherrick (14.5% each), James C. Wingo, Sally G. Bender, John C. Jeffers, Duane E. Stone, and Wayne A. Edwards (10% each), and three other stockholders. Mr. Sleeman has realty and farming interests; Mr. Sherrick is physician; others have various business interests in Illinois. Ann. Sept. 15.

■ WDXI-AM-FM Orangeburg, S.C. (AM: 1150 khz, 5 kw-D, 500 w-N; FM: 106.7 mhz, 50 kw)—Seeks transfer of control of WDXI Inc. from Frank Best Sr. and Frank Best Jr. to Smiles of South Carolina. Consideration: \$625,000. Principals: Sellers have no other broadcast interests. Principals in buyer include Norman J. Suttles, Derwood H. Goodwin and John Ingram. Buyer also has interests in WLPM (AM)-WFOG (FM) Suffolk, Va., WRNC (AM) Raleigh, N.C., WVBS-AM-FM Burgaw, N.C., and WSMY (AM) Weldon N.C., and Messrs. Suttles and Goodwin were principals in sale of WSML (AM) Graham, N.C. Ann. Sept. 15.

■ KOGT (AM) Orange, Tex. (1600 khz, 1 kw-U)—Seeks assignment of license from Sabine Area Broadcasting Corp. to KOGT Inc. for \$488,000 plus \$80,000 noncompetition covenant. Principals: Seller is owned by Edwin T. Lovelace Jr., who has no other broadcast interests. Buyer is owned by Tolbert Foster (27.89%), Allan Shivers (27.89%), W.E. Dyche Jr. (20.42%), Edgar B. Younger (20.42%) and Ben L. Slack (3.38%). Buyers also own KVUE (TV) Austin Tex., and all but Mr. Shivers have interests in KNET (AM) Palestine, Tex. Mr. Shivers is member of board of regents of Uni-

versity of Texas, licensee of educational KUT-FM Austin and KTEP (FM) El Paso. Mr. Foster is trustee of estate of his late brother, Thomas M. Foster, which owns 51% of KDET (AM) Center, Tex., and construction permit for new FM there. Ann. Sept. 15.

Actions

■ KMUV-TV Sacramento, Calif.—Broadcast Bureau granted involuntary assignment of license from Channel 31 Inc. to Channel 31 Inc., debtor-in-possession. Principals: Andrew Bartolini, William Crabtree, Della Grayson (16% each), Samuel Klor (15%), George W. Artz (12%), and five others stockholders, none of whom have other broadcast interests (BALCT-600, BALTS-418). Action Aug. 25.

■ *KOTO (FM) Telluride, Colo.—Broadcast Bureau granted transfer of control of San Miguel Educational Fund from James Bedford, Margaret Bedford, Terry Tice, Ed Withers, Michael Shubow, John Payne and David Sklare to James Bedford, Margaret Bedford, Terry Tice, Kimble Hobbs, Durfee Day, Robert Korn and Richard Silverman. Principals: Licensee is nonprofit corporation; transfer indicates results from annual election of Board of Directors (BTC-8122). Action Sept. 9.

■ WONS (AM)-WBGM (FM) Tallahassee, Fla. (AM: 1410 khz, 5 kw-D; FM: 98.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Camptown Industries to Forward of Florida for \$650,000. Seller: Camptown owners wish to devote time to other pursuits; no other broadcast interests. Buyer is owned by Forward Communications Corp., Wisconsin corporation. Forward, or its subsidiaries, is licensee of WIFC (FM)-WSAU-AM-TV Wausau and WMTV (TV) Madison, and WKAU-AM-FM Kaukana, all Wis.; KCAU-TV Sioux City, Iowa; WTRF-FM-TV Wheeling, W.Va.; KVGB-AM-FM Great Bend, Kan.; WRAU-TV Peoria, Ill. and KOSA-TV Odessa, Tex. Company has 21 stockholders (BAL-8709, BALH-2302, BALRE-3039). Action Sept. 16.

■ WOMI (AM)-WBKR (FM) Owensboro, Ky.—Broadcast Bureau granted relinquishment of negative control of Owensboro Broadcasting Co. by Lawrence W. Hager Sr. through sale of stock by Owensboro Broadcasting to Owensboro Publishing Co. Consideration: \$25,000. Principals: Lawrence W. Hager Sr. (50% before, 47.6% after), Owensboro Publishing (25% before, 28.6% after), John S. Hager and Lawrence W. Hager Jr. (12.5% each before, 11.9% each after), none of whom have other broadcast interests (BTC-8092). Action Aug. 31.

■ WVBM (AM) Utica, N.Y.—Broadcast Bureau granted assignment of license from George W. Stevens, Gerard J. Zeiller and Donato F. Sarapo (WVBM Associates) to Messrs. Stevens and Sarapo (WVBM Associates) for \$13,600. Principals have no other broadcast interests (BAL-8722). Action Aug. 31. (Corrected item).

■ WWON-AM-FM Woonsocket, R.I.—Broadcast Bureau granted transfer of negative control of Evening Call Publishing Co. (parent corporation of Woonsocket Broadcasting Co.) licensee of WWON-AM-FM from Esther Pratt Hudson, Carl W. Christiansen and Rhode Island Hospital Trust Co., co-executors of estate of Buell W. Hudson, to Esther Pratt Hudson, Carl W. Christiansen and Rhode Island Hospital Trust Co., trustees of marital and residuary trusts under will of

Buell W. Hudson (BTC-8120); granted acquisition of de jour negative control of Evening Call Publishing Co. by Palmer Group (Andrew P. Palmer, Drew H. Palmer and Merrett P. Palmer) through stockholders agreement dated Nov. 27, 1974, and merger of Buell Realty Co. into corporation (BTC-8121). Action Sept. 9.

■ WASC (AM) Spartansburg, S.C.—Broadcast Bureau granted assignment of license from Carolina Radio Broadcasting Co. to New South Broadcasting Corp. Principals: James E. Harrelson (51%), Sam E. Floyd (25%) and K. Joe Sessoms (24%). Mr. Floyd has interests in WFAI (AM) Fayetteville, N.C., WGAC (AM) Augusta, Ga., and WBLX (FM) Mobile, Ala. Present transfer indicates corporate reorganization (BAL-8871, BALRE-3075). Action Sept. 8.

■ WFWL (AM) Camden, Tenn.—Broadcast Bureau granted assignment of license from Camden Broadcasting Co. to Michael R. Freeland. Principal: Sole owner of Camden Broadcasting is Mr. Freeland, who wishes to operate WFWL as individual licensee rather than as corporate operation. Mr. Freeland also owns WFWA (FM) Sullivan, Ill., and has majority interest in WBAR (AM) Bartow, Fla. (BAL-8770, BALRE-3072). Action Aug. 16.

■ KEDA (AM) San Antonio, Tex.—Broadcast Bureau granted assignment of license from Manuel G. Davila and Willie G. Egerton to D & E Broadcasting Co. Principals: Messrs. Davila and Egerton have incorporated licensee company, which was formerly partnership composed of themselves. Both men also have interests in Radio KCCT Inc., licensee of KCCT (AM) Corpus Christi, Tex. (BAL-8769). Action Sept. 8.

■ WPCE (AM) Portsmouth, Va. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau dismissed application for assignment of license from Tidewater Radio Show to Associated Black Broadcasters. Seller: L.E. Willis Sr., president. Stockholders also own WOWI (FM) Norfolk, Va. Buyers: Harvey Lynch (20%) is general manager of WJNR (AM) Newark, N.J. Sylvia Robinson (60%) owns Sylvia Inc., entertainment firm and has interest in music publishing and recording companies. Barbara Baker (20%) also has interest in music publishing and record companies (BAL-8498). Action Aug. 30.

■ KETO-FM Seattle—Broadcast Bureau granted assignment of license from KETO-FM Associates to Golden West Broadcasters for \$590,000. Principals: Seller, limited partnership of Sidney R. Knafel (50%) and George Lindemann (50%), has no other broadcast interests. Buyer is station group owned by Gene Autry and his wife, Ina Mae Autry (together, 50.1%), and The Signal Companies (49.9%). Buyer also owns KVI (AM) Seattle; KMPC (AM)-KTLA (TV) Los Angeles; KSFO (AM) San Francisco and KEX (AM) Portland, Ore. Mr. Autry is also stockholder in KOOL-AM-FM-TV Phoenix and KOPO (AM) Tucson, Ariz. Publicly traded Signal Companies manufactures Mack trucks and has real estate and other business interests (BALH-2323, BALST-312). Action Sept. 8.

Facilities changes

TV actions

■ *KETG Arkadelphia, Ark.—Broadcast Bureau

Summary of Broadcasting

FCC tabulations as of Aug. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,460	5	19	4,484	45	4,529
Commercial FM	2,786	0	48	2,834	138	2,972
Educational FM	822	0	30	852	68	920
Total Radio	8,068	5	97	8,170	251	8,421
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	15	268
VHF	90	3	5	98	6	104
UHF	143	6	6	155	9	164
Total TV	932	10	18	960	71	1,031

*Special temporary authorization

**Includes off-air licenses

granted modification of CP to change ERP to 316 kw (Max.), 282 kw (H); 28.2 kw (H) aural; change type trans.; ant. height 1070 ft.; change type ant. (BMPET-871). Action Sept. 14.

■ *KAPT Fayetteville, Ark.—Broadcast Bureau granted modification of CP to change ERP to 316 kw (Max.), 282 kw (H); 28.2 kw (H) aural; change type trans. and ant.; ant. height 1660 ft.; (BMPET-870). Action Sept. 14.

■ KNXT Los Angeles—Broadcast Bureau granted CP to install new transmission line; ERP 46.8 kw; max. ERP 46.8 kw; ant. height 3140 ft. (BPCT-4951). Action Sept. 17.

■ WFMV-TV Greensboro, N.C.—Broadcast Bureau granted CP to install new transmission line; ERP 100 kw; ant. height 720 ft. (BPCT-4953). Action Sept. 13.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KOZY Grand Rapids, Minn. (BP-19,864), Sept. 10; KRGO Salt Lake City (BP-20,095), Sept. 9; WLOX Biloxi, Miss. (BP-19,848), Sept. 9; WMIM Mt. Carmel, Pa. (BP-20,089), Sept. 9; WTCR Ashland, Ky. (BP-19,264), Sept. 9; WWOK Miami (BP-19,264), Sept. 9.

FM actions

■ WBLS New York—Broadcast Bureau granted CP to install new trans.; change TPO and ERP; ERP 5.4 kw; ant. height 1220 ft. (H&V); remote control permitted (BPH-10195). Action Sept. 16.

■ KAEZ Oklahoma City—Broadcast Bureau granted modification of CP to change studio location to 4240 NE 23rd St., Oklahoma City; change trans. and ant.; change ant. height to 215 ft. (H&V); ERP 58 kw (H&V) (BMPH-14890). Action Sept. 16.

■ *WUSC-FM Columbia, S.C.—Broadcast Bureau granted CP to change frequency to 91.9 mhz; install new ant.; make changes in ant. system; ant. height 160 ft.; remote control permitted (BEPD-2132). Action Sept. 17.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KVRH-FM Salida, Colo. (BPH-9419), Sept. 9; WKEV-FM Griffin, Ga. (BPH-9658), Sept. 8; WNCT-FM Greenville, N.C. (BPH-10,095), Sept. 8; *WNUR-FM Evanston, Ill. (BPED-1872), Sept. 8.

In contest

Procedural rulings

■ KJOG-TV San Diego, **Assignment proceeding:** Gross Broadcasting Co. to University Television (Doc. 20589)—ALJ David I. Kraushaar canceled Oct. 5 hearing date and continued hearing indefinitely. Action Sept. 20.

■ San Jose, Calif., **FM proceeding:** United Broadcasting Co. (KBAY San Jose) and Public Communicators Inc., competing for 100.3 mhz (Docs. 20611-2)—ALJ James K. Cullen Jr. scheduled hearing for March 15, 1977. Action Sept. 21.

■ KPOI (AM) and KHVH (AM) Honolulu, **facilities changes proceeding:** Communico Oceanic Corp. and KHVH Inc. (Docs. 20740-1)—On request of KHVH Inc., Review Board added issue to determine whether Communico has sufficient funds available to effectuate its proposal, and whether, in light of evidence adduced Communico is financially qualified. In response to motion by Communico, Board added issue to determine whether present filter system attached to KHVH's tower facility is sufficient and suitable for its proposed operation, and if not, effect on KHVH's technical qualifications. Action Sept. 13.

■ WJIM-AM-FM-TV Lansing, Mich., **renewal proceeding:** Gross Telecasting (Doc. 20014)—ALJ Byron E. Harrison continued further hearings from Oct. 18 to Oct. 19. Action Sept. 20.

■ Media, Pa., **FM proceeding:** Alexander S. Klein Jr., Greater Media Radio Co., Roberts Broadcasting Corp., competing for 100.3 mhz (Docs. 20567-9)—ALJ David I. Kraushaar set hearing for Jan. 31, 1977, in lieu of Oct. 12. Action Sept. 20.

Joint agreement

■ Fallbrook, Calif., **FM proceeding:** Major

Call letters

Applications

Call	Sought by
New AM	
WXCE	Polk County Broadcasting, Amery, Wis.
New FM's	
WAJB	Barba Broadcasting Co., Pensacola, Fla.
*WHSK	Kokomo-Center Township Consolidated School Corp., Kokomo, Ind.
WPTX-FM	Key Broadcasting Corp., Lexington Park, Md.
KQIZ-FM	Tascara Broadcasting, Amarillo, Tex.
KLMR-FM	KLMR Inc., Lamar, Colo.
WHMI-FM	B&H Broadcasting Co., Howell Mich.
*KBWC	Willey College, Marshall, Tex.
Existing AM's	
WLOB	WCZN Flint, Mich.
KSGR	KDOT Scottsdale, Ariz.
KIDN	KKAM Pueblo, Colo.
Existing FM's	
WAGQ	WJSR Athens, Ga.
WGGQ	WLKE-FM Waupun, Wis.
WSSN	WHAW-FM Weston, W. Va.
KVI-FM	KETO-FM Seattle
KTGC	KTGR-FM Columbia, Mo.
WKDF	WKDA-FM Nashville
KRCQ	KREO Indio, Calif.

Grants

Call	Assigned to
New AM	
KKAY	LaFourche Valley Enterprises, White Castle, La.
New FM's	
*WHHJ	Half Hollow Hills Community Public Library, Dix Hills, N.Y.
WEBI	Enterprise Broadcasting, Camilla, Ga.
*WEHB	Grand Rapids Public Broadcasting Corp., Grand Rapids, Mich.
*KVPR-FM	White Ash Broadcasting, Fresno, Calif.
*WMEM-FM	University of Maine, Presque Isle, Me.
*KWIT-FM	Western Iowa Tech Community College, Sioux City, Iowa
*WHPW	West Virginia Educational Broadcasting Authority, Huntington, W. Va.
*WVPN	West Virginia Educational Broadcasting Authority, Charleston, W. Va.
*KAMU-FM	Texas A&M University, College Station, Tex.
KJNP-FM	Evangelistic Missionary Fellowship, North Pole, Alaska
KWCX	Coppertone Communications, Willcox, Ariz.
KRFS-FM	Valley Broadcasting Co., Superior, Neb.
WTAZ	Morton-Washington Broadcasting Co., Morton, Ill.
WAKS-FM	Wake County Broadcasting Co., Fuquay-Varina, N.C.
*WXYC	Student Educational Broadcasting, Chapel Hill, N.C.
Existing AM's	
KODI	KUDI Great Falls, Mont.
WXIV	WKTP South Paris, Me.
WMGC	WIXY Cleveland, Ohio
KUPL	KPOK Portland, Ore.
WNCR	WAAB Worcester, Mass.
Existing FM's	
KXXA	KMYO-FM Little Rock, Ark.
KQXY	KBPO Beaumont, Tex.
WQTE	WABJ-FM Adrian, Mich.
WKIQ	WAWR-FM Bowling Green, Ohio
KLEN-FM	KVVO-FM Cheyenne, Wyo.
KGIL-FM	KVFM San Fernando, Calif.
KDWB-FM	WYOO-FM Richfield, Minn.

Armstrong Memorial Stereocasters and Max L. Burdick Jr. (Doc. 20696-7)—ALJ John H. Conlin granted joint petition by applicants; approved settlement agreement on condition sum to be paid Major Armstrong Memorial not exceed \$10,861; and dismissed application of Major Armstrong Memorial. Action Sept. 22.

Initial decision

■ WLTH (AM) Gary, Ind., **renewal proceeding:** Northwestern Indiana Broadcasting (Doc. 20604)—ALJ John H. Conlin denied application of Northwestern Indiana Broadcasting Corporation for renewal of license for WLTH Gary. Judge Conlin found 1973 renewal application for WLTH contained serious misrepresentations of fact for which Northwestern was "plainly culpable" and said he therefore was unable to conclude that renewal would serve public interest. On Sept. 24, 1975, FCC designated renewal application for hearing. Action was in response to petition by Gary Human Relations Commission (HRC) alleging that WLTH misrepresented ascertainment efforts and list of station personnel in 1973 application. HRC said WLTH conducted inadequate survey of community problems, engaged in news distortion, intimidated audience on phone-in talk shows, and had not performed as promised in 1970 renewal application by failing to abide by agreement with HRC. Ann. Sept. 23.

Allocations

Actions

■ Santa Barbara and Ventura, Calif.—Broadcast Bureau proposed substitution of FM ch. 220 (91.9 mhz) for ch. 218 at Santa Barbara, or assignment of ch. 221A (92.1 mhz) at Ventura, as its third commercial FM assignment. Substitution had been proposed by University of California (M.C.), licensee of noncommercial KCBS-FM Santa Barbara, and Ventura assignment by Charles V. Martin and John A. Popejoy (Doc. 20916). Action Sept. 16.

■ Columbia, Mo.—Broadcast Bureau proposed assignment of ch. *23+ as noncommercial television channel in Columbia. Action was in response to petition by New Wave Corp., licensee of *KOPN (FM) Columbia. Bureau denied petition by Channel Seventeen Inc., licensee of KCBJ-TV Columbia, to change designation of ch. 8 at Columbia from commercial to non-commercial, and to delete reserved ch. *36 from Jefferson City, Mo., and reassign it on commercial basis to Columbia (Doc. 20920). Action Sept. 17.

Translators

Applications

■ Colby-Bates-Bowdoin Educational Telecasting Corp., Harrison, North Bridgton and Bridgton, Me.—Seeks ch. 3 rebroadcasting WCBB Augusta, Me. (BPT-TV-5675). Ann. Sept. 20.

■ Starbuck Area Development Corporation, Starbuck, Villard Lake area and Lake Emily area, Minn.—Seeks: 1) ch. 2 rebroadcasting KMSP-TV Minneapolis via BPTT-3105 Swenda Lake area in Pope county, Minn.; 2) ch. 6 rebroadcasting WTCN-TV Minneapolis via BPTT-3104 Swenda Lake area in Pope county, Minn.; 3) ch. 13 rebroadcasting WCCO-TV Minneapolis via BPTT-3103 Swenda Lake area in Pope county, Minn. (BPTTV-5677-9). Ann. Sept. 23.

■ Starbuck Area Development Corp., Swenda Lake Area in Pope county, Minn.—Seeks: 1) ch. 64 rebroadcasting WCCO-TV Minneapolis via K7ICG Willmar, Minn.; 2) ch. 66 rebroadcasting WTCN-TV Minneapolis via K77CI Willmar, Minn.; 3) ch. 68 rebroadcasting KMSP-TV Minneapolis via K75CP Willmar, Minn. (BPTT-3103-5). Ann. Sept. 23.

■ Apache Tribe of Mescalero, Capitan and Ruidoso, N.M.—Seeks: 1) ch. 64 rebroadcasting KOB-TV Albuquerque, N.M. via BPTT-3107 South Fork and Cedar Canyon communities, N.M.; 2) ch. 67 rebroadcasting KOB-TV Albuquerque, N.M. for South Fork and Cedar Canyon communities, N.M. (BPTT-3106-7). Ann. Sept. 24.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 16 (stations listed are TV signals proposed for carriage):

■ Liberty TV Cable Co., for Harrisburg, Ore. (CAC-06967): Delete KOB-TV Medford, Ore.

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■ Jacksonville Television Cable Co., for Jacksonville, N.C. (CAC-07169): WTCG Atlanta.

■ Tennessee Valley Video, for Lobelville, Clifton, Collinwood, and Iron City, all Tenn. (CAC-07170-73): Request certification of existing operations.

■ Coldwater Cablevision, Box 428, Coldwater, Mich. 49036, for Girard township, Mich. (CAC-07174): WKZO-TV Kalamazoo, Mich.; WNDU-TV South Bend, Ind.; WKAR-TV East Lansing, Mich.; WJIM-TV Lansing, Mich.; WUHQ-TV Battle Creek, Mich.; WOTV Grand Rapids, Mich.; CBET Windsor, Ontario, Can.; WILX-TV Onondaga, Mich.; WKBD-TV, WXON, WXYZ-TV Detroit; WSJV Elkhart, Ind.

■ North Lauderdale Cablevision, Box 8403, Coral Springs, Fla. 33065, for North Lauderdale, Fla. (CAC-07189): WTVJ, WCKT, WPLG, WCIX-TV, WHFT-TV, WLTV, WPBT, WTHS-TV, WLRN-TV Miami; WKID Fort Lauderdale, Fla.; WPTV Palm Beach, Fla.; WPEC West Palm Beach, Fla.; WSWB-TV Orlando, Fla.; WTOG St. Petersburg, Fla.

■ UA-Columbia Cablevision, Box 440, Oakland, N.J. 07436, for borough of Essex Fells, N.J. (CAC-07190): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WPIX New York; WLIW Garden City, N.Y.; WXTV Paterson, N.J.; WNET Newark, N.J.; WPHL-TV, WTAF-TV Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WBTB-TV Newark, N.J.

■ Napa Valley Cablevision, for Napa, Calif. (CAC-07191): Request certification of existing operations, and to add KMUV-TV Sacramento, Calif.

■ Continental Cablevision of Ohio, for Upper Sandusky, Ohio (CAC-07192): Request certification of existing operations.

■ TeleCable of Overland Park, for Fairway, Prairie Village, Merriam, Overland Park, Roeland Park, Shawnee, Lenexa, Leawood, and Mission, all Kan. (CAC-07193-201): WTCG Atlanta and to delete WTN-TV Chicago.

■ Cox Cablevision Corp., for Hoquiam, Aberdeen, Cosmopolis, and Grays Harbor county, all Washington (CAC-07181-4): CHEK Victoria, B.C.

■ Rankin County Cablevision Co., Suite 1710, Capitol Towers Bldg., 125 S. Congress St. Jackson, Miss. 39201, for Brandon, Miss. (CAC-07185): WJTV, WLBT, WAPT, WMAA Jackson, Miss.; WABG-TV Greenwood, Miss.

■ Rankin County Cablevision co., Suite 1710, Capitol Towers Bldg., 125 S. Congress St. Jackson, Miss. 39201, for Frandon, Miss. (CAC-07185): WJTV, WLBT, WAPT, WMAA Jackson, Miss.; WABG-TV Greenwood, Miss.

■ American Cable Television, Box 13741, Phoenix, Ariz. 85002, for Borger, Tex. (CAC-07186): KAMR, KVII-TV, KFDA-TV Amarillo, Tex.; KTVT Ft. Worth, Tex.; KERA-TV, KXTX-TV Dallas; WTCG Atlanta.

■ Casco Cable Television of Bath, Maine, 31 Oak Grove Ave., Bath, Me. 04530, for Bath, Me. (CAC-07187): WGAN-TV, WCHS-TV Portland, Me.; WMTW-TV Poland Spring, Me.; WCBW Augusta, Me.; WMEG-TV Biddeford, Me.; WSBK-TV Boston; WLVI-TV Cambridge, Mass.; CHLT-TV, CKSH-TV Sherbrooke, Can.

■ Potomac Valley Television Co., for Moorefield, W.Va. (CAC-07188): WWPB-TV Hagerstown, Md.

and to delete WMPB Baltimore.

■ Coldwater Cablevision, Box 428, Coldwater, Mich. 49036, for Batavia township, Mich. (CAC-07175): WKZO-TV Kalamazoo, Mich.; WNDU-TV South Bend, Ind.; WKAR-TV East Lansing, Mich.; WJIM-TV Lansing, Mich.; WUHQ-TV Battle Creek, Mich.; WOTV Grand Rapids, Mich.; CBET Windsor, Ontario, Can.; WILX-TV Onondaga, Mich.; WKBD-TV, WXON, WXYZ-TV Detroit, WSJV Elkhart, Ind.

■ Wilderness Cable Co., Box 65, Mt. Nebo, W.Va. 26679, for (town of) Scott Depot, (town of) Shawnee Estate, (town of) Hometown, (town of) Red House, and (town of) Rock Branch, all W.Va. (CAC-07176-80): WCHS-TV Charleston, W.Va.; WOKW-TV, WMUL-TV, WSAZ-TV Huntington, W.Va.; WSWP-TV Grandview, W.Va.

Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 22 (stations listed are TV signals proposed for carriage):

■ Cable Communications Systems, for Springfield, Minn. (CAC-06992): KELO-TV Sioux Falls S.D.

■ Mahoning Valley Cablevision, for Hubbard township, Liberty township and Girard, all Ohio (CAC-07202-4): WOR-TV New York.

■ Mahoning Valley Cablevision Associates, for Howland township, Niles, Warren, Champion township, Warren township, Weatherfield township, and Vienna township, all Ohio (CAC-07205-11): WOR-TV New York.

■ Warner Cable of Winter Haven, for Winter Haven, Lake Alfred, Auburndale, and (unincorporated areas) Polk county, all Fla. (CAC-07243-7): WTCG Atlanta.

■ Upper Valley Cable Corp., for Woodsville, North Haverhill, (town of) Bath, all N.H.; and Wells River, Vt. (CAC-07248-51): CBMY Montreal, Quebec, Can.

■ Southeastern Cable Co., for Cleveland, Tenn. (CAC-07237): WSB-TV Atlanta.

■ Corinth Video Co., for Corinth, Miss. (CAC-07238): WLJT-TV Lexington, Tenn.; WNGE, WSM-TV, WTVF, WZTV Nashville.

■ Henderson Community Antenna Television, for Henderson, N.C. (CAC-07239): WRET-TV Charlotte, N.C.

■ Henderson Community Antenna Television, for (unincorporated areas surrounding city of Henderson) Vance county, N.C. (CAC-07240): WRET-TV Charlotte, N.C.

■ Manhattan Cable Television, for (southern half of Manhattan borough) New York (CAC-07241): WTAF-TV, WPHL-TV Philadelphia and delete WSNL-TV Patchogue, N.Y.

■ Pampa Cable TV, for Pampa, Tex. (CAC-07242): Request certification of existing operations and to add WTCG Atlanta.

■ Glasgow Cablevision, for Glasgow and Glasgow AFB, both Mont.; (CAC-07212-3): KREM-TV Spokane, Wash.

■ Viacom International, for unincorporated area of Polk county, Ore. (CAC-07214): KATU, KOIN-TV, KGW-TV, KOAP-TV, KPTV Portland; KVDO-TV Salem, Ore.; KEZI-TV, KVAL-TV Eugene, Ore.; KOAC-TV Corvallis, Ore.; KTVU Oakland, Calif.; KSTW-TV Tacoma, Wash.; CBUT Vancouver, B.C.

■ Dighton Cable Communications, Box 12, Leoti, Kan. 67861, for Dighton, Kan. (CAC-07215): KCKT

Great Bend, Kan.; KTVC Ensign, Kan.; KAYS-TV Hays, Kan.; KGLD, KUPK-TV Garden City, Kan.

■ Tele-Media Corp., 116 S. Main St., Columbiana, Ohio 44408, for (borough of) Shippingport, Pa. (CAC-07216): KDKA-TV, WTAE-TV, WIIC-TV, WPGH-TV, WOED, WQEX Pittsburgh; WFMJ-TV, WKBN-TV, WYTV Youngstown, Ohio; WSTV-TV Steubenville, Ohio; WTRF-TV Wheeling, W.Va.

■ Vista Television Cable, for Bellevue, King county, and Redmond, all Wash. (CAC-07223-5): KPTV Portland, Ore.; KTPS Tacoma, Wash.

■ Warroad Runic'al Cable TV, for Warroad, Minn. (CAC-07226): WTCN-TV Minneapolis.

■ Television Cable Service, for Perryton, Tex. (CAC-07227): Request certification of existing operations.

■ Holdenville Cable Co., for Holdenville, Okla. (CAC-07228): KTVT-TV Ft. Worth; KXTX-TV Dallas.

■ Alpine Cable TV, for Alexandria, La. (CAC-07229): WTCG Atlanta; delete KHTV, KUHT Houston.

■ Armstrong Utilities, 214 S. McKean St. Butler, Pa. 16001, for (borough of) Mercer, Pa. (CAC-07230): WFJM-TV, WKBN-TV, WYTV Youngstown, Ohio; WUAB Lorain, Ohio; KDKA-TV, WIIC-TV, WOED, WPGH-TV, WQEX Pittsburgh; WENO-TV Alliance, Ohio.

■ Master Cable TV Systems, for Mercer Island, Wash. (CAC-07231): CBUT Vancouver, B.C.; KPTV Portland, Ore.; KTPS Tacoma, Wash.

■ Franklin Cablevision Corp., 11th Floor, Bassett Tower, El Paso, Tex. 79901, for Fort Bliss, Tex. (CAC-07232): KDBC-TV, KTSM-TV, KVIA-TV, KCOS-TV El Paso; KNME-TV Albuquerque, N.M.; KRWG-TV Las Cruces, N.M.; XEJ-TV, XEPM-TV Ciudad Juarez, Mex.; KTLA, KHJ-TV, KTTV, KCOP Los Angeles.

■ Centerville Cablevision, for Centerville, Iowa (CAC-07233): WGN-TV Chicago.

■ Grand Saline Cable TV, for Grand Saline, Tex. (CAC-07234): Request certification of existing operations.

■ North Kent Cable Co., 151 S. Frederick St., Cedar Springs, Mich. 49319, for Cedar Springs, Mich. (CAC-07235): WKZO-TV Kalamazoo, Mich.; WOTV, WZZM-TV, WGVG Grand Rapids, Mich.; WUHQ-TV Battle Creek, Mich.; WKAR-TV East Lansing, Mich.

■ Quincy Cablevision, for Keokuk, Iowa (CAC-07236): Request certification of existing operation.

■ Big Spring Cable TV, 3027 S.E. Loop 323, Tyler, Tex. 75701, for Waldo, Ark. (CAC-07217): KETS, KARK-TV, KATV, KTHV Little Rock, Ark.; KNOE-TV Monroe, La.; KTVE El Dorado, Ark.; KEBS-TV, KSLA-TV Shreveport, La.; KTLA-TV Texarkana, Tex.; KTVT Ft. Worth; KXTX-TV Dallas.

■ Cablevision of Revere, for Revere, Mass. (CAC-07218): WOR-TV, WPIX New York.

■ Northern Video, for Benson, Minn. (CAC-07219): KSTP-TV St. Paul.

■ Warren Cable TV, for Warren, Minn. (CAC-07220): WTCN-TV Minneapolis and KGFE Grand Forks, N.D.

■ Community Telecable of Bellevue, for Bellevue, and King county, both Wash. (CAC-07221-2): KPTV Portland, Ore.; CBUT Vancouver, B.C.; KTPS Tacoma, Wash.

Other action

■ Astro Cablevision Corp., Coraopolis borough, Crescent, Moon and Neville townships, all Pa.—CATV Bureau granted extension of special temporary authority to carry WOR-TV (Ind.) New York when it is not providing carriage of WUAB (Ind.) Lorain, Ohio, for 90 days or until commission's actions on certificates of compliance, whichever occurs first. Action Sept. 1.

In contest

■ Calif., cable proceeding: South Sausalito Cable TV (Doc. 20747)—ALJ Chester F. Naumowicz Jr., has ordered South Sausalito Cable TV (South) to cease and desist from further violation of Commission's rules in refusing to carry specific television signal on cable television system at Sausalito, Calif. Judge said South failed to offer reasonable support of claim that FCC should waive signal carriage rule, as it applies to South's system. Ann. Sept. 23.

■ Port Jervis, N.Y., cable proceeding: Port Video Corp. (Doc. 20886)—ALJ Thomas B. Fitzpatrick rescheduled hearing from Oct. 12 to Nov. 30. Action Sept. 22.



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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Ohio based group broadcasting company looking for person to supervise radio stations. Must be strong on sales and administration. EOE. Box W-170, BROADCASTING.

Local Sales Manager—\$25,000. You must sell and motivate. Leading AM/FM in major New York State market. Box X-28, BROADCASTING.

General and sales manager wanted for adult contemporary, small market Michigan daytimer. EOE. Send resume to Box X-34, BROADCASTING.

Expanding organization needs general manager for AM-FM near Chicago. No. 1 ARB, no. 1 community image. Must be experienced in dealing with major agencies & know FCC law. An excellent opportunity. EOE. Box X-51, BROADCASTING.

Program director southeast. If you are a super idea person loaded with promotional ability, can manage people, and can set an example as a dynamic jock, lets talk. Salary for this program directorship position is open. Successful track record a must. We're a prestigious, powerful station in Georgia's second largest market. Contemporary with heavy involvement. Strong emphasis on local news. Send unedited, telescoped air check, production samples, resume, salary requirement to: Bernie Barker, Vice President and General Manager, WDAK P.O. Box 1640, Columbus, GA 31902. An Equal Opportunity Employer.

Manager New Business Development. We want a top producer ready for that first sales management assignment. Lead a team concentrating exclusively on new account development. You will fill the most recognized station position in a growing broadcast company. You must be a self-starter with a demonstrated record of putting new business on a radio station fast. Top southwestern market. Send resume and letter detailing your accomplishments in this area to Fred Harms, Curtis Communications Group, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Arkansas. Excellent situation. Dual market contemporary with major market programming needs stable sales manager to do the same for sales. You must love sales and have demonstrated your ability. Send resume and letter detailing what you've accomplished. If you prove yourself we'll give you part of the action. All replies answered. Bruce Higgins, Progressive Broadcasters of Arkansas, Inc. P.O. Box 1231, Jonesboro, AR 72401. EOE.

Major midwestern station needs local sales manager. Working knowledge of systems, planning, motivation a must. Prefer one year sales management experience. Approximate first year: \$35,000. Rick Davenport, 312-693-6171.

Communications executive. Rapid growth has created key management opening at headquarters of closely held communications company. Prefer executive level experience in newspapers, publishing or broadcasting, including skills in finance, fiscal control, and budgeting. Report directly to CEO. Discuss your qualifications with Jack Flannigan between 10 a.m. and 4 p.m. at 312-944-0445.

HELP WANTED SALES

Immediate opening for sales manager, experienced, proven, RAB/concept/idea selling. Must personally sell, train, motivate sales staff. Great market/California, great signal, (daytimer) great adult cont/top 40 sound. Box W-111, BROADCASTING.

Wanted: Sales person for midwest AM-FM. Box W-187, BROADCASTING.

HELP WANTED SALES CONTINUED

Washington suburban station looking for professional sales person with broadcast experience. EOE. Send resume, references and salary requirements in complete confidence to Box X-9, BROADCASTING.

Sales-announcing position in Southeastern market. Will handle afternoon drive in addition to a good account list. Good benefits. Write Box X-10, BROADCASTING.

Contemporary, aggressive, full charge sales manager for progressive suburban station. Excellent salary & benefits. Resume to Box X-15, BROADCASTING.

Major East Coast market needs salesperson looking for outstanding challenge. EOE. Reply in confidence. Box X-54, BROADCASTING.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best radio markets. Contact Ray Stephens, KGAK, Gallup, 505-863-4444.

Major market AM & FM looking for an account executive. KRSL/KFMX-MPLS. Base plus commission. EOE. Send resume to M. Solan, 11320 Valley View Rd. Eden Prairie, MN. 612-941-5774.

Sell your way to good money out of the big city rat race! Live in a friendly town. A three city market! Recreational area! Superior School system without big city problems! Dave Button, Mgr., KSVP/KSVP FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Great opportunity salesperson ready for better opportunity, perhaps salesmanager, in great part of country. Some experience preferred but will train. Position open now. Send full information first letter to WPDC, Box 1600, Elizabethtown, PA 17022. EOE/M-F.

Fastest growing station in 17th ADI market seeks account executive with successful radio sales background. Projected 1977 income exceeds \$20,000 for right person. Send resume to: Joe Bell, WLCY-FM, Post Office Box 10,000, St. Petersburg, FL 33733. EOE.

"If you don't like country music, forget it." Needed: salesperson with some air work and production. Call Len Ellis area code 219-464-8125. WLJE, Valparaiso, IN.

Hard working, aggressive sales person to sell beautiful music FM, automated. Salary, commission, liberal fringe benefits. Account list open for you to develop. Send resume: E.H. Close, WNBX-FM, Box 466, Keene, N.H. 03431.

Sales manager, street sales and promotions. Grow with us. Contemporary 50,000 watt FM. WSPK, Poughkeepsie, NY. Send resume to P.O. Box 511, Beacon, NY 12508. EOE.

Springfield, Ill re-staffing sales department prior to take over top radio facility in market. A career in the making for problem-solving sales person on the way up. Must be strong on creativity with ability to build and sell campaigns. Excellent opportunity to grow with twelve station Mid-West Family Radio group into working ownership and management. Write Tom Kushak, WYFE, Rockford, IL.

Sales representative needed to sell advertising accounts. Work part time. \$100.00 per week. Write Sullivan, 453 3rd St., Brooklyn NY 11215.

HELP WANTED ANNOUNCERS

Two announcers and one newsperson needed immediately for placement at one of several AM/Stereo FM facilities owned by Northern New England based group. Salary based on experience/ability to \$180.00 per week. Send resume, salary requirement to Box V-154, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

Telephone and talk show announcer for drive slot. Outstanding opportunity for good voice with proven track record. If you have what we want we'll meet it with what you want. Midwest preferred. EOE. Reply to Box W-189, BROADCASTING.

SM, MOR, news sports station in Maine. Mature, experienced, quality voice necessary. EOE. Announcer position. Box X-42, BROADCASTING.

Quality owner operated MOR in excellent community has immediate opening for announcer with several years experience. Good salary, bonus, fully paid insurance, excellent working conditions. Send tape and resume. WAWK, Box 47, Kendallville, IN 46755.

Afternoon drive: Immediate opening for personable communicator with top rated C/W station. Production and believable delivery required. If you are contemplating a change, look us over. Send tapes and resume to Buster Pollard, WBHP, P.O. Box 547, Huntsville, AL 35804.

Program director southeast. If you are a super idea person loaded with promotional ability, can manage people, and can set an example as a dynamic jock, lets talk. Salary for this program directorship position is open. Successful track record a must. We're a prestigious, powerful station in Georgia's second largest market. Contemporary with heavy local involvement. Strong emphasis on local news. Send unedited, telescoped air check, production samples, resume, salary requirement to: Bernie Barker, Vice President and General Manager, WDAK, P.O. Box 1640, Columbus, GA 31902. An Equal Opportunity Employer.

WGAC, Augusta seeking experienced announcer. MOR variety format. Experienced only. Salary commensurate with experience. Tape, resume, and salary requirements to: Bob Young, WGAC, Box 1131, Augusta, GA 30903. EOE.

Mature, experienced announcers. Ready to work within our formats. AM is bright MOR. FM is pop-country. New building, good equipment, great area. Benefits include Blue Cross and Shield with major medical, life insurance, vacation. Interview needed, but first send tape, resume, salary requirements to WKOK, Box 1070, Sunbury, PA 17801.

New suburban Philadelphia adult MOR now accepting applications. Send tape, resume and salary requirements to Larry King, P.D., WQIQ, Aston, PA 19014.

Immediate opening for AOR/Rock personality with humor, credentials, maturity for 7 to midnite shift with nationally recognized contemporary leader. Contact Bart Prater, WROV, Roanoke, VA 24015. EOE.

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.

Imagination station has the opportunity of lifetime for someone creative. If you have good production experience, a variety of character voices, and on-air experience the Operations Director's job is open to you. Call 815-332-3436 for details.

Announcer/engineer needed immediately by C&W daytimer in beautiful central Virginia. Morning drive board shift and chief engineer responsibilities. Excellent opportunity for qualified person. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

HELP WANTED ANNOUNCERS CONTINUED

Eastern North Carolina full timer looking for talented pro tired of the rating race. Quality people only (professionally and personally). Contemporary format. Adult oriented personality and telephone talk integral part of our success in this friendly town of 45-thousand. Interested? Call Art Simmons 919-442-8091.

HELP WANTED TECHNICAL

Chief engineer for AM/FM, automation. Indiana. Box W-150, BROADCASTING.

Technical wanted. Chief engineer, Michigan Radio station combination AM-FM. Needed immediately. Good working conditions. Box X-8, BROADCASTING.

Eastern Michigan station desires 1st phone person with electronics experience. Good salary plus many fringes. Broadcasting experience helpful. Send resume to Box X-21, BROADCASTING.

Chief engineer for 5KW directional AM and also FM. Experience necessary. Excellent career opportunity. Contact Parker Humes-KCRS, Post Office Box 4607, Midland, TX, 915-563-0550. A Wendell Mayes Station. Equal Opportunity Employer.

Great future with young organization. WEBC-Duluth is searching for a chief engineer. Has directional experience. Complete knowledge creative studio ability. Fine equipment. Two man staff. Call Larry Lakoduk, 218-236-7900.

Desire 1st class with automation-studio-transmitter ability. Good pay. Good benefits. Call Cliff Houser, WGER-FM, Bay City, MI. 517-892-4501.

Chief engineer wanted for WKTZ-AM/FM. Beautiful music station no 1 in the market. \$1,000 a month plus car allowance. Minimum of 4 years experience. Will pay moving expense. Ed Oberle 904-743-2400, Jacksonville, FL.

Assistant chief engineer for southeast 5kw (directional-night) AM. Strong technical and maintenance background required plus ability to assume Chief Engineer position within three years. Salary open. Moving paid. Send resume with references and salary history. and requirements to: P.O. Box 2242, Philadelphia, PA 19103. An Equal Opportunity Employer. M/F.

HELP WANTED NEWS

Experienced newspaperman to dig for local news. Aggressive, strong writing-delivery. NY suburban station. Equal Opportunity Employer. Resume, references first letter to Box W-193, BROADCASTING.

Colorado FM offers excellent opportunity to newspaperman with some experience to become part of two person news operation. Send complete resume immediately to Box X-25, BROADCASTING.

Broadcast journalist to gather, write, and broadcast news, with an emphasis on local and regional stories: knowledge and ability to clearly communicate news must show up on-the-air as well as in person. Requirements include two years commercial news experience and college degree. Send resume including salary requirements with audition tape to: Tom Kameron, KDTH/KFMD, Box 688, Dubuque, IA 52001.

KWKH, 50,000 watt CBS affiliate with full range programming needs an aggressive dedicated newspaperman to gather, edit and air news. Send resume and tape to Frank Page, KWKH, Box 21130, Shreveport, LA 71120.

WGAC, Augusta seeking newspaperman. Experienced only. Must have creative writing ability and a good on air sound. Experienced also in street reporting. Tape and resume. salary requirements to: Matt Stovall, WGAC, Box 1131, Augusta, GA 30903. EOE.

Newsperson-announcer. Experienced in news gathering, writing and combo announcing. Equal Opportunity Employer. Send tape to WLEC, Sandusky, OH 44870.

HELP WANTED NEWS CONTINUED

Aggressive radio news team needs full time newspaperman to gather, write, and air it all! We've been severely disappointed in past performers. If you're career-oriented, the Midwest family is for you. We want a leader. Salary negotiable. Complete resume and tape to Pat Moody, P.O. Box 107, St. Joseph, MI 49085.

Radio news: Person for second position in two person news team with only award winning radio news department in this area. Individual must have a desire for news gathering and the desire to find the big story. Car provided, salary open. Send resume, tape and reasons for wanting to be a reporter to Jon Kent, P.O. Box 547, Huntsville, AL 35804.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director needed: Seven market group needs a program director for one of its medium market stations. If you've got a good broadcasting background, this could be the move you've been looking for. Resume to: Box W-149, BROADCASTING.

Midwest 5-kw. Needs experienced P.D. MOR days. Top 40 nights. Small market. Good pay. Salary open. Resume, please. Box W-188, BROADCASTING.

Wanted: N.A.F.B. Farm Director for no. 1 position at one of the top samll market stations in the country. Opportunity for career farm broadcaster with above average compensation. Send resume to Box X-36, BROADCASTING.

Radio production director. Must have commercial radio experience, good voice, creative writing ability, and complete four track studio background. Send tape and resume to Gary Brazeal, KCKN Radio, Box 1165, Kansas City, KS 66117. An Equal Opportunity Employer.

Program director for one of New Mexico's better stations. Should have minimum five years experience; be creative, promotion minded and should have 3rd-1st preferred. Great opportunity for energetic and enthusiastic professional. Send resume and tape to Jack Chapman, KGAK, Gallup. 87301 or call AC 505-863-4444.

5000 watt AM station needs experienced Farm Director, 1-2 years experience, First class license, also will do D.J. shift. Russ Boyd, KQAO Radio, Route 1, Austin, MN 55912. Good salary and benefit plan available.

Live in one of America's top ten communities beautiful scenery and climate 52 weeks. 45 miles from San Francisco. Production wizard for busy AM-FM-TV. Send audio tape, resume, references, salary, first letter. Air shift possible. G. Waters, KVON, Box 2250, Napa, CA 94558. No beginners.

Looking for aggressive producer with 1st ticket, versed in engineering, heavy in production and familiar with automation. Minimum of 2 full years commercial experience. Great Eastern Seaboard, highly competitive medium market. Salary open. Send resume and sample production to: WQSN Radio, Box 891, Charleston, S.C. 29402. EOE.

Program director AM rock, FM country. No music. 2½ hour air shift on country in morning. Heavy production, afternoon news. 47½ hours. Male or female. Possible weekend remotes, talent paid. In South Louisiana, 60 miles from New Orleans. 1-504-872-6828 for James.

SITUATIONS WANTED MANAGEMENT

Looking for a manager who will handle sales, programming and administration with the same care you would? I will! Excellent track record. Box W-98, BROADCASTING.

Midwest: FM specialist. 28, married, stable. I've been in broadcasting more than half of my life. Started as operations manager here five years ago, went into sales and have been GM for more than two years. I've gotten it to no. 1 with substantial billing increase in a seven station small market. Need a challenge and more money. Let's get together. Box X-2, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

36 years old, married, 18 years experience. Announcer, engineer, sales mgr. Sales Seminar instructor, Gen. mgr, VP of corp. A proven professional seeking larger MKT. Outstanding track record and community involvement. Impressive resume. Box X-38, BROADCASTING.

Virginia-New England. General manager or assistant. Extraordinary experience, education and dedication working for the best men in broadcasting. 703-371-4720.

SITUATIONS WANTED SALES

Wisconsin capable, young, and determined sales representative/announcer ready for your medium market and up. Experienced and want to learn more. Box W-178, BROADCASTING.

I produce! Take advantage of my professional approach towards radio sales. Proven track record. Advertising agencies, prestige retailers are my forte. I'm willing to invest in you, if you're willing to invest in me. N.Y.C. preferred. Box W-192, BROADCASTING.

Door buster. Co-op packages. Promos. Will sell/ manage small medium market. Retail management experience. Box X-4, BROADCASTING.

Young, aggressive, experienced, B.S. broadcasting desires solid account list with going station. In return I will increase your billing. Box X-41, BROADCASTING.

Ready to work for a living and get paid. Small, medium, large market experience street sales. Copy writing and production too. Box X-46, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, light board. good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Hey! Lets make it simple: I'm currently program director at a contemporary MOR station but want to get back into top 40 as a jock or PD. I'm ready now! Box X-3, BROADCASTING.

Available today, FCC first ticket P.D. morning man-copywriter-production-news. 7 years experience. Pleasant, relaxed delivery. Seeking permanent home with northeast growing medium market station. Immediate opening only. State salary, opening first letter. Box X-5, BROADCASTING.

2 yrs. experience, 25, married, no kids, pro. dir./ music dir., at small market station looking to move in 6 months. Prefer northeast. Airshift. prod. Know & enjoy C&W, rock MOR. Looking to settle in nice community. Small/medium market. Box X-13, BROADCASTING.

Female 1st phone newscaster, D.J. technician black performer writing background, excellent broadcast education. Box X-17, BROADCASTING.

Increase your audience. Jock who cares about air sound. 4 yrs. college, 1 yr. commercial. Want east coast medium to large market. Currently working contemporary. Desire same or top 40. 3rd endorsed. Best references. Will deliver audience. Write Dave, Box X-19, BROADCASTING.

"Square" first phone trained announcer believes in loyalty, honesty and hard work. Tape available. Relocate anywhere immediately. Evenings 212-547-3078, or Box X-22, BROADCASTING.

Inventive, entertaining; want medium or large market top 40 or contemporary. Currently morning man in small market. Any shift, daytime preferred. Box X-24, BROADCASTING.

4 years experience. 2½ at present station. MOR, E.Z. Prefer Penna., surrounding states. Box X-49, BROADCASTING.

DJ, tight board, good news, commercials, looking for break. willing to go anywhere, ready now. Craig Nilsen, 20-89 Street, Brooklyn, NY 11209.

DJ 1st phone soul/top 40 AM or FM. 3 years exp. Imagination is more important than knowledge. Try me. Call 213-753-0996, 971-4658.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Did I sell all those pop bottles for nothing, or will this ad find me a job in southern California? Employed, 1st, DJ, news, your way. 206-875-5778.

Married, mature, dependable announcer seeks part time Sat-Sun. Any size stations in Chicagoland (100 mi radius). Third endorsed. Comfortable with any format. Lack of experience made up by willingness to learn and hard work. Good voice, excellent reading ability. Bob 312-543-8135.

Top ratings, three years medium market, BA, voice, production. All this and more when you hire Fred Missman, 6917 Willowtree, Palos Verdes, CA 90274. 213-377-0039.

DJ, 27, married, 3rd class, will relocate, presently employed, Cliff, 2910 Woodland CT, Roanoke, MI 48073. 313-288-3618.

Have third endorsement. Will travel, six months board experience. Have aircheck, 23, single. Rick Crews, 15195 Peaceful Road, Jacksonville, FL 32226. 904-757-3189.

First phone family man seeks permanent position. 7 years experience in all facets. B.A., 31. Call 1-606-498-6275.

First phone rocker, 11 years experience. John Bowles, 606-293-0770.

Want all nite shift in Washington state. Seven months experience at AM-FM combo, references, 3rd. Phone 206-384-3133.

Announcer with 1st phone desires employment with R/contemporary station. Avail. Immed. Ph. 218-229-2102. T. Cazin.

Exp. DJ, news director, production mgr, top 40/R&B, 1st phone, anywhere/shift. 502-937-8039. J. Diamond.

Personality-oriented DJ seeks advancement. single, 1st phone, 2 years experience, relocate anywhere. 414-694-2131.

6 year MOR pro, 1st, family, prefers to stay in Florida, but will consider all areas, formats. 904-761-6920.

3 years experience, 3rd phone, happy personality, creative production. Any location considered. Rob Hunt, 211A East Moore St., Berlin, WI 54923. 414-361-3394.

Mark! Talented jock with college radio experience and 3rd endorsed seeks 1st break, anywhere. Mark Eisner, 97 Acorn Dr., Clark, NJ 07066.

You need me! Humorous DJ with good voice does news & impersonations. Desire Ft. Meyers, Fla. area. 4 years experience plus writing, sales. 1st class ticket. 313-673-2745.

Ready to move up to a small medium market. Approx two years experience. Mike Jay, 1282 West Curry Road, Greenwood, IN 46142.

Searching for a break into contemp.-top 40 format. Have 1st, B.A. and experience. Resume, check available. Salary open. Phone Steve Ambrose at 717-359-5376, 1 p.m. to 9 p.m. Mondays through Fridays, anytime Saturdays.

SITUATIONS WANTED TECHNICAL

First phone, BA, major market experience. Air shift O.K. Prefer west coast. Box W-197, BROADCASTING.

Black female 1st phone technician trainee. Broadcast educated. Good production. Box X-18, BROADCASTING.

SITUATIONS WANTED NEWS

Experienced female reporter, newscaster, good phone, strong copy, talk show, dedicated, grad. Box W-180, BROADCASTING.

Street reporter-morning anchor 2 years experience, some as news director. Also P-B-P and TV news experience. Looking for medium market radio or radio-television combo with commitment to news. Box X-26, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

9 years in broadcast news, 7 years in major markets. Background includes former ND, net o and o editor/reporter, political reporter for major group, am currently number 2 man in large first rate award winning news shop. Seeking news management position with station/group dedicated to local news. Reply Box X-30, BROADCASTING.

Sharp female looking for news job. College grad, 1st phone, West Coast maj. mkt. board and prod. exp. Enthusiastic! Will relocate. Box X-47, BROADCASTING.

Creative, conversational writing by experienced pro. in news, production, publicity and public affairs. 3rd endorsed. Contact Stan. 212-526-1831 day/eve/ning.

Eat, sleep & breathe news. 23, 4 yrs. exp. field/investigative/anchor. Political Science degree, 1st ticket. Reported Capitol Hill. Availability due to format change. Mark Hyman, 5119 N. 9th St., Apt no. 111, Fresno, CA 93710. Day, 209-268-8801. Night, 209-229-8972.

1st class, B.A., looking for news position, will relocate, presently employed, 23, Dave, 2910 Woodland CT, Royal Oak, MI 48073, 313-288-3618.

1-313-534-0251. Newsmen/sportscaster. 4 yrs. experience. Douglas Nagy.

Among Illinois' finest sports directors. All PBP, sportcasts, talk show, B.A., strong journalistic background. 1-312-897-2097.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

120% effort with energetic 23 yr. old wants to work in Rochester New York. Presently employed. Experienced. Box W-89, BROADCASTING.

Time out for some straight talk. I'm an engineer as well as an MOR jock and former PD. I'd like to put it all together as your operations manager. You've got problems? I'm your man. Box X-1, BROADCASTING.

Fantastic production. Ivy grad looking for chance at creative production in New York station or agency. Freelanced spots now on air in San Francisco. Todd McEwen, 415-321-9157.

TELEVISION

HELP WANTED MANAGEMENT

General manager-VHF, Net affiliate in excellent 3 station market. Golden opportunity, present GM moving. Experience in all phases, including sales. Strictly confidential. Box W-123, BROADCASTING.

TV sales manager for one of the nation's leading independent VHF stations, working together with the G.S.M. in both local and national areas. Midwest location. An Equal Opportunity Employer. Box W-196, BROADCASTING.

Manager for Upstate New York cable television system with 10,000 subscribers. Write: Box X-55, BROADCASTING.

Development director for regional PTV network. Individual will work nationally and within region to develop funding for regional programming and production projects. Will be responsible for proposal development, writing and presentation and the design and execution of aggressive marketing campaign to secure funding sources from industry, foundations, governmental agencies. Will work closely with member stations on underwritten projects and creation of new activities. Individual should have minimum of 5 years experience in sales, fund-raising or related field and be familiar with proposal development and writing. Experience in advertising and/or institutional development projects necessary. Previous experience in PTV desirable. Salary \$23,000 to \$25,000, based on experience with liberal benefit program. Desirable Rocky Mountain location. Application deadline October 27, 1976. Interviews available during NAB in Chicago. Send resume to: Development Committee, RMPBN, Suite 508, 2480 W. 26th Ave., Denver, CO 80211. Equal Opportunity Employer.

HELP WANTED SALES

General sales manager needed by major TV station in midwest. We normally promote from within but this vacancy came along sooner than expected and we are caught short. We need an aggressive, hard-hitting, competitive sales manager. We would like management experience, but if you think you're ready for your first management job, show us why and we'll consider you. Outstanding income and incentive program. Send resume to Employment agency thru Box W-181, BROADCASTING.

Seeking Spanish speaking sales person for small market CBS affiliate, TV station. Equal Opportunity Employer. Write: General Sales Manager, KCOY-TV, Drawer 1217, Santa Maria, CA 93454.

HELP WANTED TECHNICAL

Maintenance engineer with experience in remotes and supervision for TV Station in top 10 market with very active remote schedule. Applicant must have FCC first class and 5 to 10 years experience. Box V-197, BROADCASTING.

Maintenance engineer with experience in remotes and supervision for very active TV station in top 10 market. Applicant must have FCC first class and 5 years experience. Box W-140, BROADCASTING.

Film Re-editor experienced with feature films and syndicated programs. Able to produce top quality product in large volume operation with top ten independent. EOE. Box X-31, BROADCASTING.

Engineer: Midwestern Public TV station/production house. Modern fully equipped, including SMPTE editing. Five years experience and first phone required. Start at \$13,000. Send resume to Gene Zastrow, WHA-TV, 821 University Ave., Madison WI 53706 by October 15. An Equal Opportunity Employer.

Broadcast operations engineer. First phone. Well equipped PTV produces for state, regional, and national networks. Beginning level position; experience necessary. Send resume and references to John Bosak, WITF-TV, Box Z, Hershey, PA 17033. Affirmative Action/Equal Opportunity Employer.

Immediate opening for 1st phone control room engineer. Very nice community. Experienced and non-experienced considered. Contact Robert Hardie, C.E., WLFJ-TV, 317-463-3516.

Studio maintenance engineer first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WTVR-TV, P.O. Box 751, Charlottesville, VA 22901.

Technical specialist needed for maintenance and operation of television and radio systems at State University College, Oswego 13126. A First Class Radio-Telephone license required. Salary negotiable. Contact Harry Matthews, Chief Engineer. 315-341-3232.

Television Engineer wanted: Minimum of 3 years experience operating and maintaining studio cameras, audio, and RCA Video tape. Must have an excellent technical background and 1st class FCC license. Send resume to: Ted Newcomb, Chief Engineer, P.O. Box 32325, Oklahoma City, OK 73132. 405-848-3311. An Equal Opportunity Employer.

Hands-on dedicated working chief engineer for growing small market Net Affiliated UHF. Strong on maintenance. 15K. Resume to John Conte, P.O. Box 1506, Palm Springs, Calif. 92262.

HELP WANTED NEWS

News director/anchor for network AM/VHF in competitive western mountain market (100+). Creative news motivator for 7 newscaster staff (excluding weather/sports). VTR will be required. EOE. Send resume with experience details to Box W-109, BROADCASTING.

Public affairs/reporter. Top 50 market VHF affiliate seeking daily public affairs program host/hostess with some news reporting. Equal opportunity employer. Box W-126, BROADCASTING.

HELP WANTED NEWS CONTINUED

News photographer for award-winning top 50 market TV station in S.E. Must be experienced, sharp, creative, with strong news sense and good film editor. An Equal Opportunity Employer. Send resume and salary expected to Box X-29, BROADCASTING.

Film editor for news department in large Southern city. Three to five years experience in editing news film. Special consideration will be given to minorities. Send resume, Box X-39, BROADCASTING.

Reporter/camera person: One hundred plus southeastern network affiliate needs an experienced reporter/camera person. Would also do local news inserts at 7:25 and 8:25 a.m., M-F. Salary open. Applications from minorities encouraged. Box X-40, BROADCASTING.

Experienced TV news assignments editor. Air talent not required. Apply only if you can document assignment editor experience. Equal Opportunity Employer. Send resume to Box X-43, BROADCASTING.

Strong news producer. Top 20 market. The person we are looking for knows how to put together a fast paced show, is creative, and wants the freedom to use that creativity in a major market. Send resume and writing/format samples to Box X-48, BROADCASTING.

News director GM. Maybe you are now in the second or third position in a larger news operation than we, or in a smaller market and would like to move up as leader of a good news staff. Check on the job we do in local news, then if interested contact or send resume to Tom Percer, General Manager, WHNT-TV, Box 19, Huntsville, AL 35804.

Assignment editor & producer. If you're now in a small market and ready to move up to a good medium market slot, we want to hear from you now. Our client is a reputable, group owned, network affiliate. Please send resume, salary history and a brief outline of your news philosophy to Media-Staff, 1776 Broadway, NYC 10019. The only agency by newpeople, exclusively for newpeople.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer-director, take charge experience individual in commercial or educational television. News, talk and commercial production requirements. Top 25 market. Equal Opportunity Employer. Box W-163, BROADCASTING.

Producer, prime time news-magazine, heavy film and writing background, good sense of production values. Top ten major market net affiliate. An Equal Opportunity Employer. Box X-32, BROADCASTING.

Producer/director, top ten major market net affiliate, news, public affairs, commercial production. An Equal Opportunity Employer. Box X-33, BROADCASTING.

Our station cares about news production. That's why we're no. 1 in a highly competitive Southeastern market. We want an aggressive top-flight director to help us be even better. Send resume, references and salary history. Box X-44, BROADCASTING.

Ass't promotion director-writer. Top ten market. Expert in all phases promotion, print and sales promotion with genius for on air. Great opportunity. EOE. Box X-52, BROADCASTING.

Continuity director produce write plus light commercial and other directing responsibilities. Experienced commercial telecast personnel only. Equal Opportunity Employer. Box X-53, BROADCASTING.

Television director needed. Prefer someone with experience in directing news, regular programs and commercials. Send application and resume to WKBN-TV, Attention of Norm Berger, 3930 Sunset Boulevard, Youngstown, OH 44501, promptly. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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.

Immediate opening for radio/TV director in Mississippi Cooperative Extension Service. Opportunity to develop state-wide media educational/news program in agriculture, home economics, and youth development subjects. Government appointment in University. Must have on-camera interview skills and knowledge of production. Master's required. Contact Milburn Gardner, P.O. Box 5446, Mississippi State, MS 39762, or 601-325-3462.

Producer-director wanted for Pacific northwest CBS VHF. Strong creative experience essential in news, promotion and commercial production. Call Frank Jank at 206-734-4101, weekdays. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box 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 X-11, BROADCASTING.

Traffic/business manager. 6 years with affiliate in top 20. Seeking an opportunity to show how streamlining an operation improves efficiency, moral, and maximizes profits. Working knowledge sales, traffic, & accounting. Heavy broadcast computer experience. Box X-12, BROADCASTING.

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 X-14, BROADCASTING.

Extraordinary experience with broadcasting's best television and national broadcast representative. Seeking "assistant to president" type position. Can sell, promote and advise on all management aspects. Modest salary for growth position. 703-371-4720.

SITUATIONS WANTED TECHNICAL

T.V. engineer, 2½ years experience. Tape, video, maintenance, PBS and commercial L.A. first phone. Age 25. Western states. Box W-110, BROADCASTING.

First phone, (AM, TV) solid state, maintenance desired. Box X-20, BROADCASTING.

Metro south TV engineering chief with solid experience in installation, operation, and maintenance both VHF and UHF; desires relocation. Married, sober, dependable. Resume on request. Box X-45, BROADCASTING.

SITUATIONS WANTED NEWS

News director: I can produce ratings, profits and strong journalism. Available in October. Box W-96, BROADCASTING.

Weather personality-Meteorologist with proven ability who can produce an entertaining and professional weather show. 8 yrs. on air. B.S. Meteorology. Seal of approval American Meteorological Society. Box W-203, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Chinese, 23, MA- Broadcast Journalism seeks television news reporting position. Former university radio news director; writer-editor Washington, D.C. radio station. Can shoot-edit 16 mm film. Can relocate now. Box X-16, BROADCASTING.

Outstanding top 40 anchor talent seeking major market position. Looks, delivery and ability. Box X-23, BROADCASTING.

Meteorologist. AMS Seal of Approval. First class, highly visual presentation. Superior on-camera appearance. Number one ratings. Box X-35, BROADCASTING.

Weathercasting pro. Meteorologist with master's degree and eight years in broadcasting looking to move up. AMS member. Box X-50, BROADCASTING.

Former news director-anchor, w/ strong sports background looking for news/sports position. Experience in top 50 market. B.A. Pol. Sci., no regional preference. John Buren, 4910 Newport Ave., Washington, D.C. 20016.

Young ambitious photographer/TV person seeks position with respectable station or film company. Very creative and knowledgeable in television production as well as 16mm and 35mm equipment. Will travel for opportunity. 218-574-2359.

Photographer, with 3 years experience seeks immediate employment. Prefer S.W. area or Texas, however any area is OK. Film and VTR available. Jo. L. Keener, 4337 Clyde Park S.W. Wyoming, MI 49509.

Attractive black woman experienced top ten market. Available immediately for prime reporting or anchor position. 301-986-9615.

Young pro seeking sports anchor for medium market weekday or big market weekend. Can produce and deliver your sports; shoot, edit, and write local sports film; 6 years broadcast experience; college degree. Let's talk at 915-682-6515.

Television meteorologist 1976 graduate with both meteorology and telecommunicative arts majors. Resume and tape from: Jim Barber, 4002 Foss Rd. no. 201, Mpls., MN 55421.

First phone license, 1972 Washington State University Graduate in radio & TV. Good news & sports writer, some film. Most recent job was magazine format variety show producer on 250,000 watt international shortwave station. Pleasant relaxed style and good voice, 26, Tim Mellin, 1215 Ewell Lane, Arcadia, CA 91006. 213-445-1606.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Network production executive live-videotape-film-sports, news, entertainment. Two decades production experience worldwide for two leading networks. Excellent working knowledge production, cost control, budgets, location and studio available for challenging and creative assignments. Box W-182, BROADCASTING.

Skilled producer-director. 7 years solid production background. Film, tape, studio, remote. Prime interest in weekday newscasts. Seeking top rated, top market stations only. Tapes available. Box X-6, BROADCASTING.

Network film editor 8 years experience in 16/35mm documentaries, promos. Prefer western states. GDH, Box 3815, Van Nuys, CA 91407.

Enthusiastic producer/director with 7 years extensive production experience seeking challenging position. Samples available. Graham Brinton, 215-664-3346.

WANTED TO BUY EQUIPMENT

New or used RCA Video Patch Panel. Write or call Charles Harper, Gen. Mgr., WTVO-TV, Box 5590, Lexington, KY 40505. 606-299-6262.

Schafer 800T stereo automation system with ampexes and carousels. Call Paul Schafer, Schafer International, 714-454-1154.

FOR SALE EQUIPMENT

For sale good used Collins 21B, 5KW transmitter. Just removed from standby service, includes spare tubes. Contact KAGO, 1-503-882-2551. Klamath Falls, OR 97601.

IGM 500 automation; works beautifully. Will sacrifice option: Two decks, two carousels, one playback. KTCH, Wayne, NE.

TV equipment for sale. TV tower and line for sale; stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old, \$20,000. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, \$15,000. Would consider less for package offer. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Blvd, Huntsville, AL 35801, or phone 205-539-1783.

Schafer automation, Model 800 stereo. Two Ampex PB-351 music decks, Spotter, Makeup unit, two Crown loggers, remote controls. \$8,000.00. Dave Kiker 904-456-5751. WCOA, Box 12487, Pensacola, FL 32573.

FM, audio equipment. Gates, stereo generators: M6533, M6146: SCA 67KHz generator, M6507 and Monitor, GTA6741, FM exciter M5534 on 97.5 MHz. Kahn Symmetrapeak SP581A. For info call Tom Bondurant, WCHV, 804-977-5566.

SMG DP-1 automation system 7 Carousels Time Announce, 3 reels, 5 decks all accessories, 5 years old. Call or write: WHIT Radio, P.O. Box 1049, New Bern, N.C. 28560, 919-637-4450.

One complete RCA-5D AM transmitter and one complete RCA-5DX Transmitter with out cabinets for spare parts. Nine 891R Modulators and three 892R Finals Removed from WSUL, in Iowa City two years ago. \$3,000.00 takes it all. Mr. Reynold P. Lark, Polk County Broadcasting, 2491 Lake Elmo Ave. No. Lake Elmo, MN 55042.

Color television equipment liquidations, our specialty, appraisals, consultation, auctioneering. Maze, Box 6636, Birmingham, AL 35210. 205 956-5800.

Color Mobile Vans, complete or stripped, cameras, film chains, world's largest selection, Maze 205-956-5800.

Gates 1,000/250 watt BC1T Transmitter, solid state rectifiers, purchased new and used as standby with very few hours. \$3,500. Gates BC 250L Transmitter used for standby, good shape, \$750.00. Contact Johnny Walker, 713-523-2581.

1 KW FM transmitter, frequency-modulation monitor, 80' of 3/4" coax. Package \$1895. 505-292-3850 or 883-4962 or CBA, 8901 Candelaria NE, Albuquerque, NM 87112.

Fidellpac carts-65¢-no. 300 with tape, untimed, unused, while they last. Minimum order 100. Calif add 6% tax, Panorama Sales 8464 Brier Drive, Los Angeles, CA 90046, 213-656-1730.

TV remote broadcast unit. Two 40' custom A/C trailers, four PC70, one PCP-90 cameras; two Ampex 1200B, Ampex HS-100 slo-mo VTR's; PCF-20A color film chain, two film and slide projectors; two switchers; and much more video and audio equipment, all excellent condition. \$371,000. Call Frazier, Gross & Clay, Inc. 202-966-2280.

Computer editing system. Fully operational CDL PEC-101 system presently being used on three VR2000 VTRs. Fast, frame accurate computer editing at bargain price. Jefferson Productions. 704-374-3823.

Convert to stereo for under \$8000.00: RCA BTE-10C Exciter, Gates M6146 Stereo Generator, McMartin TBM 4500A/TBM 4019A 19kc Modulation Monitors, 6 position stereo "Transistorized" console, Gates Dual Limiter 2 Scully 280 stereo-record/playback recorders. Package cost \$7400. Call collect 609-345-6100. Units available separately at higher cost.

Power to spare: ITA-7500C FM transmitter with built-in mono exciter—\$6000, also available with Moseley LPE-10 stereo exciter for \$6750. Call collect 609-345-6100.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

\$100.00 for paper jokes? For \$14.00 our Pro Jingle Singers will forget your call letters! Your ceiling will collapse! Our Tijuana Pit Band will stagger thru "Irish Eyes"! Find Cheap Radio thrills under "Programming" category in this issue!

FRUITBOWL is not for comedians: it's for personality pro's who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

Fresh 1 to 4 lines humor, bi-weekly. 3 mo. trial \$20. Free sample. Farquhar; 2315-A S. Tekoa, Spokane, WA 99203.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

1977 country music calendar profitable Pluditorium show sales. Sample/details: Thurston Moore Country, Montrose, CO 81401.

Children's television special. 90' script, original music & lyrics, cast 9, musicians 5, adapted from stage play Educational Entertainment. Carol Corbett "WCBS Patchwork Family," Joe Condello, 27 Whitewood Place, Old Bridge, NJ 08857.

PROGRAMING

Cheap radio thrills! The world's best production album! Tympani rolls, synthesizer logos, jingle "add-ons", custom themes, giggling girls, sound effects, soap organ trax (hero, villain, etc.), goofy jingles, Tijuana Pit Band renditions of Lone Ranger theme, Happy Birthday, etc. Gobs more! Over 500 already sold! Sent first class \$14.00, or write for free sample! L.A. Air Force, 2445 East Third, Long Beach, CA 90814.

INSTRUCTION

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Trainign, 1201 Ninth, Manhattan Beach, CA 90266. Telephone: 213-379-4461.

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.

Omega State Institute. Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 25 and Jan. 3. 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.

INSTRUCTION CONTINUED

FCC license. New course. New low prices. Free home study catalog. Genn Tech. 5540 Hollywood Bv., Hollywood, Ca 90028.

Institute of Broadcast Arts. 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

FCC first phone, 4 tests formulas, aids, guide. Guaranteed! Engineer, DWR 570, Mars, PA 16046.

RADIO

Help Wanted Sales

BROADCAST PRODUCTS SALES MANAGER

Sales of our broadcast industry products, including Beaucart audio cartridge tape machines, tape heads, splice finders, and Beau motors are so far in excess of forecast that we find ourselves in desperate need of an experienced broadcast industry sales manager. The successful candidate, to be based in central Connecticut, will work directly with both broadcasters and OEM's to further increase our penetration in the market and to help introduce new products. Our Broadcast Products Sales Manager reports directly to the President and some travel will be required. Starting salary will be commensurate with experience and ability and the full UMC employee benefit package will apply.

If you qualify, please provide resume and salary history in complete confidence to:

**Mr. Allan J. Shaftel, President,
UMC Electronics Co.,
460 Sackett Point Road,
North Haven,
Connecticut 06473
(203) 288-7731**

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If you have made or need to make \$35,000 per ... and have solid experience selling intangibles ... you can do it with it a dynamic firm on State Street. Commission, bonus, training & leads. Call Jim Carr, President, collect at 617-723-3100.

**LLOYD, CARR & CO.
Telephone 723-3100.**

Help Wanted Announcers

KFRC, RKO General Radio, San Francisco, salutes our First Lady DJ Shana on her promotion to RKO's Los Angeles outlet, KHJ. Now, KFRC searches nationwide for the finest available disc jockey for her replacement. Apply at once by tape only, to

Michael Spears, Operations Manager, KFRC, 415 Bush Street, San Francisco 94108.

E.O.E., M/F

Help Wanted Technical

TM Programming needs qualified individual to master music tapes. Production expertise, strong splicing technique, and a keen ear for optimum technical quality required. Send resume, salary requirements, date available, and a demo tape to: Mr. Ernie Winn, TM Programming, 1349 Regal Row, Dallas, Texas 75247. Confidential.

Help Wanted Programing, Production, Others

Programming-Operations Director

Exceptional opportunity for synergistic man or woman who can keep a nationally-known AOR/Contemporary leader operating smoothly and creatively. Should know Show and Business ends. Relate future trends to present needs. Motivate top creative staff of pros. Salary open. New position. Contact Burt Levine, WROV Roanoke, Va. 24015 EOE.

NATIONAL MARKETING REPRESENTATIVE

Walt Disney World is seeking a Marketing Representative with 2-3 years agency/broadcast experience. Responsibilities include developing various national marketing projects and promotions with broadcast, retail and travel companies. Travel required; college degree preferred. Salary ranges from low to mid teens. For consideration, please send resume and salary requirements to:

WALT DISNEY WORLD
Professional Staffing MA-12
Post Office Box 40
Lake Buena Vista, Florida 32830

Walt Disney World
An Equal Opportunity Employer

Help Wanted News

We're looking for a morning drive news personality who's also a fully qualified journalist. Air sound, street reporting and attitude will all count. Newspaper or wire service experience a plus, but not required. If this sounds like you, send us your resume. We're a 50KW major north-east station and an Equal Opportunity Employer.

Box W-183, BROADCASTING.

Situations Wanted Management

Nationally known general manager with vast experience running dominant station in top ten markets looking for position. Top references. P&L oriented. Answer in confidence. Box W-200, BROADCASTING.

Situations Wanted Sales

Thirty years experience. Sales management owner. Would be tremendous asset to company calling on radio stations, related products or media sales. Want Midwest territory.

Box X-27, BROADCASTING.

Situations Wanted Announcers

SUBURBAN NY MORNING PERSONALITY

Great with Uptempo MOR and Telephone Talk-Interview. Proven Production Abilities. Seeking a New Challenge within 150 Mile radius of NYC. Write

Box W-195, BROADCASTING.

SPORTS PBP-BASKETBALL IS SPECIALTY, experienced interviewer, production & board experience, 3rd ticket, college grad, looking for small or medium market ... willing to relocate. Write 2515 Vista Laguna Ter, Pasadena, Ca. or call Steve Jackson at (213) 681-4165.

Entertaining, warm, funny morning Dee-Jays are getting ridiculously high salaries these days. 75 to \$100,000 is not uncommon for those who can get the job done. I get the job done. For a tape & resume, send all you have (but the babys milk money) to:

Not uncommon 75,000.00
1500 S.W. Fifth, Suite 2404 Portland, Oregon 97201

TELEVISION Help Wanted Sales

REGIONAL SALES MANAGERS

Professional Broadcast Switching, Control and Distribution equipment Territorial Sales Managers are immediately needed in the Northeast and Southwest Regions. Mail resume and salary requirements to: H. Bjorklund, American Data-BW, 401 Wynn Drive-Box 5228, Huntsville, Alabama 35805.

Help Wanted Technical

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

Help Wanted News

METEOROLOGIST

Weatherperson with track record in television to help set up weather service. Send resume and videocassette to David Henderson, News Director, KETV Television, 27th & Douglas Streets, Omaha, Nebraska 68131.

Programming

HALLOWEEN PROGRAM

(for radio stations)

Capture big audience and sponsors with horror story "Monkey's Paw." Send \$10 for 26 minute recording. Money back if not delighted. Taylor Programs, 695 Summer Stamford, CT. 06901.

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& Company, Inc.

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IF

Your cash flow is low. Your sales are low. Your operating costs are high. You need a complete reorganization. Call for free assessment. A/C 702-731-6998. 19 years broadcast—7 years consultant.

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Ideal for Bicentennial Promotion

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For Sale Equipment

ENG PORTABLE CAMERA (Perfect Condition)

ASACA Model 3000 (complete)

3-2/3" Tubes

1-Canon Zoom Len 12-120mm. F2.2

2 Cables-Camera to Backpack-6 ft. & 10 ft.

1 Cable-Backpack to AC Power Supply-100 ft.

1-Genlock Board

1-Color Bar Generator Board

13-Spare Modules (100%) for Backpack

1-Battery Belt (1 hr. 20 min.) and Battery Charger

1-Shoulder Brace

Original Cost...\$35,000.00 TAKEN IN TRADE

Selling Price...\$19,000.00 or BEST OFFER

Contact—Landy Associates, Inc./Jim Landy

12 Buxton Road, Cherry Hill, NJ 08003

609-424-4660.

MOBIL VIDEO TAPE VAN



Just finished this year, must sell. Fully-equipped, except cameras. Unique custom body design complete. With shooting platforms and power generator. For pictures and inventory, call (213) 884-8633.

Wanted To Buy Equipment

Wanted: 3 self supporting towers 340 feet +, min. 60 lb. Wind loading. Call or write Dan Johnson, WFSO, Box 570 Pinellas Park, Florida 33565, 813/392-2215.

Books for Broadcasters

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated **\$12.95**

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy 146 pages **\$5.95**

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is 256 pages **\$12.95**

406. THE BUSINESS OF RADIO BROADCASTING by Edd Roulit How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe 400 pages, illustrated **\$12.95**

411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations **\$9.95**

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING Robert C. Siller A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated **\$9.95**

418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

421. HOW TO SELL RADIO ADVERTISING by Si Wiling. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Wiling illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the cinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment," and how to convert a "No" to a "Yes" 320 pages. **\$12.95**

BROADCASTING Book Division

1735 DeSales St., NW

Washington, D.C. 20036

T

Please send me book(s) numbered ____ Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

For Sale Stations

5 kw fulltime AM net affil. medium market Midwest. Top rated. Principals send financial qualifications first letter.

Box W-184, BROADCASTING.

East Coast daytimer, top 30 ADI market. Engineering done to go fulltime and raise power. Will sell 49% now for \$165,000 cash, will discuss option for remainder. Excellent opportunity.

Reply Box X-7, BROADCASTING.

Radio station ownership for sale. Centrally located western middle atlantic states. Unit operation, single station market. Friendly small town. Scenic country. Approximately 6 acres land, paved road, includes home building site. MOR format. Principals only. Valued \$200,000.

Box X-37, BROADCASTING.

MAINE FULLTIME AM!

Class IV (Single station—coastal city. FM possible! \$15,000 for partial ownership. Active welcome if skilled in sales. Otherwise inactive. Team ready! M. Gottesman P.O. Box 447, Belfast, Me. 04915. (207) 338-1275. Try anytime!

Oklahoma—Class C power regional FM. 2,000 foot tower—fully equipped. FM coverage—12,600 square miles, half a million people.

Daytime AM—music service and land included in package. \$550,000. Excellent terms.

Norman Fischer & Associates, Inc. P.O. Box 5308, Austin, Texas 78763. (512) 452-6489.

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Contact:
William L. Walker
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Washington, D.C. 20036
202-223-1553

For Sale Stations Continued

**MEDIA BROKERS
APPRAISERS**

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SHAHEEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

MW	Small	FM	\$ 95K	29%
SE	Metro	Daytime	\$500K	\$240K
Florida	Small	Daytime	\$110K	cash
West	Medium	Daytime	\$225K	\$65K
South	Major	Daytime	\$625K	29%

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



CHAPMAN ASSOCIATES

nationwide service

1635 Savoy Drive,

Atlanta, Georgia 30341

Broadcasting
The newsworthy of broadcasting and allied arts

- 1000 Watt stereo in Mississippi. \$435,000.
- 5000 Watt day, 1000 Watt night plus class A FM in large Central Florida City. \$670,000 Cash.
- 1000 Watt daytimer. Greater Chattanooga area. 29,000 down AM/FM in Mississippi. Within 50 miles of Meridian. \$25,000 down.
- 1000 Watt day, 250 night in Western Montana. Modern city. Sales about \$200,000.
- Fulltimer in Central Florida \$300,000 Terms.
- Good buy on Cable TV operation in Indiana.

BUSINESS BROKER ASSOCIATES
615-894-7511

BROADCASTING'S CLASSIFIED...

If you need help, the right job... or
for any needs related to Broadcasting:

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Name _____

Phone _____

City _____

State _____

Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Rates, classified listings ads:

- Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word—\$5.00 weekly minimum.

—All other classifications, 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Stock Index

Stock symbol	Exch.	Closing Wed. Sept. 29	Closing Wed. Sept. 22	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	A8C	N	35	34 3/4	+ 1/4	+ .71	38 1/2	19 7/8	23	17,519	613,165
CAPITAL CITIES	CCB	N	54 1/4	55 3/4	- 1 1/2	- 2.69	55 3/4	42 1/4	14	7,759	420,925
CBS	C8S	N	57	60 1/2	- 3 1/2	- 5.78	60 1/2	46 3/4	12	28,313	1,613,841
COX	COX	N	33 1/2	35 3/4	- 2 1/4	- 6.29	37 3/4	28 3/4	11	5,861	196,343
GROSS TELECASTING	GGG	A	11 3/4	12 1/8	- 3/8	- 3.09	12 3/8	10	7	800	9,400
KINGSTIP COMMUN.	KTVV	O	4 1/4	3 3/4	+ 1/2	+ 13.33	4 1/4	2 1/4	15	461	1,959
LIN	LIN8	O	16	16 1/8	- 1/8	- .77	17 3/4	9 5/8	8	2,382	38,112
MOONEY	MOON	O	2 1/4	2 1/4	- .00	3 7/8	2 1/4	3	425	956	
RAHALL	RAHL	O	6 1/2	6 1/2	- .00	6 1/2	4 1/2	13	1,297	8,430	
SCRIPPS-HOWARD	SCRP	O	27 1/2	28 1/2	- 1	- 3.50	28 1/2	20 1/2	7	2,589	71,197
STARR**	S8G	M	3	3	- .00	5	2 1/4		1,202	3,606	
STORER	S8K	N	29 1/4	30	- 3/4	- 2.50	31	15 7/8	10	3,902	114,133
TAFT	TF8	N	28 3/4	30 1/2	- 1 3/4	- 5.73	31 1/2	23 1/4	9	4,070	117,012
TOTAL									76,580	3,209,079	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 3/8	3 1/4	+	1/8	+	3.84	4 3/4	2	6	1,258	4,245
AVCO	AV	N	14 3/4	14 1/4	+	1/2	+	3.50	14 3/4	4 1/2	3	11,541	170,229
JOHN BLAIR	BJ	N	9 3/4	10	-	1/4	-	2.50	11 1/4	5	6	2,403	23,429
CHRIS-CRAFT**	CCN	N	5 7/8	6 1/8	-	1/4	-	4.08	6 3/8	4 5/8		4,162	24,451
COMBINED COMM.	CCA	N	17 1/4	17 1/4				.00	20	12 5/8	9	6,269	108,140
COWLES	CWL	N	10 3/4	10 5/8	+	1/8	+	1.17	11 3/8	6 1/8	14	3,969	42,666
DUN & BRADSTREET	DNB	N	26 1/2	28 1/8	-	1 5/8	-	5.77	33 3/4	24 5/8	16	26,581	704,396
FAIRCHILD IND.	FEN	N	9	9 1/4	-	1/4	-	2.70	11 1/2	6 1/8	11	5,708	51,372
FUQUA**	FQA	N	8 5/8	8 3/4	-	1/8	-	1.42	9 3/4	4 1/2		8,844	76,279
GANNETT CO.	GCI	N	38 1/2	39 5/8	-	1 1/8	-	2.83	40	32 7/8	19	21,108	812,658
GENERAL TIRE	GY	N	25 5/8	25 1/8	+	1/2	+	1.99	25 5/8	17 5/8	7	21,954	562,571
GLOBE BROADCASTING**	GLBTA	O	2 3/8	2 1/2	-	1/8	-	5.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	O		7 1/4	7 1/4				.00	7 1/4	6	5	475	3,443
HARTE-HANKS	HHN	N	23 1/8	23 3/8	-	1/4	-	1.06	25 3/4	17 1/8	11	4,381	101,310
JEFFERSON-PILOT	JP	N	30 3/4	31 7/8	-	1 1/8	-	3.52	31 7/8	25 5/8	12	24,078	740,398
KAISER INDUSTRIES	KI	A	14 7/8	15 3/8	-	1/2	-	3.25	16	8	7	27,598	410,520
KANSAS STATE NET.	KSN	O	3 7/8	3 7/8				.00	4 7/8	3	5	1,815	7,033
KNIGHT-RIDDER	KRN	N	36 7/8	37 1/8	-	1/4	-	.67	37 1/8	28 7/8	14	8,305	306,246
LEE ENTERPRISES	LNT	A	16 1/2	17	-	1/2	-	2.94	25 1/2	15 3/8	10	3,352	55,308
LIBERTY	LC	N	17 1/2	17 3/4	-	1/4	-	1.40	18 5/8	9 1/2	6	6,762	118,335
MCGRAW-HILL	MHP	N	15 1/2	15 3/4	-	1/4	-	1.58	17	12 3/4	10	24,700	382,850
MEDIA GENERAL	MEG	A	17 1/8	17 1/8				.00	19 1/2	14 1/4	8	7,276	124,601
MEREDITH	MOP	N	14 7/8	14 5/8	+	1/4	+	1.70	17 5/8	10 1/4	3	3,064	45,577
METROMEDIA	MET	N	26 1/2	28	-	1 1/2	-	5.35	29 3/4	15	8	6,721	178,106
MULTIMEDIA	MMED	O	18 1/2	19 1/4	-	3/4	-	3.89	20	14 1/4	10	4,390	81,215
NEW YORK TIMES CO.	NYKA	A	13 1/2	13 1/2				.00	17 3/8	11 1/2	12	11,203	151,240
OUTLET CO.	OTU	N	15 3/4	15	+	3/4	+	5.00	19	12 7/8	5	1,438	22,648
POST CORP.	POST	O	13	13 1/4	-	1/4	-	1.88	13 1/4	8	300	873	11,349
REEVES TELECOM**	R8T	A	2 1/2	2 1/2				.00	2 1/2	1 1/8		2,376	5,940
ROLLINS	ROL	N	23 1/2	24	-	1/2	-	2.08	27 3/8	20 3/4	14	13,404	314,994
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	10 1/4	9	+	1 1/4	+	13.88	10 1/4	7 1/4	7	2,509	25,717
SCHERING-PLOUGH	SGP	N	54 1/4	55 1/4	-	1	-	1.80	59 3/4	47 1/2	20	54,023	2,930,747
SONDERLING	SDB	A	10 7/8	11 3/8	-	1/2	-	4.39	13	6 3/4	4	729	7,927
TECH OPERATIONS**	TO	A	2 1/2	2 1/2				.00	4 3/4	2 1/2		1,344	3,360
TIMES MIRROR CO.	TMC	N	22 1/4	21 3/4	+	1/2	+	2.29	23 3/4	18 1/4	12	33,895	754,163
WASHINGTON POST CO.	WPO	A	40 1/2	40 1/4	+	1/4	+	.62	40 1/2	21 3/4	11	4,546	184,113
WOMETCO	WOM	N	13	13 1/4	-	1/4	-	1.88	13 1/4	8 7/8	8	8,634	112,242

Cablecasting

ACTON CORP.	ATN	A	3	3		.00	3 3/4	1 1/8	14	2,608	7,824
AMECO**	ACO	O	1 1/2	1 1/2		.00	1 1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	2 1/8	2 1/8		.00	2 1/8	3/4		1,672	3,553
AMERICAN TV & COMM.	AMTV	O	19 3/4	20 1/4	- 1/2	- 2.46	21 3/4	13 1/2	18	3,330	65,767
ATHENA COMM.**		O	1 1/4	1 1/4		.00	1 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4 1/2	4 1/4	+ 1/4	+ 5.88	6 1/2	3 1/4	56	8,349	37,570
CABLECOM-GENERAL	CCG	A	5 5/8	5 3/8	+ 1/4	+ 4.65	8 1/8	4 1/8	5	2,560	14,400
CABLE INFO.		O	1 1/2	1	- 1/2	- 50.00	1 1/8	1/4	3	663	331
COMCAST		O	3 1/4	3 1/8	+ 1/8	+ 4.00	3 1/4	1 7/8	41	1,708	5,551
COMMUN. PROPERTIES**	COMU	O	3 3/4	4	- 1/4	- 6.25	4	1 7/8		4,761	17,853
COX CABLE	CXC	A	16 1/4	17 1/8	- 7/8	- 5.10	17 3/4	13	17	3,560	57,850
ENTRON	ENT	O	1 5/8	1 5/8		.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRI	N	17 1/4	16 1/4	+ 1	+ 6.15	17 5/8	8 1/4	72	7,178	123,820
GENEVE CORP.	GENV	O	9	9 1/4	- 1/4	- 2.70	10	6 1/2	60	1,121	10,089
TELE-COMMUNICATION	TCOM	O	3 1/4	3 3/8	- 1/8	- 3.70	5 1/4	2 7/8	46	5,181	16,838
TELEPROMPTER**	TP	N	7 3/8	7	+ 3/8	+ 5.35	9 3/8	5 3/4		16,634	122,675
TIME INC.	TL	N	69 1/8	69 5/8	- 1/2	- .71	69 5/8	57 7/8	13	10,065	695,743
TOCOM	TOCM	O	2 7/8	3	- 1/8	- 4.16	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	14 1/4	14 1/2	- 1/4	- 1.72	14 1/2	9	13	1,700	24,225
UNITED CABLE TV**	UCTV	O	2 5/8	2 5/8		.00	3	1 5/8		1,879	4,932
VIACOM	VIA	N	9 1/2	9 1/8	+ 3/8	+ 4.10	11 3/4	7 7/8	10	3,701	35,159
TOTAL									81,591	1,248,674	

Stock symbol	Exch.	Closing Wed. Sept. 29	Closing Wed. Sept. 22	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programming											
COLUMBIA PICTURES	CPS	N	5	5 3/8	- 3/8	- 6.97	7 7/8	4 1/2	6	6,748	33,740
DISNEY	OIS	N	48 1/4	50 3/4	- 2 1/2	- 4.92	63	48 1/4	21	31,010	1,496,232
FILMWAYS	FWY	A	6 3/4	6 3/4		.00	10 1/4	5 1/4	6	2,121	14,316
FOUR STAR			1/2	1/2		.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	17 1/2	17 5/8	- 1/8	- .70	26 7/8	17 1/4	4	30,058	526,015
MCA	MCA	N	29 1/2	30	- 1/2	- 1.66	36 1/4	25	5	17,344	511,648
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	7 1/2	+ 1/4	+ 3.33	9 5/8	3 3/4	13	837	6,486
TRANSAMERICA	TA	N	13 1/8	13 1/4	- 1/8	- .94	13 1/4	8 1/4	9	64,947	852,429
20TH CENTURY-FOX	TF	N	9 1/2	9 3/4	- 1/4	- 2.56	15	8 7/8	11	7,558	71,801
WALTER READE	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	21 1/8	21 1/2	- 3/8	- 1.74	24	17 1/2	25	17,001	359,146
WRATHER	WCO	A	4 5/8	4 7/8	- 1/4	- 5.12	5 1/8	3 1/8	9	2,244	10,378
TOTAL									197,932	4,059,938	

Service

8800 INC.	8800	O	21 1/2	21 3/4	-	1/4	-	1.14	22	16 3/4	8	2,513	54,029
COMSAT	CO	N	28 7/8	30 1/8	-	1 1/4	-	4.14	31 3/4	23 7/8	7	10,000	288,750
DOYLE DANE BERNBACH	DOYL	O	15 3/8	14 7/8	+	1/2	+	3.36	15 3/8	8 7/8	7	1,816	27,921
FOOTE CONE & BELDING	FCB	N	14 1/4	13 7/8	+	3/8	+	2.70	14 1/4	10 1/4	7	2,332	33,231
GREY ADVERTISING	GREY	O	13	12 1/2	+	1/2	+	4.00	13	6 7/8	5	1,104	14,352
INTERPUBLIC GROUP	IPG	N	25 1/4	25 5/8	-	3/8	-	1.46	26 5/8	16 3/8	7	2,290	57,822
MARVIN JOSEPHSON	MRVN	O	7 3/8	7 5/8	-	1/4	-	3.27	10 3/8	6 3/4	4	1,945	14,344
MCI COMMUNICATIONS**	MCIC	O	1 7/8	2	-	1/8	-	6.25	3 3/8	1 3/8	4	16,795	31,490
MOVIELAB	MOV	A	1 3/8	1 1/4	+	1/8	+	10.00	2 5/8	1	6	1,409	1,937
MPO VIDEOELECTRONICS**	MPO	A	3 7/8	3 1/2	+	3/8	+	10.71	4 1/4	2 3/8	4	537	2,080
NEEDHAM, HARPER	NOHMA	O	7 3/4	7 3/4				.00	7 3/4	5 5/8	4	816	6,324
A. C. NIELSEN	NIELS	O	21	20 1/2	+	1/2	+	2.43	24 5/8	16 3/4	13	10,598	222,558
OGILVY & MATHER	OGIL	O	25 3/4	26	-	1/4	-	.96	27 1/2	17	8	1,805	46,478
J. WALTER THOMPSON	JWT	N	13 7/8	13 3/4	+	1/8	+	.90	13 7/8	7 7/8	10	2,649	36,754
TOTAL											56,609	838,070	

Electronics/Manufacturing

AMPEX	APX	N	7	7 1/2	-	1/2	-	6.66	9 1/4	4 3/4	11	10,885	76,195
ARVIN INDUSTRIES	ARV	N	14 3/4	15 1/8	-	3/8	-	2.47	16	9 5/8	5	5,959	87,895
CETEC	CEC	A	1 3/4	1 3/4				.00	2 3/4	1 1/4	10	2,244	3,927
COHU, INC.	COH	A	2 3/8	2 3/8				.00	3 5/8	2	13	1,617	3,840
CONRAC	CAX	N	22 1/2	22 7/8	-	3/8	-	1.63	29 1/8	20	8	1,427	32,107
EASTMAN KODAK	EASKD	N	88 3/4	92 1/2	-	3 3/4	-	4.05	116 3/4	88 3/4	22	161,347	14,319,546
FARINON 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	54 7/8	56 1/2	-	1 5/8	-	2.87	58 3/4	46	15	184,427	10,120,431
HARRIS CORP.	HRS	N	52 1/2	52 1/2				.00	54 3/8	33 3/4	12	6,071	318,727
HARVEL INDUSTRIES	HARV	O	5 1/2	5 1/2				.00	6 1/2	3	14	480	2,640
INT'L. VIDEO CORP.**	IVCP	O	1 7/8	1 7/8				.00	3 1/8	1 1/8		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	18 3/8	19 1/4	-	7/8	-	4.54	21 7/8	13 3/4	11	1,320	24,255
3M	MMM	N	64 3/4	66 1/2	-	1 3/4	-	2.63	66 1/2	52 1/2	25	114,240	7,397,040
MOTOROLA	MOT	N	54 1/4	52 1/4	+	2	+	3.82	57 3/4	41 1/4	25	28,323	1,536,522
N. AMERICAN PHILIPS	NPH	N	29 1/2	30 3/4	-	1 1/4	-	4.06	33	19 7/8	8	12,033	354,973
OAK INDUSTRIES	OEN	N	9 7/8	11	-	1 1/8	-	10.22	12 1/4	7 1/4	9	1,639	16,185
RCA	RCA	N	27 1/2	27 5/8	-	1/8	-	.45	30	18 7/8	14	74,728	2,055,020
ROCKWELL INTL.	ROK	N	29 1/4	30 1/8	-	7/8	-	2.90	32 1/2	23 3/8	8	31,200	912,600
RSC INDUSTRIES	RSC	A	1 3/4	1 5/8	+	1/8	+	7.69	2 1/2	1 3/8	10	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	18 1/4	18 3/8	-	1/8	-	.68	18 5/8	10 1/4	13	1,601	29,218
SONY CORP.	SNE	N	9 1/4	9 1/2	-	1/4	-	2.63	9 7/8	7 1/4	28	172,500	1,595,625
TEKTRONIX	TEK	N	65	67	-	2	-	2.98	67	44 1/4	19	8,671	563,615
TELEMATION	TMT	O	3/8	1/2	-	1/8	-	25.00	1	3/8		1,050	393
VARIAN ASSOCIATES	VAR	N	14 1/8	14 1/2	-	3/8	-	2.58	17 1/4	12	12	6,838	96,586
WESTINGHOUSE	WX	N	19 1/8	18 7/8	+	1/4	+	1.32	19 1/8	13	9	87,503	1,673,494
ZENITH	ZE	N	28 7/8	32 3/4	-	3 7/8	-	11.83	38 1/4	23 5/8	14	18,799	542,821
TOTAL											944,352	41,810,971	

GRAND TOTAL 1,733,826 60,850,914

Standard & Poor's Industrial Average 118.2 120.7 -2.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Less active stocks. Trading in the following issues is too infrequent for weekly
reporting. This listing reports the amount and date of the last known sale:

CCA Electronics	3/8	9/13/76
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

Mike Eisner: part of the depth on ABC's programing team

"Mike Eisner is the most impressive programing guy to come along since Fred Silverman." That's the verdict of Sam Cohn, the executive vice president of the ICM talent agency, who has made many deals with ABC-TV and Mr. Eisner over the past few years.

Frank Price, the president of Universal Television, brackets Mr. Eisner, whose title at ABC is senior vice president, prime-time production and development, and Mr. Silverman, the president of ABC Entertainment, with the president of ABC Television, Fred Pierce, and calls the three of them "an absolutely top-drawer team" that could very well establish ABC as the number-one network in prime time.

A tall, rümped man, who looks younger than he really is (34) and who, in the words of another friend, Jackie Smith, CBS's director of special programs in Hollywood, "gives off vibrations of success, energy and charm." Mr. Eisner pays obeisance to the conventional wisdom that "the backbone of television is the regular series." But in order to "give that series greater appeal," as he puts it, there should be no limits to the kind of showmanship that, for example, kicks off the fourth season of *Happy Days* with a three-parter introducing the Fonz's girl friend, Pinky Truscadero, or that schedules a high-budgeted two-hour episode featuring both *The Six Million Dollar Man* and *The Bionic Woman*, the kind of exploitable cross-pollination that boosts the ratings of both series.

Mr. Eisner's enthusiasm grows even more intense when he talks about "the specials, the sports events, the things that add salt and pepper and spice to the regular television schedules."

He mentions last season's 12-hour made-for-TV movie, *Rich Man, Poor Man* (which spawned a regular series on this year's ABC schedule), the upcoming 12-hour novel-for-television *Roots* and one-shot made-for-TV movies such as "21 Hours at Munich" (about the tragedy-scarred 1972 Summer Olympics), "The Trial of Lee Harvey Oswald" and "Rosemary's Baby: Part II."

He thinks programing like this is an almost sure bet for good Nielsens because "audiences are looking for anything that smells unique and new and stimulating and sensual—anything that will make them feel. If the audience is unmoved by the thing it's watching, that show won't be as successful."

Mr. Eisner is given most of the credit for the success of *Happy Days* by one of its



Michael Dammann Eisner—senior vice president, prime-time production and development, ABC Entertainment, Los Angeles; b. March 7, 1942, Mount Kisco, N.Y.; BA, literature and theater, Denison University, 1964; various clerical jobs in broadcasting, 1964-66; assistant to vice president and national program director, ABC, New York, 1966-68; director of program development, East Coast, 1968-71; vice president, daytime programing, 1971-73; vice president, made-for-TV-movie development, Los Angeles, 1973-75; vice president, program planning and development, 1975-76; present post, May 1976; m. Jane Breckenridge, July 21, 1967; children: Michael, 6; Eric, 3.

executive producers, Thomas Miller. Mr. Miller says Mr. Eisner got the idea for *Happy Days* a year before the movie "American Graffiti" was released in 1973. The first pilot was sloughed off by ABC as being "too soft," Mr. Miller says, but when "American Graffiti" took off at the box office, they reshot the pilot, this time adding "a street element in the character of Arthur Fonzarelli."

Happy Days got only marginal ratings its first two years but, again, according to Mr. Miller, Mike Eisner was more responsible than anyone else for pushing the Fonz into the foreground and for changing the series from a one-camera filmed show with canned laughter to a three-camera setup done before a live audience—both important factors in making *Happy Days* a hit.

"Mike has a very quick mind," says Universal's Frank Price. "He has a good ability to grasp the immediate entertainment and commercial appeal of the project." On *Baretta*, for instance, Mr. Price says, it was Mike Eisner who decided that the Robert Blake character should be named Baretta instead of Toma. (The original plan had been to keep the character of Toma, with Robert Blake replacing Tony Musante, who dropped out after the first year to do theater and movies.) Then, when *Baretta* got off to a bad start on Fri-

days opposite *Police Woman*, it was Mike Eisner, according to Mr. Price, who got *Baretta* shifted to Wednesday, where it's now prospering in the Nielsens.

Mr. Eisner is a young man to be making such decisions. Born to wealth (his family made their fortunes in U.S. Safety Razor, and his father added to that in real estate), he nevertheless began at NBC in that traditional entry level position, the page.

Mr. Eisner was a page at NBC during his junior- and senior-year vacations from Denison University. During his first two years out of college he clerked in network programing departments, first at NBC and then at CBS. In 1966, he was hired as an assistant to Ted Fedder, then vice president and national program director at ABC.

By 1971, he had worked his way up to vice president for daytime programs. At that time, ABC's daytime schedule was floundering in third place but, as Mr. Eisner puts it, "I turned it around." He says he accomplished this feat by, among other things, punching up the plots of the *General Hospital* and *All My Children* soap operas; taking on a game show called *Split Second*, which teamed with *Let's Make a Deal* to give ABC a solid quiz block during his tenure; adding reruns of *Bewitched* at 11:30 a.m. and *Love American Style* at 4 p.m. to solve two long-standing time-slot problems, and committing to a successful series of one-shot dramas called *Afternoon Playbreaks*.

From daytime, he was given responsibility for planning and development on the West Coast three years ago and now he's ABC's number one programer in Los Angeles.

In the last year or so, the rumor mills have circulated stories about Mr. Eisner's leaving ABC for a top executive post at one of the major studios. Most of his friends say that, in general, he's setting his future sights more in the direction of producing movies than of programing television.

But Mr. Eisner says that he's not now negotiating with Paramount Pictures (the studio most prominently mentioned in the rumors), that he's quite happy where he is right now and that he's planning to stay on at ABC "into the foreseeable future."

Mike's a driven man—"he'll put in 12, 15, 18 hours a day," says his friend John Angelo. Another nonindustry friend of his, Jeff Bijur, vice president of Cooper-Horowitz, a real-estate and banking firm, calls Mr. Eisner's regimen "a labor of love."

"He could've joined his father in the real-estate business or used some of his many contacts in the investment community, but instead he struck off on his own," Mr. Bijur continues. "He's achieved his success totally on his own merits."

Silence heard 'round the world

The 26-minute silence that interrupted the opening Ford-Carter debate in Philadelphia (BROADCASTING, Sept. 27) was one of the most shattering stillnesses ever to fall upon a broadcast. But it also had something to say. For that unwanted dead air supplied a dramatic new illustration of the need for repeal or at least suspension of Section 315, to permit these debates to be held where they ought to be held, in a studio.

We are not going to contend that the guilty capacitor would not have blown in a studio setting; Murphy's Law applies in all premises. But almost by definition there is enough redundancy of equipment in and around a studio to insure that, had it happened there, the audio would have been restored, one way or another, in relatively short order.

It will be argued that such a thing isn't apt to happen again, and we agree (although we would also have agreed it wouldn't happen the first time, right up to the moment it did happen). But it amplifies the point that broadcasters have been making for a long time—that for many reasons, to which technology is now added, broadcasters ought to be free to arrange the debates themselves, without the inevitably awkward intervention of an outside "sponsor." And the debates are only part of it, for Section 315 prevents much additional campaign coverage that could help the electorate.

The foul-up in Philadelphia kept much of the electorate waiting for 26 minutes. In the process it supplied one more reason for getting rid of Section 315 so that they need not be kept waiting, on a much larger scale, forever.

Non-event

When radio observed its 50th anniversary in 1970 (as an established entity, not an experimental service) there was no stamp issued by the nation to commemorate the birth of the greatest medium of communication ever devised by the genius of man.

Since then, our "Open Mike" column has carried intermittent complaints about this abysmal lack of recognition by the postal authorities of an invention born, nurtured and developed in the United States. The postal people then said that a 1964 stamp commemorating amateur radio operators constituted appropriate recognition—this to the chagrin of the National Association of Broadcasters, which had importuned the authorities to move. At the time we ascertained that in 1970 there would be stamps to commemorate the American bison, Stone Mountain, Herman Melville and "Moby Dick," and Fort Snelling, Minn. among other earthshakers.

Last week's "Open Mike" carried a comment on the commemorative stamp being issued in honor of Adolph Ochs, the revered publisher of the *New York Times*. He had acquired the newspaper in 1896 and greatly influenced the advance of ethical journalism. We applaud Mr. Ochs and the contribution he made for integrity in journalism. But in all deference, Mr. Ochs didn't invent the *New York Times*, or the printed press.

Dr. Frank Conrad, of Westinghouse, did put KDKA on the air in Pittsburgh on Nov. 2, 1920, to broadcast—for the first time—presidential election returns, which saw Harding elected over Cox.

William J. Scripps, a radio ham, did launch the precursor of WWJ Detroit, also in 1920.

And a man named David Sarnoff predicted (in 1916) that a "little black box" would bring music and information that had

been wafted into living rooms over the "ether." He later said that "the richest man in the world cannot buy for himself what the poorest man gets free by radio."

Then there is William S. Paley, the living legend who was 75 last Tuesday and who still directs the destinies of the CBS he took over in 1928.

Last week we checked the Postal Service before going to press. We were told there was nothing on the books for 1977 or thereafter for a stamp commemorating the broadcast services and that no designs have been submitted. We wonder whether those postal folks will be listening this Wednesday night (Oct. 6) when the next President of the United States will be on the air.

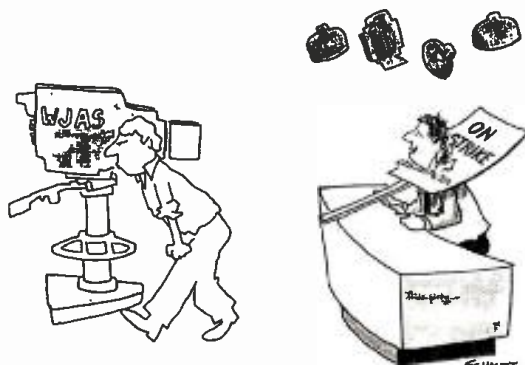
'Big John'

Senator John O. Pastore (D-R.I.) is stepping down to retirement after 26 years in the Senate—the last dozen or so as the most influential figure in public life on matters affecting broadcasting and related regulatory areas. Physically the smallest senator from the smallest state, he was "Big John" to most of his colleagues and was so extolled in several of the many tributes paid him on the Senate floor Sept. 23 by admiring Republicans and Democrats alike.

Subcommittee chairmen do not ordinarily acquire great prestige; they customarily function in the shadow of the full committee chairman. Not so in the case of John Pastore, the son of an immigrant barber, who had to claw his way through law school while working to support his widowed mother. With the blessing of his chairman, Warren G. Magnuson (D-Wash.), he controlled the Senate Communications Subcommittee as if he had invented it.

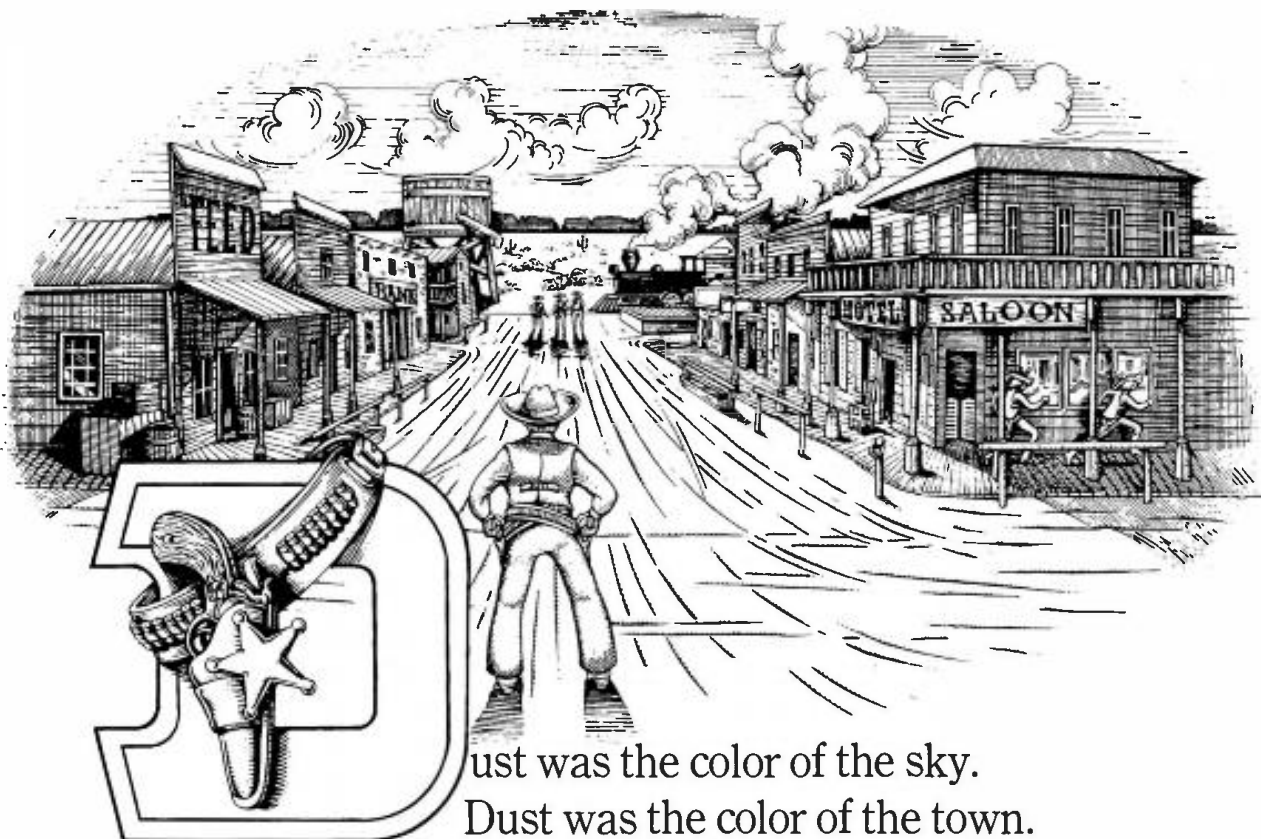
To get things done, Mr. Pastore would rant about program quality, or obscenity, or minorities. And if the FCC contended it would be censorship to regulate content, the fiery legislator would suggest that the FCC then find a way or let Congress take over. His embattled manner never failed to get attention.

Even though John Pastore slips into the retirement he so justly earned, it's likely that his views, if not his voice—for better or worse—will still be heard. One of the two new members of the FCC, Joseph Fogarty of Rhode Island, was for 13 years on the Commerce Committee staff. He described himself in a recent interview (BROADCASTING, Sept. 13) as "Senator Pastore's man," always closely aligned with the senator's point of view.



Drawn for BROADCASTING by Jack Schmidt

"I have just been informed that the technicians of this station have started their long-threatened strike."



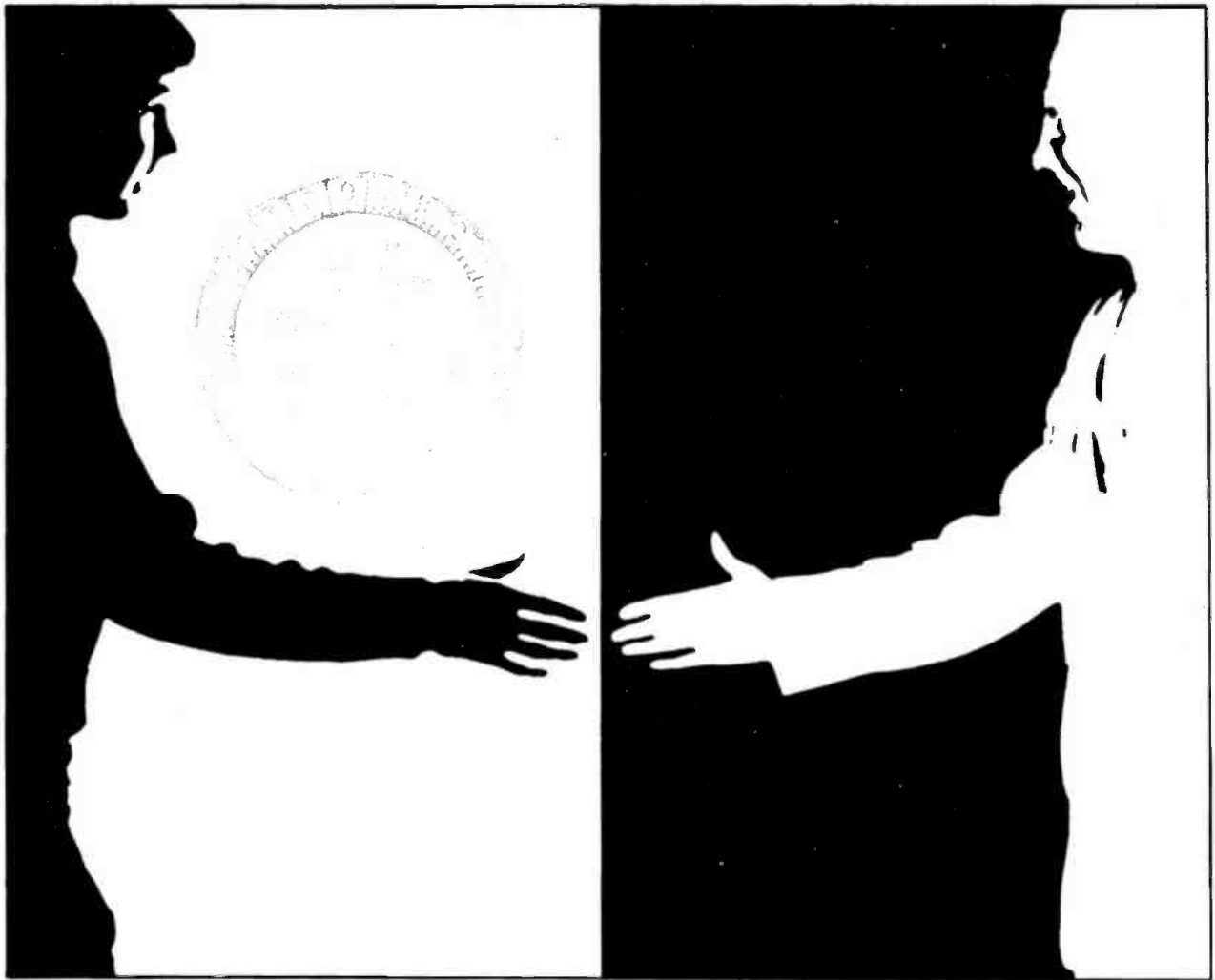
Dust was the color of the sky.
Dust was the color of the town.

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

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

There was no turning for help.

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



WSOC-TV CARES

Let us count the ways: With our sister radio stations we recruited 400 volunteers for the Red Cross. With the Heart Association we screened 2,500 persons in a televised blood pressure check. We sponsor the Choral Society's "Singing Christmas Tree" concert. We provided the equipment and expertise to open the first campus radio station for John C. Smith University, and donated the cameras for the school system station to "go color." We sponsor Audubon's nature series for the public and for the public schools. We provide broadcast career scholarships at our state university. A race car we sponsor provides local recreation. Continuous art exhibits are held in our lobby.

And, there's our news...consumer oriented and the first in the area with sign language for the deaf. For the Bicentennial Year we're bringing the Freedom Train to our community and sponsoring the "Sounds of America" youth singing group. We've also produced documentaries narrated by great Americans. We won the Sigma Delta Chi national award for public service two out of three recent years.

WSOC-TV makes a career of caring.



WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIIC-TV
Pittsburgh

COX
Broadcasting

KTVU-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles