

Software: a tightening race in prime time
Hardware: what will/might be in TV technology

Broadcasting Oct 25

The newsworthy of broadcasting and allied arts

Our 46th Year 1976

NEWSPAPER

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US AIR FORCE
SERIAL ACN SECTION
MONTGOMRY AL 36112

The fact that Ray Miller is one of the best News Directors in the business isn't news to us. But, it may be to you.



Ray's been with us since we started in 1949. So we know him well.

And we're well aware of just how good he is.

Under Ray's direction, KPRC TV news has become a tradition.

He's helped us build the largest elec-

tronic news department in Houston. We think it's also the best. So do others.

We've won more awards than all the other Houston stations combined.

We've also captured Houston.

For a look at the ratings, just call our rep.

2

KPRC TV HOUSTON

PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE

MY CAB DRIVER SAID
ABC WAS NO. 1 AGAIN
THIS WEEK. THAT'S FOUR
WEEKS IN A ROW.

I HEARD IT AT
THE SUPERMARKET.
THEY'VE BEEN NO. 1
EVERY WEEK THIS
SEASON.

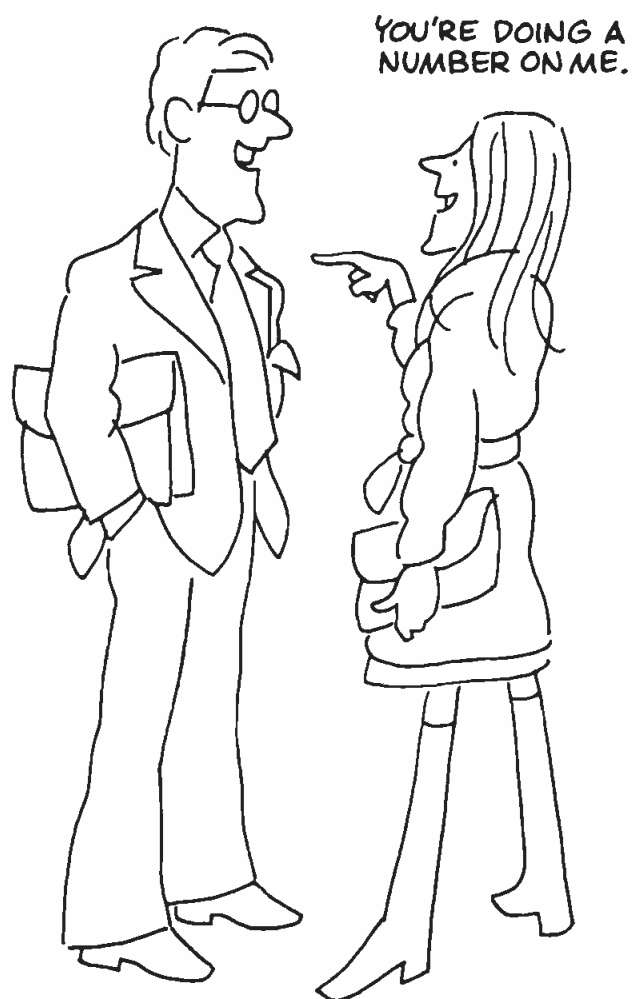
THE KIDS ARE
TALKING ABOUT IT
AT SCHOOL.

MY DENTIST
TOLD ME.



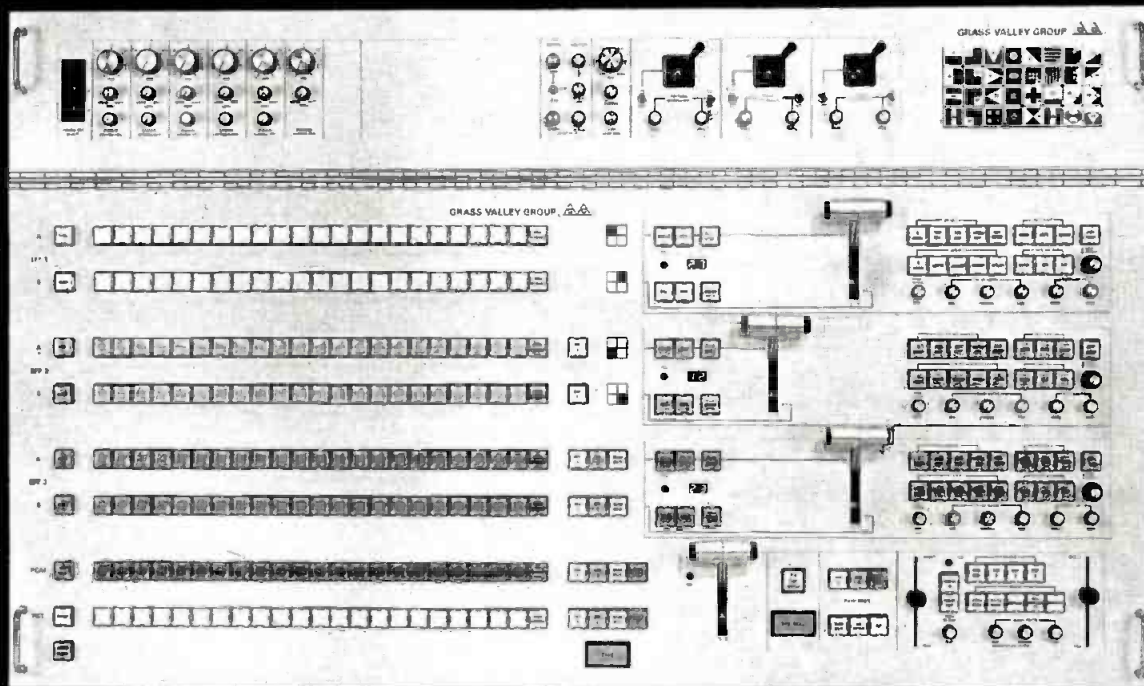
Sources: 1) "Households"—NTI/SIA Reports, all commercially sponsored programs, average audience estimates, prime time, four weeks ending Oct. 17, 1976.
2) "Demographics"—NTI/FEP Reports, average audience estimates, total program duration, Men 18-49, Women 18-49 (excluding sports), two weeks ending Oct. 3, 1976.
All political broadcasts are excluded. Data subject to qualifications which are available on request.

SURE ABC IS NO. 1, BUT
THE DEMOGRAPHIC STORY IS
EVEN BETTER. WITH YOUNG MEN
THEY'RE 30% AHEAD OF THE NO. 2
NETWORK. WITH YOUNG WOMEN
THEY'RE 41% AHEAD.
FAN-TASTIC!



ABC Television Network 

GRASS VALLEY GROUP Model 1600-7K Switching System...



With Rotational Wipe Effects

Model 1600-7K is a 24-input, 8-output, production switcher with 3 mix/effects systems, plus program and preset buses with flip-flop mixing. Each mix/effects system provides both rotary and conventional wipe effects.

Several types of rotational transitions are possible, for example wipes which pivot about a fixed point to produce a clock, windshield wiper, or fan effect. The rotational feature can also be applied to many conventional patterns to produce either a rotational effect or a splitting effect. A square or a group of 4 squares can be made to rotate as they expand in size. Separation of the transition control levers allows *independent* control of size and rotation. Soft wipe and

bordered wipe operation is available with most rotary patterns.

Selection of a pivotal wipe is obtained by depressing a unique pattern button. Selection of the rotational mode or splitting mode for conventional patterns is achieved by first selecting the conventional pattern (e.g., a square), followed by operation of a "shift" key. A total of 54 patterns is available.

Model 1600-7K is also available in PAL and PAL-M versions. For additional information on the system, including a demonstration video tape, contact your nearest Grass Valley Group field office.

THE GRASS VALLEY GROUP, INC.

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ELKHART, IN 46514
(219) 264-0931

The Week in Brief

BUNCHING UP □ Network prime-time race gets tighter as CBS takes second place in fourth week, ABC lead weakens a bit. **PAGE 21.**

FIRST WITH FIXES □ CBS announces cancellations of *Doc*, *Ball Four* and *Blue Knight*, shifts of *All in the Family*, *Alice* and *Jeffersons*, and installation of new movie block. Other networks have no such news at IRTS luncheon. **PAGE 21.**

MAGAZINE SPIN-OFF □ Success of *60 Minutes* in prime time makes CBS think maybe a feature-news show will work on Friday, too. One's in the works for January. **PAGE 22.**

COLD WATER □ NBC says no, it won't go to hour-long news—unless the others do. **PAGE 22.**

DOWN TO THE WIRE □ Ford and Carter campaigns play their last cards in the advertising game on television. **PAGE 23.**

FINAL WORDS □ The last presidential candidate debate was held last week and CBS was still objecting to the way the news people were picked. **PAGE 23.**

PETITION-TO-DENY BACKLOG □ FCC makes a big dent in that list, handling more than 50 cases last week. Included are three more setbacks to the Justice Department. **PAGE 26.**

KICKOFF IN HOUSTON □ The National Association of Broadcasters got its seven-city series of fall regional meetings off to a good start in that city. Senator Hollings speaks of his concern about TV violence, looks cautiously at the proposal to rewrite the Communications Act. **PAGE 30.**

PUBLIC BROADCASTING PAYCHECKS □ Canvass of salaries of top executives on noncommercial side shows presidents of CPB, PBS and NPR in the \$60,000-70,000 range. **PAGE 36.**

HOUSER'S DRUTHERS □ OTP head tells Van Deerlin that he would prefer longer license terms for broadcasters and some consideration for incumbent operators at renewal time. He says he and FCC's Wiley have agreed to seek a formula to help minorities. **PAGE 38.** Mr. Houser also uses an appearance before the Federal Communications Bar Association to cheer for the proposed rewrite of the Communications Act. **PAGE 42.**

DETROIT, ROCHESTER DISAGREEMENTS □ Citizens groups go to appeals court to ask for reviews of license renewals of Storer's WJBK-TV and Sande Broadcasting's WAXC(AM). **PAGE 42.**

ELECTRONICALLY SPEAKING □ CBS engineers tell the Society of Motion Picture and Television Engineers that all-electronic production of television programs will be replacing film production in the near future. **PAGE 47.** John Schneider, president of the CBS/Broadcast Group, delivers a shopping list to SMPTE. **PAGE 47.**

CALL FOR CB □ FCC affirms its decision to increase the number of channels available to the class D citizen radio service from 23 to 40, but keeps the book open on standards to protect broadcasting. **PAGE 50.**

COUNTING THE VOTES □ Television and radio networks gear up to cover Nov. 2 elections. **PAGE 54.**

A THIRD VOICE □ Conference is set to discuss third-world countries' complaint that Western reporters' coverage of their national affairs is unfair. **PAGE 57.**

NO DEAL □ The television evangelist, who criticized Jimmy Carter in a religious broadcast, is concerned the personal-attack rule will be invoked against stations carrying the program and tries, without success, to get assurances of non-action from the Democrats. **PAGE 58.**

TIGHTEN UP □ The National Cable Television Association wants the FCC to establish a comprehensive national policy for the development of television translator stations. **PAGE 60.**

SATELLITE SERIES □ Optical Systems files for the first in a series of earth station applications. **PAGE 61.**

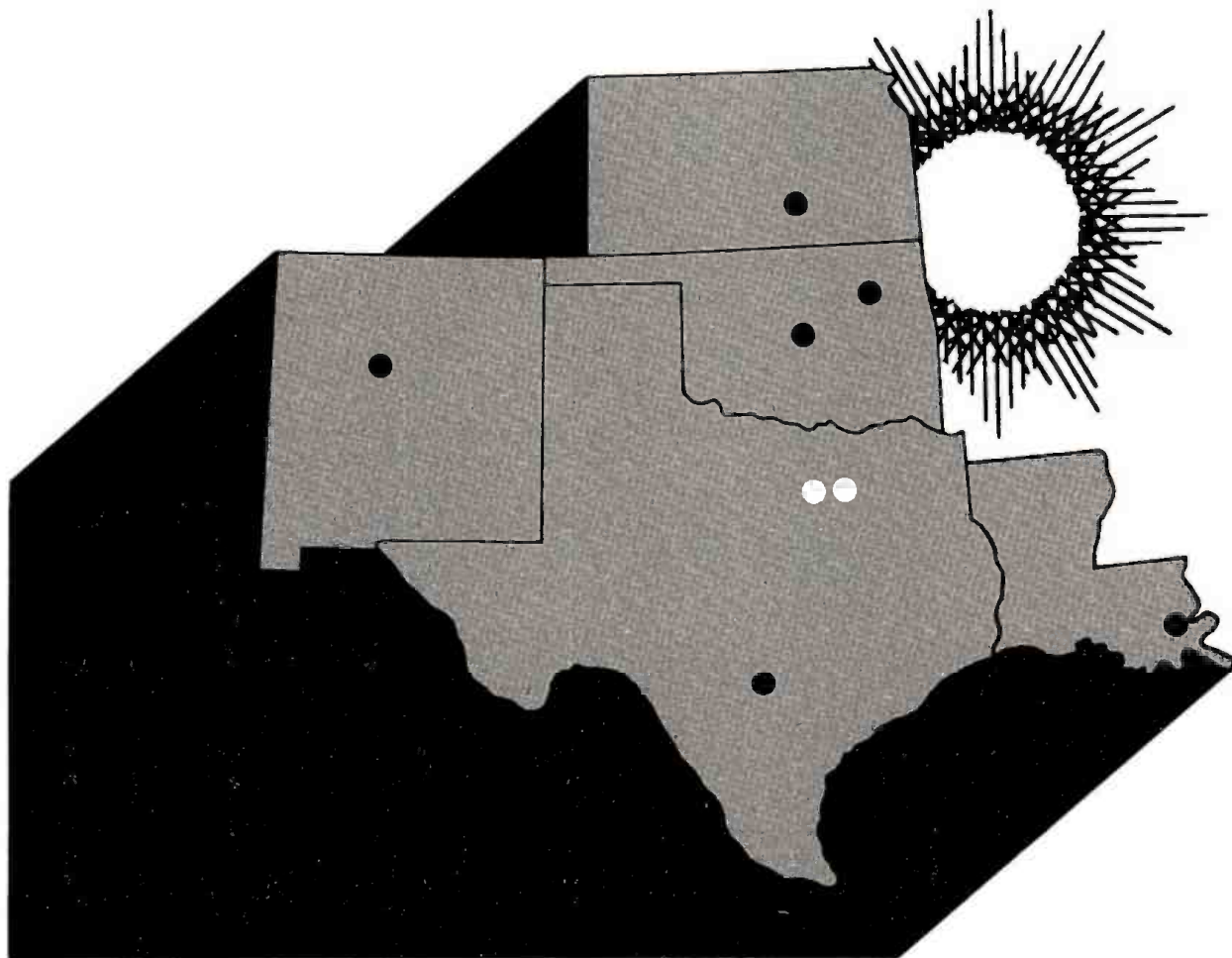
STANDING ROOM ONLY □ Advertising time is sold out for commercial TV networks' coverage of elections. **PAGE 62.**

BEST BUY □ Television Bureau of Advertising President Rice tells newspapers their best bet is to advertise on TV. **PAGE 63.**

AP'S NEW BOSS □ Keith Fuller is about to officially replace the legendary Wes Gallagher as head of the news association. A long history with AP and a turn in broadcasting provide him with full credentials for the job. **PAGE 85.**

Index to departments	Changing Hands	40	Fates & Fortunes	66	Playlist	65
Broadcast Advertising	Closed Circuit	7	For the Record	69	Profile	85
Broadcast Journalism	Datebook	14	Media	30	Programing	58
Business Briefly	Editorials	86	Monday Memo	12	Stock Index	83
Cablecasting	Equip. & Engineering	47	Open Mike	18	Top of the Week	21

SWANCO BROADCASTING *adds two in the* **SUNBELT**



KFJZ & KWXI FM

in the Ft. Worth-Dallas Metroplex • The nation's 10th metropolitan market

PLUS

CPI Radio, Inc., operator of Texas State Network, largest regional broadcast network in the U.S.; the Continental News Service and Servicio Informativo en Español

REPRESENTED NATIONALLY BY H-R STONE, INC.

SWANCO Stations:

KRMG/KWEN Tulsa • **KLEO** Wichita • **WBYU** New Orleans • **KQEO** Albuquerque •
KKNG Oklahoma City • **KKYX** San Antonio • **KFJZ/KWXI** Fort Worth

Closed Circuit[®]

Insider report: behind the scene, before the fact

Hands off

President Ford may use his appearance at National Association of Broadcasters regional meeting in Portland, Ore., today (Oct. 25) to sharpen his difference with Democratic presidential candidate Jimmy Carter over government's role in television content regulation. Mr. Carter at Ralph Nader forum in Washington in August said he would use Presidency as platform from which to urge broadcasters to reduce violent programming (BROADCASTING, Aug. 16). President Ford is said to regard that approach as unhealthy and to feel that President should not attempt to influence program content or government to regulate it. President last week was considering staff recommendation that he make those points in Portland today, and there were indications that he would.

Other side

Jimmy Carter is not about to let President Ford go unchallenged at that National Association of Broadcasters meeting in Portland. Mr. Carter won't be anywhere near when Mr. Ford talks to gathering—which, ironically, is expected to be least attended of NAB fall meetings. But he'll be there in spirit—in telegram to be read by Senator Daniel Inouye (D-Hawaii), who is scheduled speaker Tuesday. Word of Ford appearance prompted Carter communication.

Another term?

Will Nicholas Johnson, free-swinging member of FCC in 1966-73, return to government, even to commission, if Jimmy Carter becomes President? That's speculation heard in Iowa precincts where Mr. Johnson has been traveling. Democratic former commissioner would fit specifications Mr. Carter laid out for federal regulators in appearance at Ralph Nader forum last August.

In 1974 Mr. Johnson ran for Democratic nomination to U.S. Congress in Iowa's third district but lost. Since then he has been head of Washington-based National Citizens Committee for Broadcasting and publisher of its organ, *Access*, now reassessing its economic future. He has also been teaching weekly course in law at University of Illinois.

While money rolls in

At forthcoming meetings with their affiliates boards, television networks may expect to hear suggestions that they put more money in program development. With network revenues rising to levels undreamed of until recently, stations are saying, greater risks can be afforded in

upgrading program quality and seeking diversity of program forms. This kind of talk has been especially prevalent among CBS and NBC affiliates.

Free spirit

New FCC Commissioner Joseph Fogarty, fresh from Capitol Hill where, as member of Senate Commerce Committee staff, he witnessed many free-wheeling debates, may provide kind of spirited opposition Chairman Richard E. Wiley has not seen much of in his two-and-half years as head of agency. During FCC discussion of Senator James Buckley's (R-C-N.Y.) complaint about New York noncommercial stations that refused to carry his five-minute "commercial," there was heated exchange between Commissioner Fogarty, who feels public stations do not have same access requirements as commercial stations, and Chairman Wiley, who believes law says they do.

According to officials present, Commissioner Fogarty suggested that commission's decision in exempting political debates and press conferences from equal-time law was politically motivated, and Chairman Wiley retorted with reference to Democrat Fogarty's attitude toward Senator Buckley's complaint. Degree of heat generated was evident when Chairman Wiley picked up his papers and began striding for door. However, same witnesses said, he stopped, returned to his seat, and he and Commissioner Fogarty withdrew charges and exchanged apologies. But, observers noted, chairman knows there is new kid in town.

Price of music

All-Industry Radio Music License Committee is getting set for negotiations on new radio-station contract with American Society of Composers, Authors and Publishers. Committee, led by retired broadcaster Elliott Sanger (WQXR/AM New York) and New York attorney Emanuel Dannett, reportedly has set sights on reducing ASCAP rate (1.725% of station revenues, after deductions) to level of, if not below, that of Broadcast Music Inc. (1.7%)—on grounds that stations use much more BMI music than ASCAP music. Preliminary soundings on new contract expected to start before end of year.

When current ASCAP radio agreement was negotiated in 1972, committee won reduction that knocked estimated \$2.4 million off what had been \$18.3-million annual bill. Radio stations were then paying BMI about \$15.5 million annually. They continued to pay at old 1.7% rate

under new BMI contract negotiated in 1973 but gained new incremental-revenue feature, to become effective in 1977, that should reduce effective rate to 1.3% or 1.4%. Radio committee presumably will seek similar incremental feature in new ASCAP contract, in addition to basic rate cut. ASCAP contracts expire March 1, 1977; BMI's, Dec. 31, 1977.

Introduction

John D. Backe, CBS Inc.'s new president, may get his official initiation in broadcaster affairs next month. CBS officials say nothing's firm yet, but some affiliate sources think he'll put in appearance at meeting of CBS-TV Affiliates Advisory Board to be held Nov. 14-20 at La Quinta, Calif. In line with his avowed determination to keep low profile, it's assumed he would probably make it relatively brief social visit. Presumably he would be introduced by John A. Schneider, president of CBS/Broadcast Group, who, with departure of Arthur Taylor from CBS presidency, is clearly established as ranking broadcaster in CBS's executive corps.

Detachment

CBS Board Chairman William S. Paley, more in saddle than ever in wake of Arthur Taylor's departure as president (BROADCASTING, Oct. 18), is developing new policy prohibiting senior executives from serving as directors of other large companies. "I don't want my news people to say 'Paley's on the General Electric board,'" he says. "I think you have to be sort of isolated if you're in the business of carrying news."

Chipping in

Three years ago, when he received Radio Television News Directors Association's Paul White award, NBC Chairman Julian Goodman pledged \$10,000 to help develop vigorous Washington and national presence for RTNDA—if another broadcast organization would match it. Now, through good offices of William S. Small, senior vice president of CBS News and former RTNDA president, CBS has done so. ABC has similar gift under consideration.

Quickened pace of RTNDA activity—association is now up to 1,300 members—is expected to be reflected in Miami convention Dec. 13-15. Americana hotel rooms blocked out for convention are now two-thirds sold. Exhibitor total is 40, equal to last year, may go as high as 60 or 70. There's at least outside chance next President will be there.

Business Briefly

General Motors □ Oldsmobile's radio spots are getting multi-market exposure for two weeks, with campaign to kick off Nov. 1. Markets include New York, Los Angeles, Chicago, Philadelphia and Houston. Agency, Leo Burnett, Southfield, Mich., office, is aiming spots at adults.

Volkswagen □ Three-week spot TV drive is planned by Volkswagen to break in mid-November. Doyle Dane Bernbach, New York, is aiming at men, 18-49, via commercials on news and sports programs and in fringe periods.

General Telephone & Electronics □ Various GTE products and services will get four-week promotion beginning Nov. 1. TV fringe and daytime 30's are geared to women, 18-34. Doyle, Dane, Bernbach, New York, is agency.

U.S. Army □ Radio recruitment spots created by N.W. Ayer Advertising, New York, will begin Nov. 8 and run for 13 weeks. Markets include Houston, Milwaukee and Omaha. Ayer is buying time on stations that reach men, 18-24.

General Electric □ GE microwave oven will get five-week push beginning Nov. 8. Fringe TV 30's are targeted to adults, 25-54. Young & Rubicam, New York, is agency.

Procter & Gamble □ Comet detergent and Crisco Oil, both P&G products, will be promoted beginning in November for unspecified length. Combination of day, fringe and prime-time TV 30's and 60's

are intended by Compton Advertising, New York, to reach women, 18-49.

Coca-Cola □ Minute Maid chilled orange juice begins five-week flight next week in number of TV markets. Day, fringe and prime-time TV 10's and 30's are targeted to women, 25 and up. Marschalk, New York, is agency.

Colgate-Palmolive □ Fab detergent will get quick flight beginning Nov. 1. Fringe TV 30's are aimed at women, 18-49. Irish Spring soap will get five-week promotion beginning this week. TV 30's in day and fringe time are aiming for women, 18-49. William Esty, New York, is agency.

Borden □ Major pre-Christmas radio campaign for company's Jean Patou line, which includes Joy, Moment Supreme and Amour Amour perfume and toilet water, will begin Dec. 1 and run for three weeks. Markets include New York, Los Angeles, Chicago and Philadelphia. Agency, Al Paul Lefton, New York, will pitch spots at adults, 25-64.

Hallmark □ Bath products will get brief try-out beginning Nov. 26. Prime-time 30's will be geared to total adult audience by Foote, Cone & Belding, Chicago.

Ralston Purina □ Cereal company's Checkerboard Farms division has four-week spot-radio campaign ready for Nov. 15 kickoff. Markets include New York, Los Angeles and Chicago. Checkerboard Advertising in St. Louis will aim spots at women, 25-49.

Hanes □ Company's L'Eggs women's hosiery, including First to Last and Sheer Energy, through Dancer-Fitzgerald-Sample, New York, will receive major-market, spot-radio drive beginning Nov. 8 for four weeks. Markets include New York and Boston. Women, 18-34, are demographic target.

Carling □ Radio spots for company's Tuborg beer, through W. B. Doner, Baltimore, will get five-week major-market drive beginning Jan. 31, 1977. Markets include New York, Los Angeles and Boston. Demographic target is men, 18 to 34.

Swift □ Sizzlean bacon product is subject of five-week campaign to begin Nov. 1. Daytime and fringe TV 30's are to appeal to women, 25-54. William Esty, New York, is agency.

Levi Strauss □ Company's latest line of jeans, through Foote, Cone & Belding/Honig, San Francisco, will get selected-market pre-Christmas radio campaign, to begin Nov. 11 and run for five weeks. Markets include Milwaukee and Omaha. Teens are demographic target.

Eastern □ Corporate advertisement for airline will begin on Nov. 8 for four month campaign. Prime-time TV 30's and 60's will deliver message to men, 25-54, secondarily to all adults, 18 and over. Young & Rubicam, New York, is agency.

Singer □ Sewing machines will be emphasized in spot TV flights this fall and winter, with first in early November for one month and second in early February 1977 for one month. Media Corp. of America, New York, is focusing on women, 18 to 49.

Pillsbury □ Burger King fast-food restaurants will kick off spot TV campaign in early November lasting for three, four or five weeks, depending on market. J. Walter Thompson, Atlanta, is targeting commercials toward children, 2-11, and adults, 18-49.

Arthur Treacher's Fish & Chips □ Spot TV drive is planned to start in mid-November for eight to nine weeks in major markets. Ketchum, MacLeod & Grove, Pittsburgh, is promoting in time periods to reach men and women, 18-49.

Parker Bros. □ Monopoly game, which has not been active in TV promotion for some years, will return to spot via test in two markets, Bakersfield, Calif., and Charleston-Huntington, W. Va., in flight scheduled for five weeks starting in early November. Humphrey Browning

BAR reports television-network sales as of Oct. 3

ABC \$665,893,900 (32.1%) □ CBS \$720,753,000 (34.8%) □ NBC \$685,816,300 (33.1%)

Day parts	Total minutes week ended Oct. 3	Total dollars week ended Oct. 3	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.	150	\$ 787,900	5,489	\$ 27,647,500	\$ 25,510,600	+ 8.4
Monday-Friday 10 a.m.-6 p.m.	1,018	12,275,500	39,689	455,192,800	382,337,400	+ 19.1
Saturday-Sunday Sign-on-6 p.m.	312	8,928,200	11,924	229,482,500	169,714,700	+ 35.2
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,181,400	4,033	111,435,700	90,978,000	+ 22.4
Sunday 6 p.m.-7:30 p.m.	24	1,108,400	845	33,507,000	14,670,900	+128.4
Monday-Sunday 7:30 p.m.-11 p.m.	447	37,828,300	16,575	1,060,897,200	904,211,800	+ 17.3
Monday-Sunday 11 p.m.-Sign-off	223	5,013,200	8,023	154,100,500	125,694,300	+ 22.6
Total	2,275	\$69,122,900	86,578	\$2,072,263,200	\$1,713,117,700	+ 20.9

Source: Broadcast Advertisers Reports

At Rust Craft Television...People Make the Difference.

A television station is only as good as the people who manage it. Take WROC-TV, Rochester, New York... for instance.



Al Lucero started his career in broadcasting even before he attended the University of New Mexico. After two years of television sales in Tucson, Al moved to San Francisco and later became Sales Manager for Kaiser Broadcasting's KBHK-TV. He joined Rust Craft in 1973 at WJKS-TV, Jacksonville, Florida. In 1975, he moved to Rochester to become General Manager of WROC-TV.



Harry Wiest, Jr., with an M.A. degree in communications from Northwestern University, has gained experience in all phases of TV production and programming in major markets such as St. Louis, Boston, Philadelphia and Chicago. Now he's applying his experience with broadcasters like CBS and Westinghouse as Program Manager at WROC-TV.



Steve Engles started his television career in operations at KNXT, Los Angeles, in 1963. A year later he switched to sales and from NBC, Adam Young, Metro TV and ABC Spot Sales, Steve joined WROC-TV as General Sales Manager in 1975.

Hardworking, experienced, imaginative...these people typify all Rust Craft television stations. That's why when Rochester thinks of television, it thinks of WROC-TV.

WROC-TV
ROCHESTER

Rust Craft Broadcasting Company

MacDougall, Boston, is taking aim at women, 25-54, and children, 6-11, via buys in daytime, fringe and prime slots.

7-11 Stores □ Six-week spot TV promotion is in preparation to begin in early January. Placement of campaign is by The Mediators, New York, which is seeking to target on men and women, 18 to 49.

Estée Lauder □ Creative make-up line of cosmetics will get pre-holiday try-out starting Nov. 25, using day, fringe and prime-time TV 30's. AC&R, New York, hopes to reach women, 25-64.

Helleman □ Premium Lite beer is set for six-week TV drive beginning Nov. 1. Fringe and prime-time 30's are geared to men, 18-49. Campbell-Mithun, Minneapolis, is agency.

International Salt □ Pfeiffer salad dressing will be spotlighted in spot TV drive to begin in early November for six weeks in six major and middle-sized markets. Weightman Advertising, Philadelphia, is targeting toward women, 25-49.

Victor Weaver □ Company's fried chicken, which was introduced recently in North Carolina, will be given spot TV run in three markets there from late November for six weeks. In January Weaver beefs up its effort with three-week spot TV push in 15 major markets. J. M. Korn,

Rep appointments

- WFMT-AM-FM Chicago: Concert Music Broadcast Sales, New York.
- WBKB-TV Alpena, Mich.: Savalli/Gates, Chicago.

Philadelphia, is directing its appeal toward women, 25-49.

Cudahy Foods □ Canned hams will be highlighted in four-week spot TV effort scheduled to start on Dec. 1. Daytime and evening fringe slots are being sought by Jennings & Thompson Advertising, Phoenix, Ariz., to reach women, 18-49.

Church & Dwight □ Baking soda will be spotlighted in spot TV drive in extended list of markets starting in early November for six to seven weeks. Kelly, Nason, New York, is concentrating on fringe and daytime periods to reach women, 18-49.

Noxell □ Raintree lotion will be showcased on spot TV in two week flight scheduled to start in middle of November. SSC&B, New York, is seeking to appeal to women, 18-49, via buys in fringe time slots.

Paine, Webber, Jackson & Curtis □ Stock brokerage firm is scheduled to invest in spot TV effort on Nov. 1 for four weeks in long list of markets. Marschalk Co., New York, is beaming its commercials toward men, 35 and older.

American Egg Board □ Eggs will get six-week TV pitch beginning first week in January. Day and prime-time 30's targeted to women, 18-49, are planned by Campbell-Mithun, Chicago, agency.

Casablanca Records □ Company's latest cuts will get two-week selected-market radio campaign beginning Nov. 15. Markets include Miami, Nashville and Milwaukee. Stations appealing to teenagers and adults in their early 20's will be bought by Howard Marks Advertising, New York.

National Brewing □ Corporation's malt duck blended beer will be featured in new radio spot for four weeks beginning Nov. 8. Markets include Norfolk, Va., and San Francisco. Agency, W. B. Doner, is going after men, 18 to 34.

Kikkoman □ Soy sauce will be subject of four one-week flights with brief time-outs beginning Nov. 1 through Dec. 13. TV 30's in early fringe time are geared to total audience with emphasis on women, 18-49. Grey Advertising, San Francisco, is agency.

Madame Rochas □ Perfume company's latest radio spots will begin in markets that include New York, Chicago and Los Angeles. Rochas's ad agency is Smith/Greenland, New York, and time buyer, RDR Associates, New York, is aiming pre-Christmas spots at adults, 25 and over.

Miller-Morton □ Richmond, Va.,-based company will begin heavy spot TV schedules in more than 90 markets beginning in November and December. Products promoted include Chap Stick, lip balm, Lip Quencher moisturizing lipstick, Face Quencher moisturizing make-up and, in selected markets, Sergeant's pet care products. Agency is Mil-Mor Advertising Inc. of Richmond.

United Vintners □ Company has major-market four-week radio drive ready to go on Nov. 1 for its various wine products. Markets include New York, Los Angeles and Chicago. Agency, Kelly Nason, is pitching spots at women, 18-34.

Cling Peach Advisory Board □ This division of The Cling Peach industry of California, through Hoefer, Dieterich & Brown, San Francisco, has selected-market spot-radio flight ready to begin Nov. 1 for five weeks. Markets include Boston and Atlanta. Buying firm, Media Trade, is going after women, 18-49.

Nissin Foods □ Four-week spot TV drive is planned by company to start on Nov. 15. Hall & Levine, Los Angeles, will seek to reach women, 21-49.

Hudson □ Vitamin company, through Rosenfeld Sirowitz & Lawson, is using selected-market radio flight starting today (Oct. 25) for four weeks. Demographic target is women, 35 and over.

COWLES COMMUNICATIONS, INC. announces the relocation of its corporate offices from 488 Madison Avenue New York, New York 10022 to Suite 500 444 Seabreeze Boulevard Daytona Beach, Florida 32018

Effective October 25, 1976 New telephone (904) 258-1800

Cowles Communications, Inc. is the parent of Cowles Broadcasting, Inc., the licensee of WESH-TV, Daytona Beach, and KCCI-TV, Des Moines, Iowa.

The reality of 5 footcandles.

Unretouched filmstrips of the Eastman Ektachrome video news film 7240 (tungsten)



ASA 125
Normal studio lighting
160 footcandles, $f/4$
Standard process



ASA 500
6 footcandles, $f/1.4$
Forced 2 stops



ASA 1000
100-watt bulb 6 ft.
over model's head.
5 footcandles, $f/1.4$
Forced 3 stops

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

Eastman Ektachrome video news film is capable of providing broadcast quality images down to 5 footcandles (with forced processing). And this can make the difference between picking up a good story beautifully—or having no story at all.

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

ASA 1000
2 candles
(not footcandles)
 $f/1.4$
Forced 3 stops



Film is good news.



Monday Memo[®]

A broadcast advertising commentary from Don L. Passante, president, D. L. Passante Associates, New York

The Hispanic market: a whole other world for the advertiser

Advertising is a highly sensitive business. In order to work well, it should be based on an accurate understanding of the potential market it is targeted for. Yet one of the largest groups of consumers in this country has managed to remain a virtual mystery to 98% of the creative merchandisers in our industry. I refer to the Spanish-speaking market.

The Spanish-speaking market is different from the English-speaking (Anglo) market, and it has to be treated differently. To illustrate these differences I need only point to the completely dissimilar approaches taken by Borden's in this country.

For the Anglo market, Borden's has established highly individualized identities for each of its products—Wise potato chips, ReaLemon, Krackerjacks, etc. But among Spanish-speaking people the name Borden's has been extremely well established for many years, and therefore our ads stress the copy line, "Otro gran producto de la casa Borden" (Another fine product from the house of Borden).

The Spanish-speaking community in the United States is a study in contradiction to traditional American consumer groups. With some 15 million legal Hispanic residents and somewhere between six and seven million nonregistered settlers, America's total Spanish market is somewhere in the neighborhood of 21 million.

While generally considered the "Johnny-come-lately" of minority groups, the Hispanic community is most certainly on a par with the black population, which numbers close to 23 million. Within the next 10 to 15 years this Spanish community is expected to grow to numbers bordering 50 million. A formidable group.

Perhaps the widest gap between the Anglo and Spanish communities is the language barrier. The majority of Hispanics living in the U.S. are but one generation removed from their roots. These Hispanics, who are proud of their culture and their language, rarely blend in with the mainstream of community life where they settle. Instead, they form tightly knit cultural enclaves and continue to maintain relatively closed communal environments.

Because their life style is based on a different culture, Hispanics present a perplexing dilemma to the practitioners of long-established advertising techniques who fail to take these deep differences into consideration.

Comparative shopping, for example,



Don L. Passante founded D. L. Passante Associates in 1946. His agency was the first U.S.-based creative shop to specialize in advertising for the Spanish-speaking community. Since opening his doors 30 years ago, Mr. Passante has been responsible for Spanish-language campaigns for Miller beer, Pepsi Cola, A&P and other national advertisers.

generally does not apply to the Hispanic consumer. The average Spanish-speaking housewife cooks for a big family and buys 6-7% more food than her Anglo counterpart. However, for her, shopping is an emotional experience. She is not conditioned to read the fine print on labels, and she doesn't look carefully at price. She is a passionate shopper who buys brands that have been established as "family" for her over a long period of time.

American agencies trying to dent the Spanish market have frequently made the error of applying their carefully constructed Anglo messages where they can not possibly be effective. Subsequently, American film production houses often fail to translate their Anglo-oriented selling concepts into commercials that effectively reach the Spanish market.

One example of this situation can be found in the difference between the English and Spanish campaigns for A&P. The point of the Anglo "Price & Pride" spots was to re-establish the concept of good bargains and quality merchandise with housewives who had drifted away from the supermarket chain. Over-dubbing a neutral Spanish language soundtrack on the commercials in this campaign would have been a gross error.

There has never been a question of A&P value or quality in the mind of the average Hispanic housewife. For years A&P has been the store where most Hispanic women do the bulk of their shop-

ping. We suggested that A&P continue their established and already highly successful Amigo del Pueblo (Friend of the People) ad campaign. Rather than trying to recapture a lost market, our campaign was aimed at simply reinforcing an already secure feeling of loyalty. And it continues to work very well for this important client.

Another problem we are profoundly aware of is the failure of Anglo agencies to properly translate copy from English to Spanish. Very frequently words, gestures and meanings are sadly twisted as a secretary with high school Spanish is entrusted with the responsibility of translating ad copy. Fortunately, the Spanish commercial production industry is growing in expertise and sophistication, and is beginning to make its mark on the advertising scene.

One of these companies, ZCM Productions, worked with us recently on our A&P spots. In addition to casting and directing the commercials, Zeida Cecilia-Mendez, director/president of ZCM, worked closely with us on the copy for the package, and together we were able to hone the scripts to a sharp and meaningful edge.

The Spanish market is concentrated in a few dozen major American cities such as New York, Los Angeles, Miami, Chicago and San Antonio. Each area boasts different influences: Puerto Rican, Mexican, Cuban, Dominican, Colombian and Costa Rican, and there are perhaps a dozen or more regional variations of the language. It is wishful thinking on the part of any American agency to feel it can properly handle a unique market this complex.

We have been able to develop a "neutral" or common Spanish dialect that is generally acceptable to each of the individual markets. However, it takes an expert with the skill and background of a Zeida Cecilia-Mendez to properly construct a commercial that will work in the East, South, Mid and Far West. Another reason we insist on a high degree of professionalism is the fact that many Spanish commercials are seen in theaters in the U.S. and in Puerto Rico, and therefore production values have to be high.

As Zeida Cecilia-Mendez remarked when she announced a recent expansion of her company, "We are aware of a serious lack of comprehension of the Spanish market at many agencies. There have been numerous occasions in which incorrect use of language, poor production values and cultural 'blunders' have been counter productive to advertising aims in Spanish commercials."

Once Anglo agencies recognize the real differences in the Hispanic market, I think the situation will change dramatically.

Maybe you should.

Cetec Corporation's major divisions in the broadcast equipment business are now united to meet your expanding needs! The specialists that make up the Cetec Broadcast Group are:

Cetec Schafer. The World renowned leader in radio automation, with a tradition of quality and rugged dependability. Schafer manufactures a wide line of automation for every format and station size . . . all with features that you won't find anywhere else.

Cetec Sparta. The people with a new generation of transmitters including both AM and FM all-solid state models. Sparta is also the recognized value leader in audio consoles, with a size to fit every application and every budget.

Cetec Jampro. The antenna specialists with circular FM antennas for every power level . . . each with performance specifications second-to-none. Jampro is now the company with a circular TV antenna for either VHF or UHF, too!

The Cetec Broadcast Group now has a nationwide network of factory-direct District Managers who are ready to help you choose the right equipment for your needs. One of them is close to you. For his name, or for specific product information, call (805) 968-1561, or write: Cetec Broadcast Group, 75 Castilian Drive, Goleta, California 93017.



Cetec Broadcast Group

The Broadcast Divisions of Cetec Corporation

75 Castilian Drive, Goleta, California 93017

Telephone: (805) 968-1561

Name _____ Station _____ Title _____
Address _____
City _____ State _____ P. _____

CBG MAJOR

■ indicates new or revised listing

This week

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

Oct. 24-30—*First World Jewish Film and Television Festival*. Jerusalem. Contact: Melville Mark, 52 rue de Moillebeau, 1211 Geneva 28.

Oct. 25-26—*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. Contact: Tony Esposito, director, NYSCTA, Albany; (518) 463-6676.

Oct. 26—Semiannual East Coast membership meeting of the *American Society of Composers, Authors and Publishers*. Reports will include review of new copyright legislation. New York Hilton hotel, New York.

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—*American Advertising Federation* Advertising Law Conference sponsored with *Federal Bar Association*. Speakers include Richard E. Wiley, FCC

chairman; Joan Z. Bernstein, former acting director of Federal Trade Commission's Bureau of Consumer Protection, and Miles Kirkpatrick, former FTC chairman. Hyatt Regency hotel, Washington.

■ **Oct. 27**—FCC's deadline for comments on petition filed by Westinghouse Broadcasting Co. to inquire into TV network practices (RM-2749). Replies are due Nov. 11. FCC, Washington.

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. 28-29—*Mississippi Cable Television Association* meeting. Broadwater Beach hotel, Biloxi.

■ **Oct. 29-31**—Second district conference of the *Advertising Federation of America* on "Where We Go From Here"—a look at America's next 200 years. Speakers will include Alfred Ordovery, vice president for corporate planning, NBC; Rena Bartos, vice president, J. Walter Thompson Co., and political scientist-author Leon Martell, Hudson Institute. Hyatt House, Cherry Hill, N.J.

Oct. 29-31—*American Women in Radio and Televi-*

sion Mideast area conference. William Penn hotel, Pittsburgh.

■ **Oct. 30**—*Mississippi Broadcasters Association* program seminar. Holiday Inn Downtown, Jackson. Contact: Chuck Cooper, MBA first vice president, WKOR(AM) Starkville, Miss.: (601) 323-4980.

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**—*Hollywood Radio and Television Society* luncheon. Speakers will be Fred Silverman, president of ABC Entertainment; B. Donald (Bud) Grant, vice president, programs, CBS-TV, and Irwin Segelstein, executive vice president, programs, NBC-TV. Major portion of program will be devoted to question-and-answer session, for which HRTS is soliciting advance written questions. Beverly Wilshire hotel, Hollywood.

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. 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 19667). Replies are now due Nov. 19. FCC, Washington.

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

Nov. 10—FCC's deadline for comments on proposed amendment of rules relating to employment discrimination policies of cable television applicants and certificate holders and licensees of cable television relay stations (CARS). Replies due Dec. 10. FCC, Washington.

Nov. 10-12—International Film & TV Festival, sponsored by *International F.T.F. Corp.*, New York. Americana hotel, New York.

Nov. 10-13—*Society of Professional Journalists, 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.

Doubleday Media Offers:

HIGH & WIDE POTENTIAL

A Class C FM with the only full time C&W format in a medium size SW market is available for purchase.

This mid-dial, fully automated station is a low overhead operation. A higher power and antenna capability will give wider coverage for an excellent sales potential.

The total purchase price for this excellent opportunity is \$125,000 cash.

Call Bob Magruder for details.

214/233-4334



Doubleday Media

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

■ **Nov. 15**—Conference on ways to make multi-purpose broadband communications economically viable in rural areas under sponsorship of Congress's *Office of Technology Assessment* (BROADCASTING, Oct. 18). 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. 17**—Meeting of *radio code board of National Association of Broadcasters*. Atlanta.

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. 18-19—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Hyatt Regency, Atlanta.

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.

Nov. 29-30—Board meeting, *National Cable Television Association*. Disneyland hotel, Anaheim, Calif.

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, FCC Commissioner Benjamin Hooks, Representative Lionel Van Deerlin (D-Calif.) and Representative John Rhodes (R-Ariz.). Disneyland hotel, Anaheim, Calif.

Dec. 1-3—*American Management Associations* "First National Forum on Business, Government and the Public Interest." Speakers will include: Eric Sevareid, CBS News correspondent; Martin Agronsky, WETA-TV Washington correspondent; Roberta Romberg, NBC vice president for affirmative action; Calvin J. Collier, chairman, Federal Trade Commission; Robert E. Lee, commissioner, FCC; Sandy Socolow, CBS News bureau chief, and Peggy Charren, president, *Action for Children's Television*. Shoreham Americana, Washington.

Dec. 2-4—Fifth annual general assembly of *UNDA-USA* (national Catholic association for broadcasters and allied communicators). Eleventh annual Gabriel Awards banquet will be held Dec. 2. Assembly: Galt Ocean Mile hotel; awards banquet: Pier 66 hotel, Fort Lauderdale, Fla.

■ **Dec. 5**—Fall seminar of the *Association of News Broadcasters of Kansas*. Ramada Inn, Manhattan.

Dec. 8—New England Advertising Research Day, sponsored by the *Boston chapter of the American Marketing Association* and the *Marketing Science Institute*. Copley Plaza hotel, Boston.

Dec. 10—Deadline for entries, 17th annual International Broadcasting Awards for broadcast commercials, sponsored by *Hollywood Radio and Television Society*. 1717 North Highland Avenue, Hollywood 90028, (213) 465-1183.

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla.

Dec. 13-14—Annual meeting of cable television

Major meetings

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 11-15, 1977**—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

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

■ **Sept. 18-21, 1977**—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas.

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

Oct. 23-26—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

presidents. Place to be announced.

■ **Dec. 13**—Harry M. Shooshan III, counsel, House Communications Subcommittee, speaks at *Federal Communications Bar Association* luncheon. Army-Navy Club, Washington.

January 1977

■ **Jan. 3**—FCC's new deadline for comments on amendment of noncommercial FM broadcast rules (Docket 20735). Reply comments are now due Feb. 24. FCC, Washington.

Jan. 7-10—*Missouri Broadcasters Association* winter convention. Friday-Sunday cruise from Miami to Nassau, Bahamas.

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

Jan. 9-11—*California Broadcasters Association* meeting. FCC Chairman Richard Wiley and Representative Lionel Van Deerlin (D-Calif.) will speak. Del Coronado hotel, San Diego.

Jan. 9-12—*National Retail Merchants Association* annual convention. New York Hilton hotel, New York.

Jan. 10—*Federal Trade Commission* public hearing on proposed trade regulation rule on over-the-counter drug advertising. FTC, Washington.

Jan. 13-15—Winter Consumer Electronics Show sponsored by the *Consumer Electronics Group of the Electronic Industries Association*. Conrad Hilton, Chicago.

■ **Jan. 16-18**—*Illinois-Indiana Cable Television Association* convention. Indianapolis Hilton hotel, Indianapolis.

Jan. 20-22—*Alabama Broadcasters Association* winter conference. Ramada Inn, South, Tuscaloosa.

■ **Jan. 23-24**—*Idaho State Broadcasters Association* winter conference. Holiday Inn, Boise.

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

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

Jan. 28-29—*Society of Motion Picture & Television Engineers* 11th annual winter television conference. Theme topics will be "Beyond ENG" and "Digital Television." St. Francis hotel, San Francisco.

February 1977

Feb. 2-3—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York, (212) 697-5950.

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

Feb. 10-11—*Arkansas Broadcasters Association* winter convention. Camelot Inn, Little Rock.

Feb. 12-16—*National Association of Television Program Executives* 14th annual conference. Fontainebleu hotel, Miami.

Feb. 16-19—International Conference on film, theater, video of *Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee*. Contact: Michel Benamou, director, CTCSS, P.O. Box 413, Milwaukee 53201.

Feb. 17-20—*Howard University School of Communication's* sixth annual communications conference. Mayflower hotel, Washington.

Feb. 21—Deadline for entries in 13th annual Armstrong Awards program for excellence and originality in FM broadcasting, administered by the *Armstrong Memorial Research Foundation*. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

March 1977

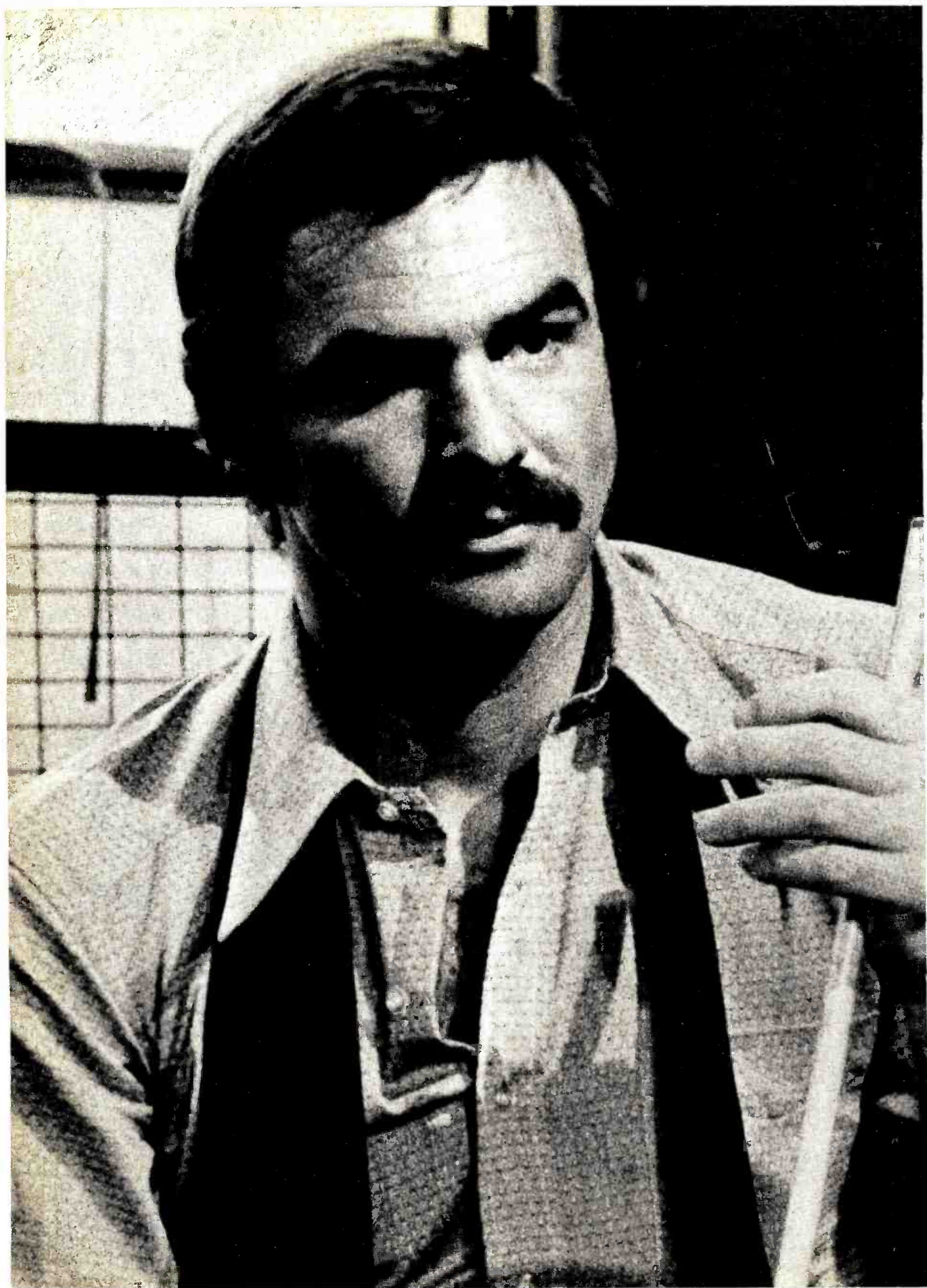
■ **March 1**—Deadline for entries in *American Osteopathic Association's* journalism awards competition. Award of \$1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

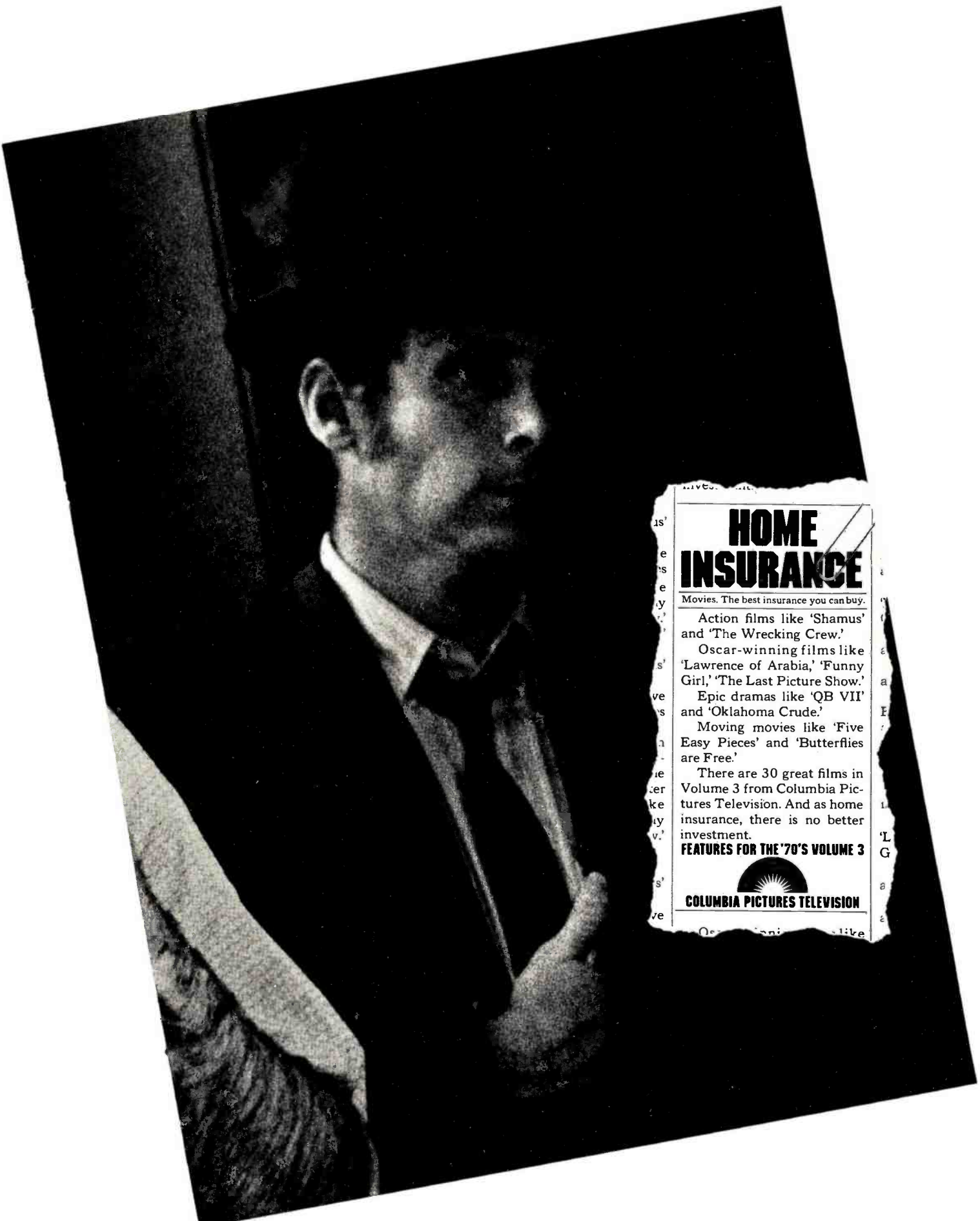
■ **March 2**—International Broadcasting Awards dinner of *Hollywood Radio and Television Society*, Century Plaza hotel, Hollywood.

■ **March 18-19**—Eighth annual Country Radio Seminar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

March 25-27—Tentative date for *Intercollegiate Broadcasting System* national convention. Washington.

March 27-30—*National Association of Broadcasters* annual convention. Washington.





HOME INSURANCE

Movies. The best insurance you can buy.

Action films like 'Shamus' and 'The Wrecking Crew.'

Oscar-winning films like 'Lawrence of Arabia,' 'Funny Girl,' 'The Last Picture Show.'

Epic dramas like 'QB VII' and 'Oklahoma Crude.'

Moving movies like 'Five Easy Pieces' and 'Butterflies are Free.'

There are 30 great films in Volume 3 from Columbia Pictures Television. And as home insurance, there is no better investment.

FEATURES FOR THE '70'S VOLUME 3



COLUMBIA PICTURES TELEVISION

Choice of words

EDITOR: Dawn Sibley's interesting Oct. "Monday Memo" regarding the media strategy for President Ford's campaign targeted on the kind of calculated thinking that makes a great many of us, in and out of the industry, extremely sensitive to the selling of any President.

I was particularly appalled by her incredible statement about spot/national results: "... network television has a two-to-one efficiency advantage over spot television. This meant ... we were about to purchase two voters [italics supplied] through network television."

I sincerely hope not, philosophically, actually or in any other context. — *Elizabeth Bain, Katz Television, New York.*

Few takers

EDITOR: I and many other broadcasters have often bemoaned the apathy of the American voter.

We have all run PSA's designed to stimulate John Q. Public to get registered and go to the polls. We have run editorials attacking "who cares" attitudes. Nothing we have done has had much impact. Voters continue to care less.

Geoff Hammond, our news and program director, set up two debates, each an hour long, to immediately precede the presidential debates. The first featured the candidates for the U.S. Senate and, the second, the candidates for U.S. Congress from Nebraska's second district.

We sent Western Union Mailgrams to every radio station in the state—close to 60 of them, and sat back for the requests to pour in. We honestly thought they would—at least for the senatorial debate. We were shocked when, after a day or two, we received virtually no response. We got on the phone and were able to get commitments from six radio stations out of that 60.

Small wonder that the voters don't give a damn. We, the ones who ought to be leading the way, have become disoriented. — *Jerry B. Misner, vice president and general manager, KLNG(AM) Omaha.*

Non-issued stamp a non-issue?

EDITOR: Yes you're all correct, there certainly has been no commemorative stamp recognizing commercial broadcasting. And surely honoring Adolph Ochs, electronics, amateur radio operators, chemistry and Fort Snelling is a snub to all the broadcasting industry. Yes, the Sarnoff and Paley contributions are incredible. But c'mon guys, you all use metered mail anyway. Is it really necessary to spend time considering in BROADCASTING, to me a valuable

source of information, this lack of a commemorative stamp. So what? Of such non-issues is the current presidential campaign being made. Aren't we a little more serious than to worry about stamp designs? The 1963 Dodgers were incredible too, but ... — *John W. Whitehead, Denver.*

Already there

EDITOR: Those of us in radio journalism must have read Robert Mounty's "Profile" (Sept. 20) with interest.

In discussing multipart documentary series, formatted over weekends, Mr. Mounty said that NIS had produced a couple of them and "we're the only people equipped to do this kind of thing." I don't know exactly what Mr. Mounty had in mind by "the only people equipped to do this kind of thing," and his article implied that the concept was relatively new to him, but your readers ought to know that CBS News has been offering its affiliates authoritative weekend specials of this nature on CBS Radio seven or eight weekends a year since 1972. — *Emerson L. Stone, vice president, CBS News, Radio, New York.*

Number 10 in Dayton

EDITOR: I would like to point out an error in your Sept. 27 article, "The 500 of fortune: radio's biggest stations."

Under the listing Dayton, Ohio, the 10th-ranked station is logged as WKBJ(FM). WKBJ(FM) is, in reality, WKBJ(AM) Garner, N.C. The 10th-ranked station in Dayton should be WKRQ(FM) which happens to be our station in Cincinnati. — *John Soller, station manager, WKRQ(FM) Cincinnati.*

The street goes on

EDITOR: Thank you for your detailed updating of activities at the Children's Television Workshop (BROADCASTING, Oct. 18). There is, however, one glaring error which—since it served as the basis for your headline ["Is there life after 'Sesame St.'?"]—must be corrected. We have no plans to cease original production of *Sesame Street*, and as far as we are concerned the program is in no danger of going into reruns.

In fact, the central purpose of the workshop's entry into such commercial areas as product licensing, network production and cable and radio station ownership has been to create an endowment that would permit *Sesame Street* to continue. I expect to help celebrate its 25th anniversary on the air in 1994. — *Joan Ganz Cooney, president, Children's Television Workshop, New York.*

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John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Wendy Ackerman, classified advertising manager.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Suzanne Bishop, Sheila Chamberlain, Denise Ehdalvand, Patricia Johnson, Lucille Paylus, Bruce Weiler.

PRODUCTION

Harry Stevens, production manager.
K. Storck, production assistant.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.

BUREAUS

New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistant editor.
Joanne Ostrow, staff writer.

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

Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.

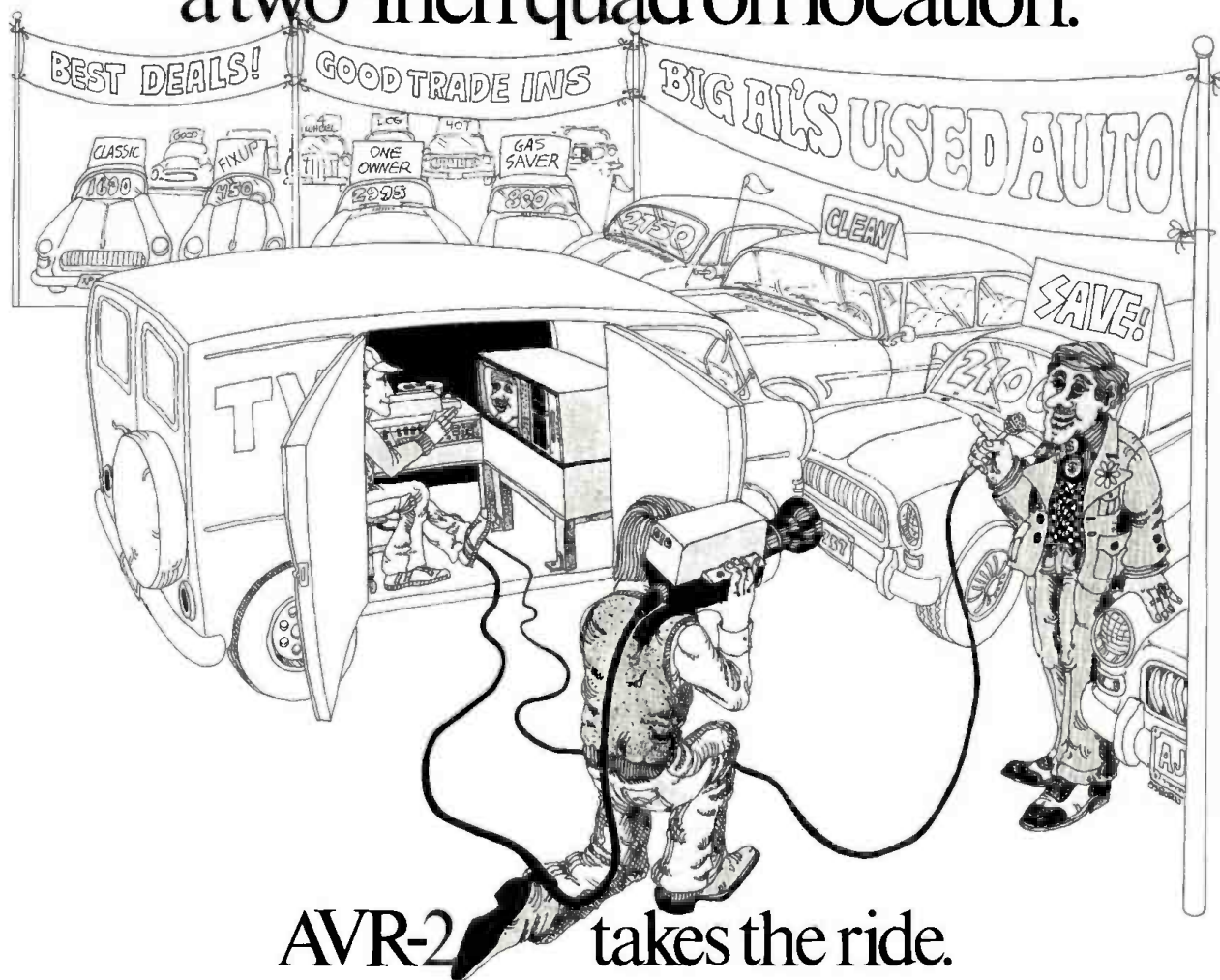
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

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

* Reg. U.S. Patent Office.
Copyright 1976 by Broadcasting Publications Inc.

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

Your remote unit wants a two-inch quad on location.



AVR-2 takes the ride.

We could stretch a point and call the AVR-2 a "portable" quad recorder, but "transportable" would be a better word. It breaks down into modules that allow easy transfer from one location to another. And minutes after you set the pieces back together, it functions in every way as a professional studio VTR.

You'll probably buy your AVR-2 for a combination of economy and modular features, but now there's a new reason to add it to your equipment list. AVR-2 is available with Super High-Band Pilot (SHBP). You can order SHBP with a new AVR-2, or retrofit it to any AVR-2 ever built.



Super High-Band Pilot uses a new combination of recording frequencies to take video fidelity further than ever before. Banding is virtually a thing of the past, and 7-1/2-inch recording speed comes up looking as good as 15 inches used to.

AVR-2 is the *modular* state-of-the-art VTR from Ampex, designed for budget-minded producers who can't take chances.

AMPEX

Complete technical and performance specifications are available in a free brochure. Write us at 401 Broadway, Redwood City, California 94063, or call (415) 367-2011.

Thirty-seven years ago nobody even heard of a Country music award.

But that was before BMI became involved.

**Now today there are Country music charts...
royalties for writers, publishers...and, of course, awards.**

*BMI would like to congratulate the writers of the 94 BMI Country songs,
most performed from April 1, 1975 to March 31, 1976.*

Peter Allen	Don Goodman	Ira Louvin	Jim Rushing
Bill Anderson	Greg Gordon	Vince Matthews	Troy Seals
Jeff Barry	Bill Graham	Bob McDill	Whitey Shafer
Rory Bourke	Kelli Haggard	Hugh Moffatt	Billy Sherrill
Roger Bowling	Merle Haggard	Chips Moman	3 Awards
L. Russell Brown	4 Awards	Willie Nelson	Shel Silverstein
Boudleaux Bryant	Tom T. Hall	2 Awards	Carole Smith
Larry Butler	3 Awards	Michael Nesmith	Myra Smith
Wayne Carson	Linda Hargrove	Peter Noah	Joe South
Larry Cheshier	3 Awards	Kenny O'Dell	Mike Stoller
Jerry Chesnut	Larry Henley	2 Awards	Glenn Sutton
Johnny Christopher	Wayland Holyfield	Bonnie Owens	Billy Swan
Hank Cochran	Jay Huguely	Dolly Parton	3 Awards
Jessi Colter	Mark James	3 Awards	James Taylor
2 Awards	Sonny James	Ben Peters	Conway Twitty
Sonny Curtis	Waylon Jennings	3 Awards	2 Awards
Charlie Daniels	3 Awards	Brian Potter	Jim Webb
Danny Darst	Will Jennings	Curly Putman	Kent Westberry
Mac Davis	Sammy Johns	Jerry Reed	Sterling Whipple
Al Dexter	Kevin Johnson (APRA)	Don Reid	Hank Williams
Johnny Duncan	George Jones	2 Awards	2 Awards
Wayne Duncan	Vivian Keith	Allen Reynolds	Norro Wilson
Bobby Emmons	Murry Kellum	Billy Ray Reynolds	Bobby Wood
Phil Everly	Kris Kristofferson	John Rostill (PRS)	Neil Young
Donna Fargo	2 Awards		
2 Awards	Dennis Lambert		
John Farrar (PRS)	Jack Lebsack		
2 Awards	Jerry Leiber		
Freddy Fender	Irwin Levine		
Lefty Frizzell	Margaret Lewis		
James Gilreath	Charlie Louvin		



BROADCAST MUSIC INCORPORATED
The world's largest performing rights organization.

Top of the Week

Week four: CBS climbs out of basement, ABC leads the league

ABC-TV is holding a firm but slightly diminished lead in the new-season Nielsens, NBC-TV is in second place and CBS-TV, although still in third, has shown solid gains over the last three weeks.

The season-to-date (Sept. 20-Oct. 17) national Nielsens give ABC a 21.3 rating, NBC a 19.5 and CBS an 18.2.

But for the seven days ended Oct. 17, ABC was down to a 20.4 rating and CBS, with a 19.8 rating, came in second (1/10 of a point ahead of NBC's 19.7) for the first time this season after three third-place finishes in a row.

The Oct. 11-17 ratings week was still not considered by most industry insiders to be typical because of the following anomalies:

- Two major-league baseball playoff games on ABC (the New York-Kansas City game on Tuesday, Oct. 12, did a mid-dling 19.7 rating and 32 share, whereas the same two teams two nights later scored a 24.1 rating and 39 share).

- One World Series game on NBC (the Sunday, Oct. 17, New York-Cincinnati contest, which rolled to a 29.2 rating and 43 share, the second highest-rated show of the week).

- Two hours of prizefighting on CBS (which managed only a 14.2 rating and 25 share on Friday, Oct. 15).

- All three networks' coverage of the vice-presidential debates (combined, the rating factored out to a mere 35.4, whereas the second Ford-Carter debate had a three-network rating of 52.4—that's 85 million people for Ford-Carter compared to only about 60 million for Mondale-Dole).

And industry insiders expect World Series week on NBC to distort the ratings picture still more once the national Nielsens are collated. In addition, CBS's scheduled reshufflings on Wednesday and Saturday to take effect early in November (following story) are expected to strengthen CBS on those two nights. Combined with CBS's comeback on Monday (as indicated in the national Nielsens on Oct. 11 and Oct. 18, both of which CBS won fairly handily), CBS is expected to begin its climb out of the third-place doldrums during the ARB and Nielsen November sweep periods.



Three on the firing line. The look of network television, and the fortunes of three companies, ride in large part on the shoulders of these three competitors, who came together last week to explain themselves before the International Radio and Television Society in New York (story below). L-r: Fred Silverman, president of ABC Entertainment; Irwin B. Segelstein, executive vice president for programs, NBC-TV, and B. Donald (Bud) Grant, program vice president, CBS-TV. The same trio will face Hollywood Radio and Television Society on Nov. 4.

CBS first with the fixes for its TV schedule

B. Donald Grant lists changes at IRTS meeting; no word yet on similar plans of ABC, NBC

CBS-TV chose an International Radio and Television Society luncheon in New York last Wednesday (Oct. 20) to announce the first major shake-up in the prime-time schedules, encompassing a full-scale reshuffling of its Wednesday and Saturday night line-ups.

All in the Family (Wednesday, 9-9:30 p.m., NYT) and *Alice* (Wednesday, 9:30-10 p.m.) will be shifted to Saturday from 9 to 10 p.m. as of Nov. 6.

That move pushes the existing shows in the time period, *The Mary Tyler Moore Show* and *The Bob Newhart Show*, up an hour.

With *The Mary Tyler Moore Show* at 8 p.m. on Saturday, *The Jeffersons* will move to Wednesday at 8:30 p.m., beginning Nov. 10, displacing *Ball Four*, which CBS has canceled. (Its last episode will air this Wednesday, Oct. 27).

The Bob Newhart Show at 8:30 p.m. on Saturday puts the finishing touches on

Doc, which goes off for good as of this Saturday (Oct. 30).

The two-hour hole on Wednesday from 9 to 11 p.m. caused by the shift of *All in the Family* and *Alice* and the suspension of production of *The Blue Knight* (10-11 p.m.) will be filled by a new movie night. The first two pictures on *The CBS Wednesday Night Movie* will be "Death Wish," with Charles Bronson, on Nov. 10 and "Chinatown," with Jack Nicholson and Faye Dunaway, on Nov. 17.

The Blue Knight's "future plans will be announced," CBS said, but the series has been plagued by low ratings so far this year, and may never again see the light of day (except as possible rerun filler next summer).

The report of this prime-time upheaval by B. Donald Grant, CBS's vice president for programs, let loose an audible murmur in the long, low-ceilinged hotel ballroom where the luncheon was taking place. The other two panelists on the dais, Fred Silverman, the president of ABC Entertainment, and Irwin Segelstein, NBC's executive vice president for programs, deferred matching Mr. Grant with program-change announcements of their own.

"We've made no hard decisions yet," said Mr. Silverman, although he implied that it's only a matter of time before *Cos* (Sunday, 7-8 p.m.) gets the hook (probably for *The Young Pioneers*, a family-

A passing fad? Ratings for the second week of the *ABC Evening News* with *Harry Reasoner* and *Barbara Walters* suggest the "curiosity tune-in" was a passing phase. For the week ended Oct. 17, *ABC Evening News* got a 9.6 rating, 21 share (down from premiere week's 11.3, 23); *CBS Evening News* got a 14.3 rating, 29 share (up from 13.9, 28 and number one both weeks); *NBC Nightly News* got a 12.2 rating, 24 share (the same as the previous week). ABC's 21 share is still two points above its quarterly average. For the third quarter, ABC averaged a 7.8 rating, 19 share; CBS 11.8, 28; NBC 10.4, 25.

oriented Western from Lorimar Productions). ABC's two other weak spots, *Holmes and Yoyo* (Saturday, 8-8:30 p.m.) and *Mr. T and Tina* (Saturday, 8:30-9 p.m.), chalked up "encouraging" 26 and 27 shares respectively on Oct. 16, so Mr. Silverman says he'll go with them a while longer. He reaffirmed that ABC has commitments to Bud Yorkin's *What's Happening* and Columbia Pictures Television's *Feather and Father*.

Mr. Segelstein, after joking that "my letter-writing campaign to keep *Ball Four* on the air has apparently failed," said that "the stunting and game playing and strong movies and political debates" have caused NBC to hold back on making life-or-death decisions about the fate of some of the shows that have not been getting healthy ratings so far this season.

Not content with his schedule-change bombshell, Mr. Grant also announced for the first time that Carroll O'Connor has agreed to do another year of *All In the Family*, scotching previous reports that the 1976-77 season would be his last. Mr. Grant was less sanguine about the chances of getting Mary Tyler Moore to sign up for another season of 22 half-hour sitcoms, saying only that the matter is "unresolved."

Mr. Silverman, when asked why he's wasting a two-hour episode of "The Bionic Boy" and the highly touted made-for-TV movie "21 Hours at Munich" (about the kidnapping and murder of Israeli athletes at the 1972 summer Olympics) against NBC's telecast of "Gone With the Wind" on Nov. 7, said, "That's what's called effective counterprogramming. Why should I lie down and die opposite 'Gone With the Wind'?"

Later on in the give-and-take, when Mr. Silverman was singing the praises of the upcoming 12-hour miniseries based on Alex Haley's book, "Roots," Mr. Segelstein interrupted to say he's putting NBC's made-for-TV movie about the successful Israeli raid on Entebbe airport against the opening episode of "Roots." That bit of one-upsmanship got the biggest laugh of the afternoon.

Arthur Taylor's firing as president of CBS came up when Bud Grant said that the incident "will have no effect on our programming plans or on the point of view of our programming department." Arthur Taylor is, of course, the father of the

family-viewing-time concept. Will CBS's commitment to the idea begin to waver with Mr. Taylor now out of the picture? Mr. Grant was asked. "We believe in the family-hour concept, and we will maintain it," he said.

Questions about family hour segued into questions about violence on television. Mr. Silverman, in particular, was harsh toward Nicholas Johnson's National Citizens Committee for Broadcasting, saying it "acted irresponsibly" when it cited *Sara* as one of the most violent shows on television. (*Sara* ran last winter for a few months before being canceled by CBS.) "Sara was like *The Waltons*," Mr. Silverman said. "It was one of the gentlest shows on the air."

Mr. Grant chimed in to say that last season's four-hour "Helter Skelter" made-for-TV movie on CBS, although it dealt with "one of the most violent acts in our history," the Charles Manson murders, was "applauded by the critics for the way it handled the violence."

"I sense a fear syndrome developing in the industry," Mr. Segelstein added. "The word 'violence' seems to send all the advertisers scurrying to yank their commercials." He said NBC's broadcast-standards people monitor carefully everything that goes out over the airwaves and he agreed with Mr. Silverman's remark that industry "rules against violence on television are quite stringent."

'60 Minutes' success spawns another show

On the strength of its current weekly prime-time program, *60 Minutes*, CBS-TV has decided to introduce another one-hour weekly news magazine show, produced by CBS News, early next year, possibly as early as January. Still untitled, the program will focus on people known and unknown, and will borrow from the staff and structure of *60 Minutes*.

The new program's three regulars, with contributions from other CBS News correspondents and outside reporters, will be Dan Rather, on-air editor and chief reporter; Charles Kuralt, whose "On the Road" reports seen on the *CBS Evening News* for nine years will be expanded as a regular feature on the new program, and a third, expected to be a woman (author Barbara Howar is most mentioned).

Don Hewitt, executive producer of *60 Minutes* since September 1968, will hold the same post on the new program, and Grace Diekhous, producer of *60 Minutes*, will be the senior producer.

CBS-TV has not announced the time period for the new program, but speculation last week centered on Friday at 8 p.m. That spot, now held by ailing *Spencer's Pilots*, would run against ABC's *Donny and Marie*, and NBC's *Sanford & Son* and *Chico and the Man*. (While *Donny and Marie* tends to attract younger audiences and *Sanford* skews to the older, CBS hopes the magazine format does well with the 18-49 audience.)

John Sharnik, CBS News vice president,

said some of the elements of *60 Minutes* will go into the new series, "but it will go its own way . . . It will be 'hard' yet, above all, it will be human."

The most recent national Nielsen overnights for *60 Minutes*, for Sunday, Oct. 17 (7:30-8 p.m. only, as CBS had football overtime 7-7:30 p.m.): CBS had a 23.3 rating, 37 share; NBC's *Disney*, 21, 33; ABC's *Cos*, 10.9, 17. *60 Minutes* was the 12th highest-rated show of that week.

NBC tables plan for longer news

Network cites opposition by affiliates in shelving idea

The push toward 60-minute nightly newscasts by all three networks may have been stopped dead in the tracks last Thursday (Oct. 21) as NBC announced it has abandoned for the foreseeable future any thought of expanding *NBC Nightly News*.

The "almost universal opposition of the stations we serve" was cited by NBC as the main reason for shelving the longer-newscast idea.

"I hate to call this a stab in the back, but NBC has certainly hurt the cause" of a 60-minute newscast, said William Sheehan, president of ABC News. "I'm surprised at the timing," he added, because ABC's affiliate board of governors is meeting in Hawaii this week. Mr. Sheehan agreed that those station executives are likely to use NBC's announcement as additional ammunition in resisting any ABC requests for an expanded network newscast.

"It's an awful blow," said Richard Salant, president of CBS News, when the substance of NBC's statement was reported to him. "I'm really disappointed." He also agreed that the opposition of CBS's affiliates is likely to be strengthened, possibly to the point where they'll successfully foreclose Mr. Salant's plan to expand the *CBS Evening News*.

If ABC and CBS were stunned by NBC's decision, Donald McGannon, the chairman and president of Westinghouse Broadcasting, which has filed a petition with the FCC to stop further encroachment by networks into station time, was pleased. "I applaud NBC and its management," he said, in a formal statement.

However, NBC's vice president of news operations, Richard Fischer, said that if ABC and/or CBS decided to go to a 60-minute newscast "we'd take a new look at our situation." But he also implied that ABC and CBS would continue to run into the same kind of affiliate resistance that caused NBC to change its mind.

NBC's statement said that the network "is looking to other ways of enhancing news leadership and further improving its service to the public." Mr. Fischer elaborated by saying that NBC news will do "more documentaries and a possible magazine-type show on a more regularly scheduled basis, maybe even weekly." NBC's news magazine, *Weekend*, now runs once a month on Saturdays.

The end game in advertising presidential candidates

Ford campaign unleashes barrage of new commercials in final weeks, backed by plenty of money for buys; Carter people will feature new, 'one-on-one' spot for their man

With the presidential campaign now rushing to a close, the President Ford Committee's in-house advertising agency is producing television commercials at a furious clip and is using a large chunk remaining of an \$8 million television budget to buy the time on stations and networks to show them.

Eight new spots—minutes and 30-second versions—are showing up on the air today for the first time. These follow six new ones thrown into the battle on the networks last week and now being aired locally. And tomorrow (Tuesday), the in-house agency, Campaign '76, plans to unveil a five-minute film, one that its producers regard as the piece de resistance—or, as one aide puts it, "our secret weapon."

Philip Angell of the political advertising agency of Bailey, Deardourff & Eyre, whose principals are directing Campaign '76, declined to show or describe the commercial in advance of its airing. He would say only that it's "a very upbeat, positive film and features the President." Then he added, "It's a very exciting film—and I'm jaded." (As he talked, at 8 p.m. on Thursday, in his office at PFC headquarters, he put away his dinner—a cup of peanuts and a can of beer.)

The spots appearing this week are upbeat, stressing what Campaign '76 says are the virtues people see in President Ford. These are in contrast to the commercials that began running last week; they stressed what Ford aides say are the faults people see in the Democratic presidential candidate, Jimmy Carter.

The technique used in both batches is the same—man- or woman-in-the-street interviews. In fact, many of the spots were edited from interviews with the same people. One totally new interview is with a Jewish immigrant from the Soviet Union. He credits President Ford and Secretary of State Henry Kissinger with the diplomatic moves that permitted him to leave, then he says: "If President Ford and Secretary Kissinger stay in office, many more will leave the Soviet Union."

But for the rest of the new ones, it is the personal qualities of the President and the preference of individuals for him that are mentioned. "President Ford has the trust and experience to lead the country," says a man in Atlanta. "Carter does not." "I've been a Democrat all my life," says a woman, "but this time I'm going to change."

A number stress the theme of relief and

recovery after Watergate. "He helped lift us all up again," says a woman, against the background of the music of the Ford campaign song, *I'm Feeling Good About America*. "He restored faith in the American people." A man in another spot makes almost the same point (against the same music, played more slowly). And a woman in another spot makes it with even more emotion: "I like him because of his honesty. Jerry Ford reminds me of my father. I trust Jerry Ford."

"He's an honest, good man. I like him. . . . " "He's done things for the people. . . . " "I like his honesty. . . . " "President Ford is the best man to lead us forward. . . . " "I think the country needs President Ford. . . . " Those are the themes.

To Mr. Angell, the spots simply reflect "the very good feelings" people generally have about Mr. Ford—his "honesty, integrity, trustworthiness and experience."

These feelings, he says, are in contrast to those that people have about Jimmy Carter—his "fuzziness" on the issues, for instance. And a number of the spots shown for the first time last week feature individuals around the country criticizing the former Georgia governor on that score.

The interviews were filmed in Pittsburgh, Los Angeles, Houston, Chicago and New York by Douglas Bailey of the Bailey, Deardourff firm. He is never seen in the spots, nor are the questions heard. But the answers, like those dealing with "fuzziness," express criticisms the Ford campaign has been stressing since the convention in Kansas City. Mr. Carter is "wishy-washy," three individuals say in separate, tightly edited interviews in one spot.

Perhaps the sharpest cut of all is delivered by an Atlantan who was discussing Mr. Carter's performance as governor. "He didn't do anything. I've tried, and my friends have tried, to remember what he did as governor, and nobody really knows."

There apparently is no doubt the President approved the campaign. "He sees everything," according to Mr. Angell.

And these include the spots produced specifically for regional markets—those

featuring presidential advocates, such as Senator Strom Thurmond (R-S.C.), former Texas Governor John Connally, former California Governor Ronald Reagan and a variety of other public figures. (All told about 90 spots were produced, but only about two dozen, including the newest batch, are running; Mr. Angell says Campaign '76 has not been able to find the time to run the others.)

Campaign '76, which did not begin buying television time until the last week of September, is spending 40% of the \$8 million set aside for television in the final two weeks. Last week, the six spots dealing principally with Mr. Carter ran 12 to 15 times on the networks; this week, the new spots will appear on the networks about 12 times. As for the spot television time, Mr. Angell says, "We are taking as much as we can buy."

■ The Jimmy Carter campaign also shipped out a new series of commercials last week. They were produced by Tony Schwartz, a veteran of more than 200 political campaigns and responsible for the now-famous commercial for Lyndon Johnson in 1964 that pictured a small girl picking daisies while in the background a nuclear bomb exploded.

The 24 new commercials, mostly 60 and 30 seconds, were created and produced early last week and the preceding week. In most, Jimmy Carter talks from a script, directly at the viewer. His head fills the TV screen with no definable backdrop.

That is a new approach in Carter commercials, and it reflects what Mr. Schwartz claims is a nonconventional approach to television. Most practitioners think of television as a "window to the world," Mr. Schwartz said last week. Mr. Carter's commercials to date were of that school, usually showing the candidate speaking or in other campaign scenes.

But the new commercials reflect Mr. Schwartz's attitude that television is a "door to the home or mind," he said. The viewer does not see Mr. Carter speaking to someone else. The viewer is the one being addressed.

Scripts were written by Mr. Schwartz's wife, Reenah, with guidance from Gerald Rafshoon, head of the agency that handles



Vox populi. President Ford's advertising aides are using filmed interviews with men and women around the country in their effort to persuade voters to vote for President Ford on Nov. 2. One-minute and 30-second commercials being run nationally and regionally stress the President's "honesty," Democrat Jimmy Carter's "fuzziness."

the Carter account and close adviser to Mr. Carter.

The commercials are issue-oriented, Mr. Schwartz said, but do not offer concrete solutions to current problems. They reveal instead the candidate's attitude about such issues as inflation and unemployment. Mr. Schwartz said people cannot relate to facts; but they do relate to feelings.

Only one of the commercials, said Mr. Schwartz, contains open criticism of the President. It attacks Mr. Ford's congressional voting record on issues such as aid for the elderly and Medicare. Mr. Schwartz heads his own New York-based firm, New Sounds Inc.

CBS continues objections to selection of journalists as debates close

Last presidential confrontation was to be held Friday; Salant criticizes league for allowing candidates word in picking questioners for news panel

CBS News continued to the last presidential debate its opposition to the debate sponsorship by the League of Women Voters and the league's conduct of the events.

Chiefly, CBS objected to the presidential candidates being permitted to participate in the selection of journalists who served as questioners for the debates. CBS first aired its displeasure several weeks ago, but renewed the complaint in a letter to the editor written last week by CBS News President Richard Salant to the *New York Times*.

Mr. Salant was replying to a letter the *Times* printed Thursday by League Chairman Ruth Clusen, who said that the league maintained final control over the selection of panelists. Mr. Salant charged in a letter mailed Thursday, however, that "there is a great deal more than meets the eye" in Ms. Clusen's remarks. The league has acknowledged that the candidates were permitted to contribute names of journalists for consideration, but Mr. Salant said he was told by a candidate representative that at least one reporter picked by the league was later dropped because of a candidate's objections.

"The league clearly was deferential to the candidates," Mr. Salant said, and such conduct amounted to a "basic violation of basic journalistic principle."

Mr. Salant earlier advised CBS News staffers to turn down offers to participate in the debate panels. At least two, George Herman and Richard Hottelet, are reported to have done so.

■ The third and final debate between President Ford and his Democratic presi-

In Brief

- **Arthur R. Taylor**, deposed president of CBS Inc., said Friday (Oct. 22) he was determined "for the moment, in any case, **not to say anything**" about his ouster or circumstances leading up to it (BROADCASTING, Oct. 18). He told BROADCASTING he planned to remain quiet, reflect and consider what to do next. He was confident, he said, that "**my contributions will be recognized**—some are now, some may take more time," and he hoped that "those interested in what I was trying to do will speak up," adding that he thought "some will and some won't." Mr. Taylor kept long-standing commitment to address Memphis Economic Club last Thursday night but did not refer to CBS situation.
- William P. Suter, Wall Street broadcasting specialist, forecast **18%-20% gains in radio revenues** this year (22%-23% for broadcasting generally) and further advances in 1977 of 8%-10% for spot radio and 10%-12% for local, last Friday (Oct. 22) before affiliate advisory boards of ABC Radio's four network services, winding up three-day meeting in New York. James L. Abernathy, ABC Inc. investor relations VP, said company projections indicate O&O radio stations will be second biggest single contributor, after TV, to ABC profits this year.
- **WWEZ(FM) Cincinnati** has been sold by Sudbrink Broadcasting Inc. to Truth Publishing Co. for \$2 million. Seller is group broadcaster with interests in five other FM's and two AM's. Principals in buyer are John F. Dille Jr. and Walter Beardsley. Buyer publishes *Elkhart (Ind.) Truth*, and Mr. Dille has interests in three AM's and two FM's. Broker: LaRue Media Brokers Inc.
- Members of **Cox family**, prominent in publishing and broadcasting in Atlanta, were among largest individual contributors to **Jimmy Carter's 1970 gubernatorial campaign**. Ann Cox Chambers, now chairman of company publishing *Atlanta Journal and Constitution*, contributed \$5,000 and she and her husband, Robert W. Chambers, \$26,500 more. Cox Broadcasting Corp. stations in Atlanta are WSB-AM-FM-TV. Names of Mr. and Mrs. Chambers showed up in list of 5,000 contributors to 1970 campaign. Also on list: group owner **J.B. Fuqua** of Fuqua Communications, who gave \$2,000, and **James Gray**, publisher of *Albany Herald*, owner of WALB-TV Albany and now Carter political opponent, who gave \$400.
- FCC **tried and failed** last week to deal with question of whether law requiring broadcasters to afford **reasonable access to political candidates** applies to public as well as to commercial broadcasters. Commission staff had prepared ruling responding in affirmative to that question, but last-minute objections to language on part of Commissioner Joseph Fogarty resulted in Chairman Richard E. Wiley's decision to pull matter back for action by commission. At issue is complaint of Senator James Buckley (R-C-N.Y.) that five upstate New York noncommercial stations changed their minds about carrying what they said is his five-minute "commercial." Stations had carried hour-long debate between senator and his Democratic opponent, Daniel Moynihan, and two had carried spot at least once. But staff concluded that none had afforded senator reasonable access.
- **Margita White** will make her first speech as FCC commissioner to Oregon Association of Broadcasters Nov. 11.
- **Jimmy Carter**, Democratic candidate for President, said last week that, in general, the news media have "**treated me very well**." Answering questions in interview with David Hartman and Steve Bell on ABC-TV's *Good Morning, America* on Tuesday (Oct. 19), Mr. Carter said that if media hadn't "treated me fairly and well, I could not have come from a lonely person walking down the street looking for a hand to shake to somebody who won the nomination before the convention met." Mr. Carter added, however, that "there is a highly exaggerated aspect of the political combat." He gave following example: "If I say in one off-hand remark that Mr. Ford hasn't done a good job, the only thing I would expect to see on the evening news would be: Mr. Ford hasn't done a good job."
- **AFL-CIO** has charged **CBS** with violating its rights of free speech and asked FCC to order CBS to air AFL-CIO President George Meany's "**get out and vote**" message before Nov. 2. Union said CBS agreed to sell commercial time for message, then reneged because AFL-CIO has endorsed Carter-Mondale ticket. AFL-CIO said message is nonpartisan, calling on voters to "vote as you please, but please vote."
- General counsel of Federal Election Commission agreed Friday to **exempt broadcast stations** from ban on sponsoring their own get-out-vote campaigns. FEC had previously said broadcasters would be included in ban, reversed itself at National Association of Broadcasters' insistence that ruling goes contrary to broadcasters' mandate to serve public interest.

- **Eugene McCarthy**, independent presidential candidate, failed Friday in last minute bid to have Supreme Court **block debate** that night between President Ford and his Democratic challenger, Jimmy Carter. Mr. McCarthy petitioned Chief Justice Warren Burger to enjoin debate pending review of his argument he is entitled to participate. Petition was turned down by Chief Justice at 3:15 p.m.
- Representative **John Moss's** (D-Calif.) Investigations Subcommittee released another section of its extensive **study of regulatory agencies** last week (BROADCASTING, Oct. 11). It scored regulatory agencies in general (FCC included) for poor quality appointments. **At FCC**, none of four chairmen appointed in last 15 years had "demonstrated consumer sensitivity" report says. Ten of 19 commissioners appointed in last 15 years came directly or indirectly from FCC-regulated industries and so did 13% of current upper level staff. Report concludes that this "revolving door" with industry carries "potential for abuse." In accompanying press release, Mr. Moss said participation in presidential campaign of **Elizabeth Dole**, wife of Republican vice presidential candidate Robert Dole, violated non-partisan nature of her post. She is on leave from job as commissioner at Federal Trade Commission.
- In speech that was toned down before delivery to New Mexico Press Association, FBI Director **Clarence Kelley** was to have said he would **no longer cooperate with reporters** who had "journalistically bludgeoned" bureau "by systematic selection and emphasis of facts with some heavy-handed 'interpretation' thrown in." Speech, which Attorney General Edward Levi suggested be revised, did not specify targets of criticism, referred to "national news media."
- **Storer Broadcasting Co.'s CATV division** is expanding its operations into two more Southern cities, following award of franchise for **Montgomery, Ala.**, and purchase of franchise for **Charleston, S.C.**, and of systems in Charleston area. Storer won unanimous city council approval—over Telecable Inc. and Multiple Channels of Alabama—to build Montgomery system passing 45,000 homes at estimated cost of \$4-4.5 million. Storer purchased Charleston franchise not yet built and systems in North Charleston and Charleston county from group headed by Vernon R. Gill, president of Carolina Cable Video. Systems there currently serve some 3,500 subscribers; Storer anticipates new construction will pass another 103,000 homes.
- **Copyright bill**, extending copyright liability to cable TV and public broadcasting, was signed into law by President Ford Tuesday. On Thursday, House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) urged in letter to FCC Chairman Richard Wiley that commission "not delay" its reconsideration of syndicated program exclusivity rules. Commission is scheduled to take up rules Nov. 2.
- House Commerce Committee Chairman **Harley Staggers** (D-W.Va.) will be luncheon speaker at National Association of Broadcasters TV seminar in New York, Nov. 12. Senator **James Pearson**, ranking Republican on Senate Commerce Committee, will speak at Washington TV seminar Nov. 23.
- **Radio Television News Directors Association** sent wire to **President Ford** objecting to recent order of American embassy in Israel forbidding Charles Weiss, **Voice of America correspondent in Jerusalem**, to have any contact with Palestine Liberation Organization. Embassy's position is that VOA correspondents are U.S. government officials and must conform to U.S. policy objectives; Mr. Weiss had talked with PLO source in Cyprus by phone. RTNDA disagrees and cites legislation signed by President Ford in July that gave statutory backing to status of VOA as independent news-gathering agency.
- **G. Richard Shaffo**, retired president of Cosmos Broadcasting Corp., Columbia, S.C., has advised board of **Broadcast Music Inc.** he will not seek re-election as board chairman in voting to be held Thursday (Oct. 28). Board's executive committee will recommend **E.R. Vadeboncoeur**, president of Newhouse Broadcasting Corp., Syracuse, N.Y., be named to succeed him. Mr. Shaffo remains candidate for re-election to board and its executive committee. ■ **Paul Monash**, producer of such movies as "Butch Cassidy and the Sundance Kid" and "Slaughterhouse Five," named to newly created position of VP, programs, motion pictures for television and mini-series, **CBS-TV Hollywood**. He'll report to William Self, VP, programs, Hollywood. ■ **Rand Gottlieb**, staff assistant to VP-corporate development, Cox Broadcasting, Atlanta, named director of broadcast acquisitions. ■ **Jack Chapman** of KGAK(AM) Gallup, N.M., rejoins National Association of Broadcasters radio board, appointed by radio board chairman, Don Thurston of WMNB-AM-FM North Adams, Mass., to fill unexpired term of Wayne Cornils, KFXD-AM-FM Nampa, Idaho, who left board to become NAB membership director. Mr. Chapman served previously in 1974-75.

dential opponent, Jimmy Carter, took place last Friday (Oct. 22), signaling the start of the final sprint of the 1976 presidential campaign.

The last debate was televised live on all three commercial networks and PBS, starting at 9:30 p.m. Both candidates went into the contest Friday assured by their advisers they could win the election if they could avoid making any mistakes in the debate. Mr. Carter's mistake in the first debate was in being too nervous, too "reticent" in his own words; voter surveys pronounced Mr. Ford the winner in that outing. Similar surveys gave the second debate win to Mr. Carter, largely because of the statement by Mr. Ford—judged a major gaffe—that eastern Europe is not dominated by the Soviet Union.

Top opinion polls showed Mr. Carter slightly ahead of Mr. Ford going into the contest Friday. According to the Gallup poll, Mr. Carter had the edge 47% to 41%.

The panel of questioners at the last debate was Joseph Kraft, syndicated columnist; Robert C. Maynard, an editorial writer at the *Washington Post*; and Jack Nelson, Washington bureau chief of the *Los Angeles Times*.

Barbara Walters of ABC was the moderator, continuing the league's pattern of having at least one woman among the moderator/panelists for each debate. She was the second ABC News person to participate following Frank Reynolds, questioner at the first debate; NBC News provided one questioner, Richard Valeriani, at the second debate; nobody from CBS News participated.

Debate coordinators reported last week that preparations for televising the last debate went smoothly. NBC was in charge of the network pool. Christie Basham, director of news operations, NBC News, Washington, was the pool producer. She said last week that the TV signal had to be microwaved from Williamsburg, Va., to a point outside Richmond, Va., from there to Washington, where it was picked up by PBS, and then the networks in New York.

The event, which lasted 90 minutes as had the two other presidential debates, took place at Phi Beta Kappa Hall at the College of William & Mary. William & Mary was the site of the founding of the scholastic honorary society 200 years ago, although it was originally a debating society.

Goodman: the law, not the league

Network objections to debates were over 315 restrictions that jeopardize independence of broadcast news, he says, not to sponsor organization

The networks' objections to the format for TV coverage of the Ford-Carter debates were based not on wanting to have their own way, but on the journalistic principle that "news coverage—if it is to meet its obligations to the public—cannot be con-

trolled, directly or indirectly, by the people who are being covered, or by any intermediary," Julian Goodman, chairman of NBC, said last week.

In a speech for delivery Friday at Ithaca (N.Y.) College, Mr. Goodman stressed "that NBC—and I believe the other networks—are happy to cooperate with the League of Women Voters," sponsor of the debates. He said the league "performed a distinct public service in stepping forward to provide a needed national forum." But the fact that the debates came off, he said, has tended to obscure the real problem—the continued existence of Section 315 and its limitations not only on debate coverage but on other political coverage."

"If the 1976 debates are news events," he continued, "they should be televised as news, by news professionals. Otherwise the whole principle of independent journalism is in jeopardy. That is an article of faith with NBC News, as it is with every responsible journalist. The public stands to get a better and more truthful view of events if the press functions with maximum freedom. When rules and formulas are imposed on news coverage, the public is deprived of a constitutional right."

"At the heart of all this is the continuing denial of full First Amendment status to broadcast news. Such restrictions as the equal-time rule and the fairness doctrine apply only to electronic journalists, and through them the journalists and the public are deprived of basic free-press rights. These rights can never be adequately restored unless broadcasters are given permanent relief from Section 315."

FCC cuts backlog of petitions to deny to 34; Justice loses three more times

Efforts to break up multimedia holdings are rejected in a day in which commission deals with more than 50 cases; one station has license set for hearing

The FCC made a large dent in its remaining backlog of petitions to deny last week. It disposed of more than 50 petitions to deny and petitions to reconsider past grants and, in the process, renewed the licenses of most of the 54 stations involved, though only conditionally in some cases.

The major news was in the commission's continuing refusal to grant Justice Department petitions and set renewal applications for hearing on the ground of concentration of control of media. Three Justice petitions were rejected. Thus, five of the six filed by the department have now been turned down by the commission—the sixth and final one on the list may be rejected next week.

The day's bad news was reserved for

KDIG(FM) San Diego. Its application was the only one designated for hearing. The commission acted on the petition of two local individuals, Jonathan D. Lewis and John B. Musselman, and specified issues on whether the station had programed as it promised and had provided programing to meet community needs, and on alleged technical violations.

The largest piece of good news was reserved for Newhouse Broadcasting Corp. The Justice Department had filed against Newhouse's KTVI(TV) St. Louis, and local groups had filed against that station as well as against Newhouse's WSYR-TV Syracuse, N.Y., and (for reconsideration of a previous grant) WAPI-TV Birmingham, Ala. But the commission granted all renewals. The KTVI renewal was granted subject to the outcome of cases pending before the Equal Employment Opportunity Commission, the WSYR-TV renewal on the outcome of a court case in which the commission's grant of the station's previous renewal application is being appealed.)

Pulitzer Broadcasting also had much to be thankful for. Its KSD-AM-TV St. Louis were the targets of petitions filed by Justice and the St. Louis Broadcast Coalition. Both petitions were denied, and the stations' renewals were granted subject to the outcome of cases pending before the EEOC.

The other Justice petitions that were denied had been filed against WTMJ Inc.'s WTMJ(AM), WTKI-FM and WTMJ-TV Milwaukee and Bonneville International's KSL-AM-FM-TV Salt Lake City. As in its other petitions, Justice contended that, with the newspapers with which the stations are affiliated in each of the markets, the owners enjoy an undue concentration of control inconsistent with antitrust principles.

But the commission held that the department had failed to make the kind of showing that, under agency's media-crossownership rule, would require a hearing. It said the situations were not the kind of monopolies that would be broken up under the rule, nor was there evidence of Sherman Antitrust Act violations or of specific abuses.

The commission staff had also prepared an order rejecting a Justice petition against Newhouse's KHQ-AM-FM-TV Spokane, Wash. However, the commission decided to postpone action on the matter when an informal objection containing concentration of control charges was received from a resident of the city. The matter is expected to be on the commission's agenda next week.

Disposal of the KHQ petition would clear the commission's books of what had been eight Justice actions seeking to break up what the department considered undue concentrations of control. The department dismissed its petition against WCCO-AM-FM-TV Minneapolis after a complicated transfer of control resulted in a separation of the stations from the ownership of the newspapers involved. Earlier, the commission dismissed a petition against KCCI(TV) Des Moines, Iowa, after the owner,

Cowles Communications Inc., sold the affiliated AM and FM stations (a voting trust Cowles said was designed to avoid the concentration of control problem was also cited by the commission). And in the past few months, the commission rejected Justice petitions against Stauffer Publications' WIBW-AM-FM-TV Topeka, Kan., and McClatchey Newspapers' KMJ-AM-FM-TV Fresno, Calif.

One item on the agenda involved 18 Mississippi stations, whose renewal applications had been on the deferred list as a result of an informal objection by the state chapter of the National Association for the Advancement of Colored People. The commission, acting after receiving additional information it had requested from the stations, took these actions:

- Renewed the licenses of WVM(AM)-WQID(FM) Biloxi, WACR(AM) Columbus, WHII(AM) Bay Springs, WSLI(AM)-WJFR(FM) Jackson WMAG(AM)-WQST(FM) Forest, WNAT(AM)-WQNZ(FM) Natchez and WJNS-FM Yazoo City.

- Renewed, with reporting conditions, the licenses of WHNY(AM) McComb, WJQS(AM) Jackson, WLAU(AM) Laurel and WMPA(AM) Aberdeen.

As for the other stations listed in the NAACP item, the renewals of WMOX(AM) Meridian, WJPR(AM) Greenville and WRBC(AM) Jackson remained on the deferred list because of matters not related to the NAACP petition. WJPR and WRBC, in addition, will face EEO reporting conditions when their licenses are renewed.

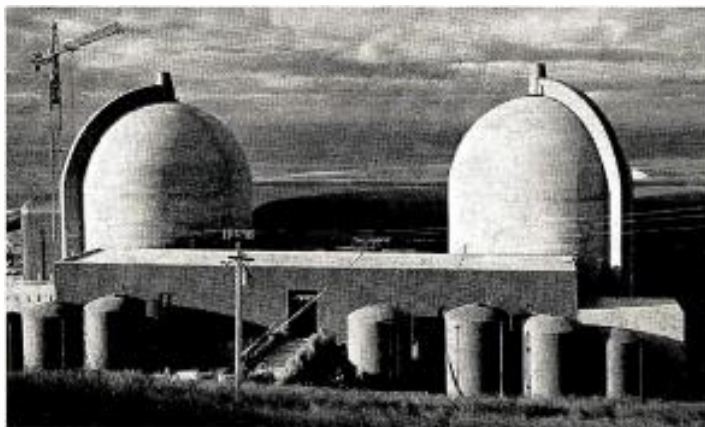
Another major item involved an informal objection the Cleveland chapter of the National Organization for Women had filed against stations in that area. The commission, after reviewing additional information it received from the stations in response to the objection:

- Renewed the licenses of WJW-AM-TV, WKSW(FM) and WWSW-TV; continued on the deferred list for other matters the applications of WKYC-TV, WIXY(AM), WDOX(FM) and WWWE-AM-FM; and submitted another inquiry to WHK(AM).

In its other actions, the commission denied petitions by local groups and renewed the licenses of WRAW(AM) Reading, Pa.; WKRA(AM) Holly Springs, Miss.; WBFN(AM) Quitman, Miss.; WTLC(AM) Indianapolis; WWLP(TV) Springfield, Mass., and its satellite, WRLP(TV) Greenfield, Mass. (subject to EEO reporting conditions); WTLC(AM) Indianapolis; KRE-AM-FM Berkeley, Calif. (subject to a complaint pending before the EEOC; denied petitions for reconsideration of renewals granted WHIS-AM-FM-TV Bluefield, W.Va., and WNYC-AM-FM-TV New York, and rejected a petition the local chapter of NOW filed against WCSC-TV Charleston, S.C., but continued the station's application on deferred status for other reasons.

The commission's work last week reduced the backlog of petitions to deny that had stood at 250 two years ago to 34. Action on all of those that will be ripe for disposition by the end of the year—about 25—is expected to be completed by then.

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Cost to society is estimated to be around \$15 billion a year.

Worst of all is the rapid rise in drinking among our youth. Arrests of girls 18 and younger on charges of intoxication, for example, have tripled in the past decade.

Today for every teenager on the needle, there are 40 on the bottle.

And while there's a hard core of some half-million teenage alcoholics, it's figured that 1.3 million Americans between the ages

of 10 and 17 have a serious drinking problem.

Something must be done and done now. Which is why Storer Stations are alerting their communities to the problem with an ever-growing number of programs and editorials.

WHN-Radio in New York, for instance, recently devoted two important programs to teenage alcoholism. One which included top people from area agencies that aid alcoholics, also included 17 year old "Judy," an admitted alcoholic. Judy's personal and intimate account of why she became an alcoholic, her feelings of inadequacy, peer pressure, and the social pressures of dating and drinking were revealing and moving.

WHN also aired "Alcoholism in the Public Schools," which pointed out that chronic alcoholism among New York City students is estimated to be a shocking 5%. Solutions were suggested.

Miami's WGBS-Radio recently re-ran a documentary on alcoholism after the program received the "Excellence Award" from Ohio State University's School of Journalism. Featured were seven authorities, including a State Senator. Focus of the documentary was the alarming rise in alcoholism and alcohol abuse, particularly among the area's teenagers.

And this is typical of all Storer radio and television stations. As we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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Two down and five to go: NAB conducts first regional fall meetings

Senator Hollings looks cautiously at proposal to rewrite Communications Act; broadcasters give sessions first-rate reports

The National Association of Broadcasters received good marks for its first of seven three-ringed fall meetings in Houston last Monday and Tuesday (Oct. 18 and 19).

The radio session, responsibility for which is shared by the Radio Advertising Bureau, improved over past years, several attendees said. "It seems NAB/RAB is getting more basic and informal," said one, adding that question-and-answer sessions were "much better."

One NAB staff planner said there was some trepidation going into the radio meeting. Last year, the first time NAB teamed with RAB, the two organizations elbowed each other for time and prominence, he said. Not so this year, however, he said.

The TV meeting was good, too, broadcasters said, and engineers said the same about theirs. Attendance over-all was 324—190 radio, 78 TV and 56 engineers.

There is little overlap among the three meetings, all running concurrently over a two-day span, and that is fine with the NAB planners, who in the last two years have been sensitive to pressures from inside and outside the association to do more to showcase radio.

(Vocal radio advocates have argued radio and TV are different worlds, and splitting radio from TV at the meeting last week at the Houston Hyatt Regency gave evidence that the two groups in fact do look at the world differently, at least in politics. When asked who they thought was going to be elected President, the two groups had dramatically different answers. Radio executives predicted three to one that President Ford will be elected. TV executives said two one it will be Jimmy Carter. The man who raised the question, Spencer Denison, executive director of the Television and Radio Political Action Committee, could not account for the difference.)

The radio executives got a boost from visiting Senator Ernest Hollings (D-S.C.), a member of the Senate Communications Subcommittee, who told them "y'all don't give us any trouble. I'm here to thank you."

The same could not be said for TV, the senator said in private afterward. "They bother me more," he told BROADCASTING, because they have not been in business as long and do not fully grasp their respon-

sibility to serve the public. "We almost had to force them," he said, to accept responsibility for hiring minorities. Also, they "need work," he said, at curbing violent programming.

Senator Hollings told a television luncheon Tuesday that Congress has become more responsive to the public with open meetings, restrictions on receiving corporate favors and public financing of the presidential campaign.

The title to public office has passed to the people, he said. "I don't care what you say. That's exactly where TV is today." The investment of large amounts of money does not give TV broadcasters the right to do what they want with the airwaves. "I'm going to be voting with the public interest in mind," he said, adding, "That's in your interest, too."

Senator Hollings complimented the TV executives for "an A-1 job of covering the political campaign," advocated TV coverage of Senate budget hearings and pooh-poohed the House Communications Subcommittee's announced intention of rewriting the Communications Act. "I'd look at that thing like a porcupine makes love—very cautiously," he said. He said too, that he will always be a zealous guardian of the equal-time law.

Senator Hollings said his strong concern about violence on TV is shared by the rest of the Senate. He predicted that 10% of the first 100 bills introduced in the Senate next year "will be on violence on TV. I'll bet you."

Political realities put Senator Hollings third in line for the chairmanship of the Senate Communications Subcommittee,

Ford to drop by. President Ford is scheduled to visit the National Association of Broadcasters in Portland, Ore., today (Oct. 25) at the third of the association's seven fall regional meetings. The President, campaigning in Oregon Monday, three days after his third televised debate with Jimmy Carter, is to address a joint session of TV and radio executives and engineers in the afternoon. Headquarters for the meeting, the radio portion of which is co-sponsored by the Radio Advertising Bureau, is the Sheraton Portland hotel.

behind Senators Vance Hartke (D-Ind.) and Frank Moss (D-Utah), both of whom are running tight re-election races ("Closed Circuit," Oct. 11). In answer to a question from a TV executive, Senator Hollings said he expects one of the other two to get the communications job. But "don't worry about me," he added, "I can run it if I get it."

The other headliner at the conferences was FCC Chairman Richard Wiley. In speeches to both TV and radio groups, the chairman credited his own administration with fostering a "new ethic" in broadcasting, and with whittling down the commission's backlog of petitions to deny. He said there would be only 35 petitions in the

backlog at the end of last week and none by the end of the year. Mr. Wiley also said:

■ That license renewal legislation is nowhere in sight in Congress, which he said is a "big, big mistake." "Sometime down the road another WHDH-TV Boston could come along—where an incumbent could lose a license even if it is doing a good and faithful job." There has to be an assurance of renewal for a station doing a good programming job, he said.

■ That the issue of VHF drop-ins is "greatly blown out of proportion . . ." "I'm not saying that there won't be any drop-ins," he said, "but I think you'd be surprised at how few would be technically possible." However, it would be premature to say now how many drop-ins would be technically possible, he said.

■ That "I'm not sure at all that it would serve the public interest" to require radio and TV stations to keep copies of news, documentaries and public affairs shows on public file, as is proposed in a rulemaking. He said he was moved by letters from TV stations to believe that such storage might be too expensive and time-consuming.

■ "I'm not here to make any news by giving my view" about the petition from Westinghouse Broadcasting condemning network dominance of programming time, he also said. "You ought to recognize that we look to affiliates to protect the public interest." Things like violence and family viewing have to be resolved within the industry, but there is a public interest to be protected, the chairman said, and that is the government's job.

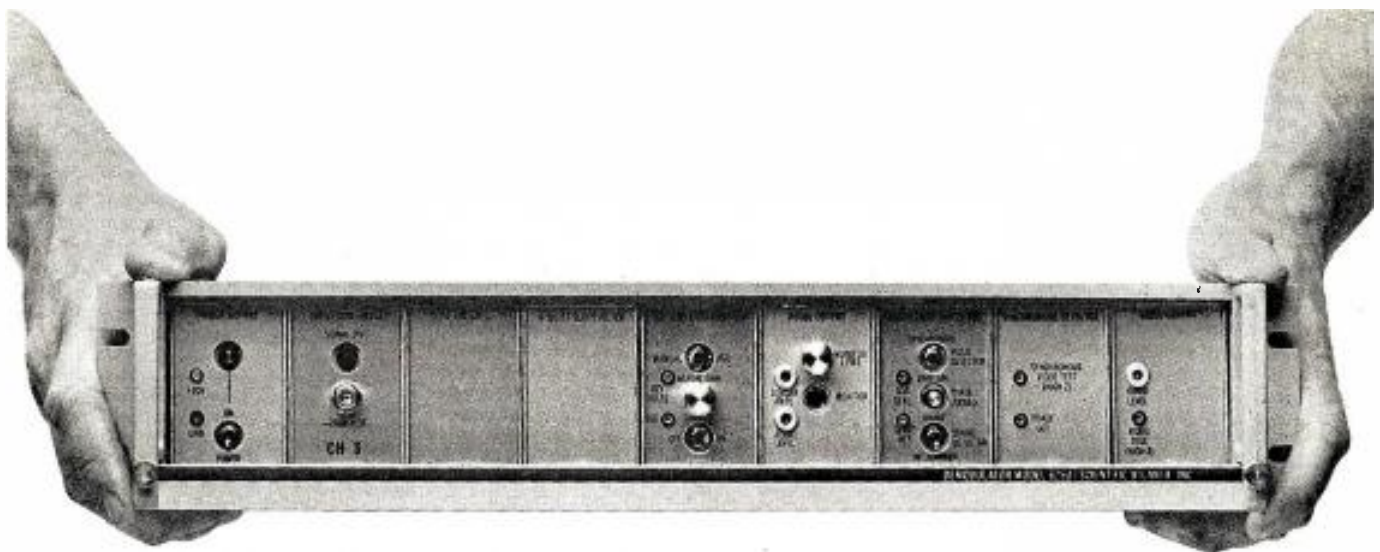
Asked if he had made plans for the future—beginning after the presidential election in November, Mr. Wiley indicated that even if the Democrat is elected and he loses his chairmanship, he will remain a member of the commission until his term expires June 30, 1977.

The glimpses of Congress and the FCC, given by Senator Hollings, Chairman Wiley and Donald Zeifang, NAB senior vice president for government relations, were punctuations in an otherwise issueless Houston meeting. There was no one burning problem—license renewal reform, or cable television, for examples—that dominated conversations.

Business was uppermost, especially at the radio meeting, where sales-related sessions made up a large portion of the agenda.

RAB presided over a sales management idea exchange, a session on ways to improve collections and another session on speculative spot selling. RAB President Miles David predicted that an RAB directory containing co-operative advertising plans of more than 850 manufacturers will cause an additional 5% growth in radio in 1977. A 5% increase translates into \$82 million in radio revenues. The directory, titled "The Money Book," will be released to RAB members early next month, Mr. David said.

One item capturing radio executives' attention was NAB engineering Vice President George Bartlett's prediction that the day when a station transmitter can run automatically "is in the very, very near



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Scenes from NAB/RAB meeting. (1) Raymond Saadi of KHOM(FM) Houma, La., asked Richard Shibeen (not pictured), chief of the FCC renewal and transfer division, a question about ascertainment. **Radio meeting.** (2) Roger Rice, president of the Television Bureau of Advertising, reported that nearly all the talk by creative media people at the Association of National Advertisers' annual meeting in Colorado Springs two weeks ago was about television. The print media got the short end. **TV seminar.** (3) FCC Chairman Richard E. Wiley. (4) Mike Edwards of KTBB(AM) Tyler, Tex., led an RTNDA session on beginning and maintaining a small market radio news operation. **Radio reporting.** (5) A panel on

investigative reporting featured (l-r) David Day, Texas State Network; Don Watson, KPRC(AM) Houston; Jonathan Hall, NAB assistant Radio Information Office director, moderator; David Scribner, Doubleday Broadcasting, Dallas. **Radio session.** (6) William Honeycutt of KDFW-TV Dallas, presented the forum, "What automatic transmission systems mean to the broadcaster." **Engineering seminar.** (7) Senator Ernest F. Hollings (D-S.C.). (8) Spencer Denison, executive director of the Television and Radio Political Action Committee and Education Committee, appealed for broadcaster money to contribute to the political campaigns. (9) RAB President Miles David kicked off the NAB/RAB meeting.

future." He said he thinks the automatic transmitter "is the way to go," but does not expect everyone will use them. "Everybody doesn't buy a Cadillac auto, but it's there. It's available." He labeled "archaic" the requirement that a first-class operator be on hand all the time to watch electronic equipment operate.

Mr. Bartlett also predicted that AM stereo will be approved by the FCC within a year. FM quadrasonic, on the other hand, is a low priority at the commission, he said.

For the news side there was a session on investigative reporting, which brought advice from three newsmen that investigative reporting will boost a radio station's image in the community. David Scribner of Doubleday Broadcasting, Dallas, an NAB radio board member, said television and newspapers are stalwarts of communications in communities. Radio could

be, too, he said with more investigative reporting and editorializing.

Don Watson of KPRC(AM) Houston said stations whose news is little more than announcing school closings and locations for swine flu vaccinations are more in the advertising than news business. David Day, of the Texas State Network, Austin, urged stations to promote their investigative stories ahead of time. "Newspapers do the same thing in the form of headlines," he said. Another type of promotion he counseled using is to send tapes or transcripts to authorities and legislators to quote in speeches—the same way they now quote the *New York Times* or *Washington Post*. "Virtually all reporting is investigative," Dr. Day said. "Some just needs a little more investigation."

Mr. Scribner, chairman of the NAB free press committee created last June, said next year's NAB convention in Wash-

ington will have the theme "The First Amendment: the Public's Right and the Broadcasters' Responsibility."

The lead-off event at the TV conference, which ran concurrently with radio and engineering, was a panel discussion on cable television. Samples from it found Ben Conroy, a cablecaster with Communications Properties Inc., Austin, arguing, "I guess some people just don't like to accept change," a reference to broadcast resistance to cable growth. "Maybe some day we'll both go hand in hand to the FCC to seek protection from satellite-to-home broadcast," he said.

Mr. Conroy's admission that his system could not afford to originate programming, roused Washington attorney Michael Bader to charge the House Communications Subcommittee staff with perpetrating a "preposterous fraud." The subcommittee staff published a report in January

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Just the facts. The National Association of Broadcasters has engaged the Wharton Econometric Forecasting Associates, Philadelphia, to perform a study of broadcast audience loss traceable to cable distant signal importation. The association set aside up to \$100,000 for the study, expected to take six months and cover the whole country. It was authorized in response to repeated calls from Congress and the FCC for proof of harm inflicted by cable on broadcast stations.

looking toward cable as an alternative to the networks' mass programming. Mr. Bader is partner of Haley, Bader & Potts.

Sol Schildhouse, former FCC Cable Bureau chief, now partner in the Washington law firm, Farrow, Schildhouse & Dent, favored removing restriction on payable access to feature motion pictures. "Sports should be protected," he said, "but films? What the hell? They're like jellybeans."

Charles Tower of Corinthian Broadcasting, New York, was the most vigorous advocate of strong regulation of cable. D. B. (Tack) Nail of *Television Digest* was moderator.

The Radio and Television News Directors Association contributed a session on electronic news gathering to the TV meeting. Its expert was Larty Weidman of

KPRC-TV Houston, who declared ENG neither the "be-all" nor "end-all" of local TV news. He said KPRC-TV, which still uses film half the time, likes ENG because the picture quality is as good as film or better, because it can be microwaved immediately back to the station, thereby allowing more editing time. ENG's drawbacks, on the other hand, are that it is less portable than film—KPRC's police beat units still use film—and more things can go wrong with a tape camera. In the years ahead, Mr. Weidman said, equipment will improve.

The engineering conference was devoted to presentations on the FCC's remote pickup rules, by M.E. McClanahan of Marti Electronics, Cleburne, Tex.; maintenance of TV broadcast facilities, by Cecil Smith of Tektronix, Beaverton, Ore.; the status of AM stereo, by Eric Small of Eric Small Associates, San Francisco; automatic transmission systems, by William Honeycutt, KDFW-TV Dallas; improving coverage through signal processing, by Robert Weirather of Harris Corp., Quincy, Ill., and circular polarization for television, by Robert Winn of RCA Corp., Camden, N.J.

NAB held a second regional meeting in Denver Thursday and Friday last week. There are five to go: Portland, Ore., Oct. 25-26; New York, Nov. 11-12; Atlanta, Nov. 15-16; Chicago, Nov. 18-19, and Washington, Nov. 22-23.

Public unloads frustrations on FCC at regional in Houston

Complaints are mostly about programming; commission notes its lack of authority in that area; Wiley meets individually with broadcasters

"When I came here, I didn't realize how little authority you have" was typical of the repeated, frustrated, comments from TV viewers and radio listeners during give and take with FCC members in Houston last week.

The four-hour, nonstop grilling of the commission was part of the FCC's ninth regional meeting, this one on the coattails of the National Association of Broadcasters fall meeting at Houston's Hyatt Regency hotel (page 30). Regionals are when the commission members "get theirs," FCC Chairman Richard E. Wiley told broadcasters Tuesday afternoon. And they did, although they got off relatively easy compared to previous confrontations with the public, notably at FCC regionals in Chicago and Boston, where the ex-



TR-600A: the new quad VTR with Super Highband/ Pilot Tone.

change was extremely heated.

Of the more than 100 persons given a chance to ask questions, only three asked about citizen band radio, a booming past-time in Texas. Chairman Wiley said that in contrast more than 95% of phone-in questions on a radio show the previous night had dealt with CB. The show aired on KRLD(AM) Dallas and featured Mr. Wiley, Commissioner Benjamin Hooks and several FCC staffers.

Questions Tuesday night dwelled instead on TV programming and advertising. Sex and violence on TV were a dominant concern, evidenced by the comment from one member of the audience: "As I understand it, freedom of speech does not mean freedom to pervert or contribute to the delinquency of a minor." She drew applause. So did a man who, standing with two small children, demanded that the commission "explain to my kids (1) what a hooker is, and (2) what a pimp is." He said he had been forced to discuss prostitutes and procurers with his children after they had seen characterizations of both on television.

The commission, represented by Chairman Wiley, Commissioners Hooks and Margita White, and eight staff members, said it cannot—nor does it think it a good idea to—involve itself in programming decisions.

Other questioners complained about the depiction of blacks and chicanos in TV dramas, about commercials for vaginal

deodorant sprays and about the networks' failure to schedule black college football games.

The crowd received the commission's message with mixed feelings. "Apparently you don't have much authority," one taunted. Another complained he was not getting his "money's worth" from the commission: "From what I've heard tonight, all we can do is appeal to local TV and radio." Said another, "We realize you don't have much authority. What suggestions do you have? We've tried it all." Still another said, "We've had a lot of frustration in this room tonight."

Commission Hooks replied in part for the commission. In matters such as minority hiring and requiring stations to keep public files, "I would not want this audience to think the FCC is powerless," he said. He added that "I don't understand" the "defeatist" tone of the complaints from minority spokesmen, mainly blacks and chicanos, in the Houston audience. Minorities, Mr. Hooks said, "have won significant battles . . . you've seen the print press remain at 3% minority employment while broadcasters moved to 14%."

Chairman Wiley also chafed under the criticism. "I don't think we've indicated we're powerless," he said. "We've taken stronger action against bad broadcasters in the last two years" than ever before.

An implication by one questioner that the FCC had been used by former President Richard Nixon to go after the

licenses of the Post-Newsweek stations drew strong denials from Chairman Wiley and Commissioner Hooks. Mr. Hooks added that in his opinion the mere possibility of political pressure on an agency "ought to make people wary of giving the FCC too much power" over broadcast program content.

Other issues touched on at the Tuesday Q & A included the fairness doctrine, loud commercials, TV image of women, reruns "butchered" to allow for more commercials, subliminal TV programming and ascertainment, including a demand from a representative of the Gay Political Caucus that gays be included in ascertainment surveys.

Some of the questions involved personal complaints, such as the one from the minister who lost his weekly radio show and from a woman who said she was offended by the "terrible" singing of a radio broadcaster who she said frequently broadcasts his own recordings.

The session was for the public, but the broadcasters' presence was felt when a TV light abruptly flared and exploded. A master breaker controlling a bank of lights on the ceiling failed at the same time. The ensuing interruption was only seconds long, however. The lights belonged to KPRC-TV Houston, which taped the entire event, which was to be edited to one and a half hours and aired last Sunday (Oct. 24) evening. Noncommercial KUHT(TV) also filmed the meeting; other local TV sta-

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tions covered it intermittently.

The public meeting followed an afternoon of broadcaster-FCC meetings during which FCC staff members answered broadcasters' questions, and Chairman Wiley, in a fashion that reminded some of a confessor, received broadcasters one by one to hear their troubles. Estimates of the afternoon attendance ran between 500 and 800.

Early in the day, Chairman Wiley, Commissioner Hooks and staffers met privately with representatives of black media groups, led by Pluria Marshall, chairman of the National Black Media Coalition, and including spokesmen for the local Black Communicators' Association. The blacks brought charges of unfair treatment from broadcasters. Chairman Wiley said he would be willing to listen if they could produce documented proof.

The FCC stages its 10th regional in Kansas City, Mo., this Thursday, Oct. 28. Chairman Wiley and Commissioner Hooks will appear on another radio call-in show on KMOX(AM) St. Louis Wednesday.

Strictly his own business

RCA Corp. reported last week that its internal investigation into the circumstances surrounding the resignation of Anthony L. Conrad as president and board chairman has to date produced no evidence that Mr. Conrad's failure to file personal income

tax returns was related to RCA business (BROADCASTING, Sept. 20 et seq.).

RCA said the investigation will continue and a final report will be made to the board within a few weeks. The probe is being conducted by Fowler Hamilton of the New York law firm of Cleary, Gottlieb, Steen & Hamilton and Alan Berk of Arthur Young & Co., certified public accountants.

Top paychecks in the world of public broadcasting

CPB, PBS and NPR salaries for their presidents are in \$60,000-\$70,000 range

Not all the big salaries in the broadcasting world are confined to the commercial side of the business. A canvass of the salaries of top executives at the Corporation for Public Broadcasting, the Public Broadcasting Service and National Public Radio shows CPB President Henry Loomis leading the noncommercial pack at \$70,000 per year. Not far behind are PBS's President Lawrence Grossman and Vice Chairman Hartford Gunn Jr., both at

\$63,335. And at National Public Radio, Lee Frischknecht, president, takes in \$60,000 annually.

The board of the Corporation for Public Broadcasting, meeting in executive session last month, voted salary increases, effective Sept. 25, for officers and other employees. Receiving raises were Henry Loomis, from \$65,000 to \$70,000; Scott Miller, executive vice president, from \$57,500 to \$61,500; Donald Quayle, senior VP and director of broadcasting, from \$57,000 to \$61,500; Ben Posner, VP, finance, planning and administration, and treasurer, from \$50,000 to \$53,000; Thomas Gherardi, VP, general counsel and corporate secretary, from \$50,000 to \$53,000. Adele Greene, VP, public affairs, continues with a \$50,000 salary since she has been with CPB less than a year. CPB said that its former president, John Macy, earned \$65,000 in 1970 and that the last pay increase came a year ago.

Other CPB employees were given a 5% cost-of-living raise.

At the Public Broadcasting Service, members of the executive staff reporting to either Mr. Grossman or Mr. Gunn received raises in the neighborhood of \$3,000 as of the first of this year. Their salaries: Dan Wells, VP-distribution, \$50,162; Mike Hobbs, VP-corporate secretary, \$48,756; Norman Sinell, VP-corporate management and general counsel, \$46,652; Chloe Aaron, senior VP-pro-



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Loomis



Grossman



Gunn



Frischknecht

graming (who joined PBS this summer), \$45,000; Frank Little, VP-development, \$43,615, and Charles Lichenstein, VP-public information and national affairs, \$37,322. Division chiefs earn in the neighborhood of \$35,000; subchiefs, between \$25,00 and \$27,000.

At National Public Radio, both Lee Frischknecht and Presley Holmes, vice president-programming, got raises as of Oct. 1. Mr. Frischknecht's salary went from \$55,000 to \$60,000 and Mr. Holmes's, from \$45,000 to \$47,250. William Ahlstrom was hired as VP-corporate relations earlier this year, at \$40,-00.

Media Briefs

Reconsideration rejected. FCC denied petition for reconsideration of earlier

denial of fairness doctrine complaint filed by William Zosel and Northern Plains Resource Council against KGHL(AM) Billings, Mont. Initial complaint contended that station had broadcast series of ads for Montana Power Co. that gave company's viewpoint on proposed construction of power generating facilities and failed to afford reasonable opportunity in its programming for opposing point of view.

No fooling. KTXL(TV) Sacramento, Calif., would be denied renewal of license in initial decision of FCC Administrative Law Judge Reuben Lozner. Judge Lozner charged KTXL attempted to mislead commission by submitting false document purporting to show that competitor, KMUV-TV Sacramento, did not reveal to FCC that Sidney Grayson, convicted of income tax evasion, was officer of KMUV-TV. Judge Lozner said it was established that Grayson was not officer of KMUV-TV and

that document was false. Initial decision becomes effective in 50 days unless there is an appeal.

Wrong again. KXKW(AM) Lafayette, La., says it has, contrary to complaint filed with FCC by citizen groups, complied with commission directive ordering it and 11 other Louisiana radio outlets to submit further EEO information before their licenses would be renewed. Louisiana chapters of National Organization for Women, Southern Media Coalition and National Welfare Rights Organization had charged that KXKW and three other stations had "not bothered to comply" with FCC EEO directive (BROADCASTING, Oct. 4), later admitted error with regard to three other stations.

Eight to ABC. ABC's American FM Radio Network has signed five major market stations as affiliates: WMMR(FM) Philadelphia; WGCL(FM) Cleveland; KAFM(FM) Dallas; WSM-FM Nashville and KAFG(FM) Oklahoma City. WMMR, owned by Metromedia, broadcasts on 93.3 mhz with 25 kw. WGCL, owned by Oliva-Neuhoff Broadcasting, is on 98.5 mhz with 40 kw. KAFM, owned by KRDL Corp., is on 92.5 mhz with 100 kw. WSM-FM, owned by WSM Inc., is 95.5 mhz with 100 kw. KAFG, owned by Covenant Radio of Oklahoma Inc., is on 102.7 mhz with 100 kw.

WBNS(AM) Columbus, Ohio, and WERE(AM) Cleveland have been signed as

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affiliates of ABC Radio's American Information Radio Network, and WQBK(AM) Rensselaer, N.Y., has become affiliate of ABC Radio's American Entertainment Radio Network. WBNS, owned by RadioOhio Inc., formerly affiliated with CBS, broadcasts on 1460 khz with 5 kw-D, 1 kw-N. WERE, owned by Oliva-Neuhoff Broadcasting, formerly subscriber to NBC Radio's News and Information Service, broadcasts on 1300 khz with 5 kw. WQBK, owned by People Communications Corp., broadcasts on 1300 khz with 5 kw.

Reunited. KIRO(AM) Seattle will return to CBS Radio fold as affiliate on Dec. 1 after three-and-a-half years of joint affiliation with NBC and Mutual. KIRO broadcasts 24 hours a day on 710 khz with 50 kw and is owned by Bonneville International Corp.

Storer surges in the third quarter

Profits before taxes on broadcast operations increase nearly 100%

Storer Broadcasting, now primarily a radio/television operation following its sale earlier this year of Storer Leasing, reported last week that its third-quarter pre-tax profits from continuing operations were nearly double those of the compara-

ble 1975 period: \$5,316,000 against \$2,680,000. The company also said its nine-month operating profits were up nearly 74%, \$19,323,000 against \$11,130,000.

Third quarter revenues from continuing operations rose from \$23,000,000 in 1975 to slightly less than \$30,000,000 this year. Operating revenues for the first nine months of this year increased from \$70,200,000 to \$90,000,000.

After-tax income on continuing operations totaled \$2,443,000 (\$.48 a share) in the third quarter, against a loss (including a book-value \$2,338,000 loss on Delta Air Lines securities received in a 1972 merger and sold in 1975) of \$430,000 (\$.07) in the comparable 1975 period. For the nine months, after-tax figures from continuing operations were \$9,175,000 (\$1.68 a share) against \$3,097,000 (\$.54) in 1975.

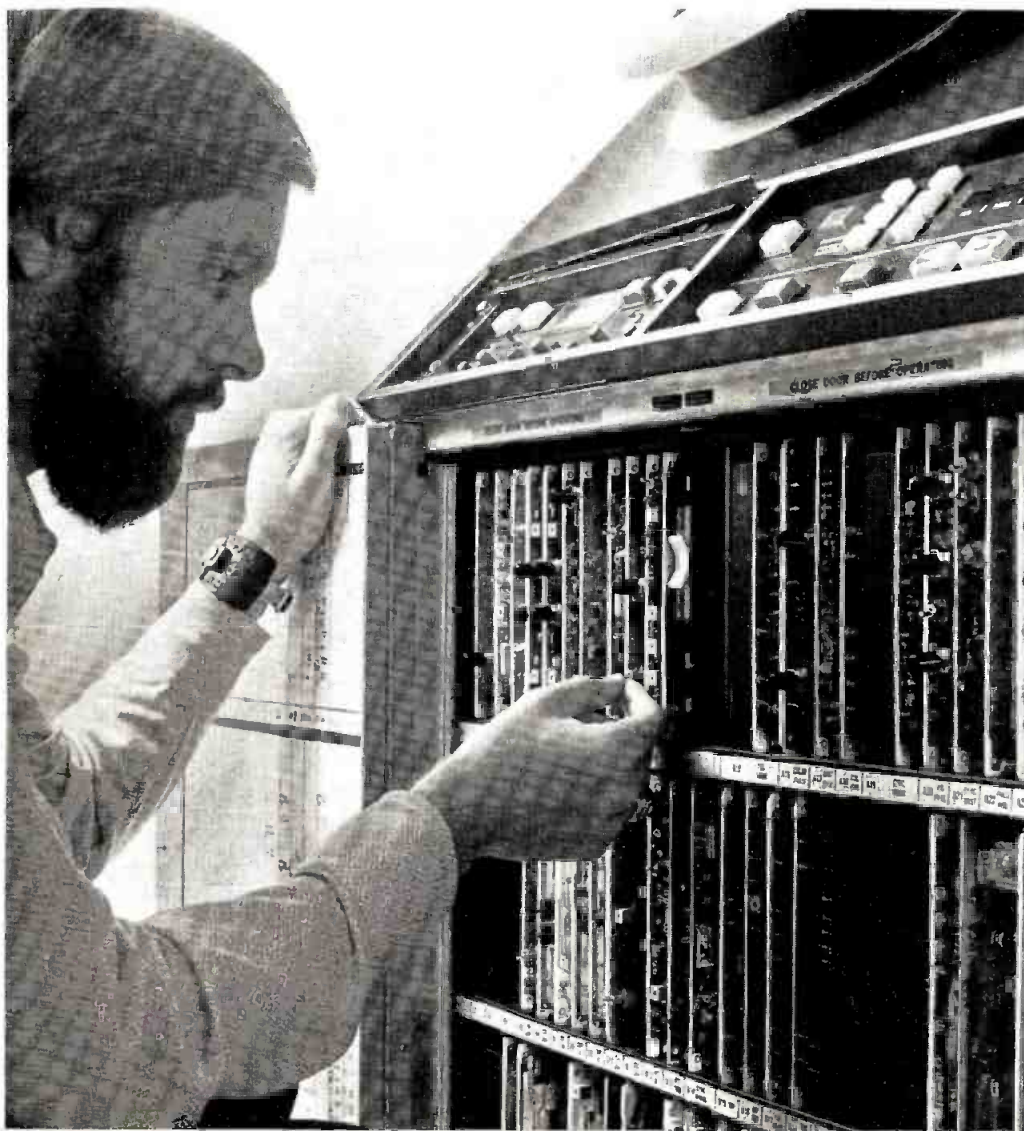
Net income, including discontinued operations, was \$9,957,000 (\$1.97 a share) for the third quarter and \$17,037,000 (\$3.11 a share) for the nine months against \$1,748,000 (\$.31) and \$8,575,000 (\$1.50), respectively, a year ago. The current nine-month figures include a gain of \$7,475,000 on the sale of Storer Leasing. The 1975 figures include gains of \$2,326,000 on the sale of the Boston Garden and Boston Bruins hockey team and \$2,769,000 on the sale of several Storer Leasing aircraft.

Houser offers some thoughts on revamping of license renewal

OTP head tells Van Deerlin he likes longer term for licensee and thinks incumbent operator is entitled to consideration at renewal time; says he and Wiley have agreed to seek some formula for minorities

Broadcasters have a supporter in Thomas J. Houser, director of the Office of Telecommunications Policy, as far as license-renewal matters are concerned. He favors a five-year rather than a three-year license period, and would strengthen an incumbent licensee against challenges from competing applications at renewal time. He also favors some—as yet undefined—"bias" in favor of minorities who are competing for new facilities.

Mr. Houser made his views known in a letter to Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, sent Sept. 15, and made available last week. The letter was in connection with the sub-



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committee's planned hearings on license renewal legislation which were never held.

As for a five-year license, Mr. Houser says that would be appropriate for the mature and complex industry broadcasting has become, and consistent with the terms for all other radio licenses granted by the commission—and would also lead to a reduction in the workload on the commission.

Mr. Houser says he does not favor legislation that was introduced to protect broadcasters at renewal time by prohibiting the commission from considering a competing application until the renewal of the incumbent's license has been found to be unwarranted. Although favored by broadcasters, he says such legislation would eliminate the "competitive spur."

He favors the approach to providing industry stability the administration proposed in the bill drafted by OTP under its first director, Clay T. Whitehead, in 1972. That measure would have required a challenger to bear an initial burden of making a prima facie case that the renewal applicant had failed to meet the renewal criteria before the commission would set the competing applications for hearing. Mr. Houser also favors the provision in the Whitehead measure which would have barred the commission from considering diversification of control of mass media as a factor in determining whether to renew a

station's license. Diversification is a legitimate issue in hearings between new applicants, he said. But a renewal applicant, with other media interests should, like other licensees, be judged on his "performance," Mr. Houser said.

As for the "legitimate interest and desires of minorities" to participate in broadcast ownership, Mr. Houser said "ambushing broadcasters at renewal time" is not the way to meet that interest and those desires. But he said he and FCC Chairman Richard E. Wiley have agreed to search for a means by which the government could show "some sort of bias in favor of minorities in competing comparative applications for new facilities."

Mr. Houser noted that Chairman Wiley had suggested that minority ownership and operation of broadcast stations must be addressed in connection with adoption of a lottery system of selecting winners of comparative hearings involving new facilities. And the OTP director said that "some sort of lottery" is a plausible solution to the problem of delay in the selection of comparative-hearing winners.

Although Mr. Houser submitted the letter for whatever use the Communications Subcommittee might make of his views in the next session of Congress, it is possible that, with a presidential election Nov. 2, the views may soon be those of a lame duck administration.

Government-industry 'revolving door' hit by Common Cause

Lobby urges restrictions on movement of executives between agencies and private sector

Common Cause, the public-interest lobbying organization, has released the results of a study it says indicates the need for tough new regulations to guard against conflict of interest on the part of government officials. Common Cause President David Cohen says the study, which provides examples of actual and potential conflicts throughout the federal bureaucracy, shows that "existing regulations are weak and enforcement procedures are too often ignored."

The study identifies what it says are three major problem areas—lax or nonexistent financial reporting and enforcement within executive branch agencies; potential conflicts among hundreds of top government officials as a result of their previous employment or personal holdings, and interchange of personnel between regulatory agencies and related industries.

To deal with these matters, Common Cause would, among other things, ban former officials for two years after leaving

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government from working for a company that was affected by government proceedings in which they participated or from representing any party before their former agency, and would require them to report their current occupation and place of employment.

Common Cause also suggests that executive branch officials and top employees be required to make public annual financial statements and to divest themselves of all financial interests in any company or organization affected by a government proceeding in which they participate.

The study produced evidence of the passage of individuals between industry and government. It noted that 51% (or 19) of the 37 senior officials of the FCC who have been hired between 1971 and 1975 came from private enterprises that the commission regulates. It also said that five of the six Federal Trade Commission members appointed in the same period came from firms regulated by the FTC or from their law firms, and that all five who left in the same period have taken jobs with such companies or their law firms.

Over-all, in that time, 52% (or 22) of the 42 regulatory commissioners appointed came from the industries regulated by their agency, or their law firms, and 48% (or 17) of the 36 commissioners who left government service during the period joined regulated industries, or their law firms.

Common Cause also examined another

aspect of the "revolving door" between regulatory agencies and industry—the contacts former officials now in companies regulated by their former agencies, or their law firms, maintain with those agencies. Twenty of the 29 individuals whose agency dealings were examined were found to have contacted their former agency on matters of policy or on specific proceedings. Among those listed were three former FCC commissioners—Kenneth Cox, now with Haley, Bader & Potts; Dean Burch (a former chairman), now with Pierson, Ball & Dowd; and Thomas Houser, who at the time of the study was with Sidley & Austin, but who is now director of the Office of Telecommunications Policy. One former FTC member is listed—Everette MacIntyre, now with McKean, Whitehead & Wilson.

Lawyers protest conflict-of-interest proposals by D.C. bar

The Washington, D.C., bar's legal ethics committee is hearing officially what it has been hearing unofficially for the past several months: Lawyers in government and the law firms that represent clients before the government are opposed to the committee's latest proposed ruling, one that could disqualify law firms from working on matters in which a member had had

a "substantial responsibility" while in government.

The proposed ruling, tentatively adopted in May, is said to be aimed at preventing not only a conflict of interest on the part of law firms with ex-lawyers in their employ but the appearance of such a conflict. In that, it goes further than American Bar Association standards of ethics.

The FCC's general counsel, Werner Hartenberger, is among those expressing opposition to the proposed advisory. Writing in behalf of the commission and its attorneys, Mr. Hartenberger made the point central to most objections: "Adoption of the tentative opinion would seriously and unfairly limit the career opportunities of attorneys presently in government service and, in addition, would severely disrupt the efforts of this agency to recruit capable and talented lawyers."

A second letter from the commission staff came from J. Clay Smith, deputy general counsel. He made the additional argument that the proposal might have the effect of creating "yet another barrier of entry into the private practice of law [for minority attorneys] and conflict with the affirmative action requirements statutorily imposed on private law firms to recruit qualified minority applicants. The proposed rule may well place black lawyers and women lawyers in the back of the bus."

Opposition was also expressed by Federal Trade Commission Chairman Calvin J. Collier, and attorneys in the Department of Justice, the National Labor Relations Board, the Securities and Exchange Commission as well as such firms as Covington & Burling, Wilmer Cutler & Pickering, Hogan & Hartson and Steptoe & Johnson. In all, opposition was expressed in more than 40 filings. The proposal was supported by about a half-dozen individuals, including some private and government attorneys.

Changing Hands

Announced

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

■ KRIS-TV Corpus Christi, Tex.: 47.5% interest sold by Helen Smith to son, T. Frank Smith Jr., for \$600,000. Buyer, who already owns 5%, will simultaneously inherit 47.5% from estate of father. Smiths have no other broadcast interests. KRIS-TV is NBC affiliate on channel 6, with 100 kw visual, 10 kw aural and antenna 650 feet above average terrain.

■ WGRG-AM-FM Pittsfield, Mass.: Sold by Radio Pittsfield Inc. to Allan W. Roberts for \$236,700. Principals of seller are Melvin Gordon and Gerry Graham who have no other broadcast interests. Mr. Roberts is principal owner of WARE(AM) Ware and WDEW(AM) Westfield, both Massachusetts. WGRG is 1 kw daytimer on 1110 khz. WGRG-FM is on 95.9 mhz with 710 w and antenna 560 feet above average

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■ Other sales reported by the FCC last week include: WKOT(AM) Kingston, N.Y.; WOB(AM) New Bern, N.C.; KYET(AM) Payette, Idaho; KFRN(FM) Amarillo, Tex. (see page 69).

Approved

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

■ KDNT-AM-FM Denton, Tex.: WSLC(AM)-WSLQ(FM) Roanoke, Va.; KFDW-TV Clovis, N.M.: Sold by Bass Broadcasting Stations to Mel Wheeler Inc. for \$2,171,000 plus assumption of about \$325,000 in liabilities. Seller of radio stations is owned by brothers, Robert M., Sid R., Edward P. and Lee M. Bass (25% each). KFDW-TV is owned 48.42% by brothers and 51.58% by their father, Perry R. Bass. Bass family has been selling broadcasting properties to devote resources to oil and gas exploration and production and has no stations left. Buyer is owned by Melvin L. Wheeler, president and director of seller. Mr. Wheeler also owns 50% of KITT(FM) San Diego, and is vice president and 25% owner of KROD(AM)-KUOE(FM) El Paso, Tex. KDNT operates full time on 1440 khz with 5 kw. KDNT-FM is on 106.1 mhz with 100 kw and antenna 265 feet above average terrain. WSLC is on 610 khz with 5 kw day and 1 kw night. WSLQ(FM) is on 99.1 mhz with 200 kw and antenna 1,890 feet above average terrain. KFDW-TV is CBS affiliate on channel 12 with 178 kw visual, 35.3 kw aural and antenna 670 feet above average terrain.

■ WCJB(TV) Gainesville, Fla.: Sold by Minshall Broadcasting Co. to Community Broadcasting Service for \$1,879,000 plus \$500,000 covenant not to compete. Seller is owned by William E. Minshall (74%) and six minority stockers. Mr. Minshall has no other broadcast interests. Buyer is owned by Diversified Communications Inc. of Camden, Me., which also owns WABI-AM-TV-WBGW(FM) Bangor, Me.; WAGM-AM-TV Presque Isle, Me.; New England Cablevision Co., and various publishing and communications interests. Diversified is controlled by Horace A. Hildreth and five members of Hildreth family. Mr. Hildreth is former governor of Maine. WCJB is ABC affiliate on channel 20, with 427 kw visual, 87.1 kw aural and antenna 680 feet above average terrain.

■ WCTI(TV) New Bern (Greenville), N.C.: Sold by Continental Communications Inc. to Malrite Broadcasting Co. for \$2 million. Seller is principally owned by Quanta Systems Corp., Rockville, Md., manufacturer of communication, electronic and mechanical-engineering equipment. Quanta had been buying up stock in financially troubled seller to protect its original 20.76% investment. Buyer, principally owned by Milton Maltz, owns WBRB-AM-FM Mount Clemens, Mich.; KEEY-AM-FM St. Paul; WNYR(AM)-WEZO(FM) Rochester, N.Y.; WHK(AM)-WMMS(FM) Cleveland and WZUU-AM-FM Milwaukee. WCTI is ABC affiliate on channel 12 with 316 kw visual, 31 kw aural and

antenna 940 feet above average terrain.

■ Other sales approved by the FCC last week include: wVEL-FM Fayette, Ala.; KDXE(AM) North Little Rock, Ark.; WKMK(AM) Blountstown, Fla.; WREV(AM) Reidsville, N.C.; WSTX(AM) Christiansted, V.I. (see page 69).

FCC plans session to study barriers to minority ownership

Secrest to head project that will be open to all with input on subject

The FCC is taking on an active role in examining a problem that has long troubled minorities—the lack of minorities in broadcast and cable-television ownership. The commission, at the suggestion of Chairman Richard E. Wiley, has voted to sponsor a minority ownership conference on ways in which the number of minority owners of broadcast properties and cable systems could be increased. The commission estimated that less than one half of 1% of the nation's 8,500 broadcast stations are owned by blacks and said that other minorities may have a similarly low level of ownership.

The conference will include participants from the public, government and broad-

cast industry, and will focus on such matters as:

■ Financing problems facing minorities and whether low-interest government loans or other incentives should be made available to minority applicants.

■ Whether the educational and training opportunities available to minorities are adequate.

■ Possible impediments in the marketplace which would make it unlikely that station brokers would contact prospective minority applicants, or which might discourage applicants from seeking to enter the ranks of broadcast ownership.

■ Whether governmental policies discourage minority ownership.

The date of the conference and the individuals who will participate have not yet been set. Planning is under the direction of a staff committee that is headed by Lawrence Secrest, deputy general counsel, and that includes personnel from the Broadcast Bureau and the industry Equal Employment Opportunity unit. Commissioner Benjamin L. Hooks's office is also involved in the planning.

Road ahead looks clear for sale of WRVR

Sonderling Broadcasting Corp. said two weeks ago it wouldn't reduce the all jazz format of WRVR(FM) New York if the FCC would grant the \$2.3 million purchase

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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
American Television and Commu- cations.....	3 mo. 9/30	11,888,118	+23.7	1,277,045	+58.9	.35	9,809,184	813,845	.21
Capital Cities Communications.....	9 mo. 9/30	153,875,000	+22.7	25,238,000	+44.4	3.25	125,354,000	17,467,000	2.26
Communications Satellite.....	9 mo. 9/30	129,034,000	+21.5	29,497,000	-18.5	2.95	108,181,000	36,157,000	3.62
Filmways.....	6 mo. 8/31	57,857,000	+20.3	1,187,000	+36.4	.51	48,058,000	870,000	.38
Gannett.....	9 mo. 9/26	298,003,517	+15.6	32,720,677	+22.7	1.51	257,864,099	26,661,379	1.24
Heritage Communications.....	9 mo. 9/30	3,206,495	+67.3	(42,885)	*	(.32)	1,916,351	(363,346)	(1.06)
3M.....	9 mo. 9/30	2,638,000,000	+12.5	249,500,000	+18.9	2.17	2,346,000,000	209,900,000	1.83
Scripps-Howard.....	9 mo. 9/30	33,540,861	+25.7	7,609,178	+40.7	2.94	26,679,629	5,408,051	2.09

*Change too great to be meaningful.

from Riverside Broadcasting Co. (BROADCASTING, Oct. 11). As a result, a citizens group opposing the sale has told the FCC it is dropping its objections.

The Citizens Committee to Save Jazz Radio also stands to gain \$10,000 in expenses and legal fees if the FCC approves the transfer and accepts Riverside's proposal to reimburse the committee. Riverside said it would pay the expenses itself, and that Sonderling was not involved in the deal. Sonderling had originally proposed to retain a heavy schedule of jazz at night, but mix the jazz daytime format with rhythm and blues. Sonderling withdrew its format change plans just before the case would have gone into hearing.

Communications Act rewrite cheered by OTP's Houser

FCBA told of potential for positive regulation that would encourage growth and foster better attitude towards government

To Thomas J. Houser, the director of the Office of Telecommunication Policy, the rewriting of the Communications Act of 1934—a project that Chairman Lionel Van Deerlin (D-Calif.) of the House Communications Subcommittee has promised to start in the Congress convening in January—offers hope for a new approach to the regulation of the communications industry.

"The central theme for such a mammoth undertaking," he told the Federal Communications Bar Association in Washington last week, "is to insure that government regulation encourages rather than frustrates the growth of new technology; that the negativism which has been the hallmark of our historical regulatory approach, be superseded by a "regulatory positivism" that encourages individual and corporate creativity and scientific experimentation.

"What," he wondered, "if we had asked Orville Wright for his pilot's license? (He never would have gotten off the ground.)"

Mr. Houser became ill shortly before he

was to deliver the speech to the FCBA at its regular monthly luncheon on Monday (Oct. 18), and his remarks were read for him by William Thaler, OTP's acting deputy director.

In his prepared remarks, Mr. Houser endorsed Representative Van Deerlin's comment that regulatory failures in the communications industry cannot be remedied by a "Band-aid amendatory approach" but only through a new law that "addresses the communications issues of today and tomorrow, not last year."

But he cited two objectives to be kept in mind as the rewriting project proceeds: Continued efforts to prevent substantial marketplace abuse, and to "provide a regulatory environment which anticipates and encourages technological advance." The latter might be achieved, he said, by providing incentives for experimentation and for expedited authorization of new services and facilities."

Mr. Houser too noted that revision of the Communications Act is a long-term goal. For the short term, he said, government should continue efforts at deregulation. And in that connection, he noted with approval FCC actions, which, in broadcasting alone, "have eliminated almost 500 regulations found to be unnecessary or duplicative."

Mr. Houser sought to make it clear he is one of those bureaucrats who favor rolling back the ocean of regulations with which, they say, American business must contend. He noted that, since assuming office in July, he has spoken in favor of such proposals as an extended broadcast license term, a lottery system for broadcast allocations (see page 38) and an experimental elimination of the fairness doctrine as it applies to radio in the 10 largest markets.

Phone holdings held no bar to FM grant in Arab, Ala.

FCC has affirmed a review board decision granting a construction permit for a new FM station in Arab, Ala., to an applicant under common ownership with the local telephone company. The applicant, Brindlee Broadcasting Corp., is 80% owned by Sid L. McDonald, 50% owner of Brindlee Telephone Co. The issue was before the commission on appeal by a

competing applicant, Marshall County Broadcasting Co., whose proposal was denied largely on grounds of concentration of control of media; it owns AM stations in four Alabama communities, including Arab. Commissioner Benjamin L. Hooks dissented to the denial of a review on the ground that the commission five years ago, in a case involving a telephone company application to operate a radio station, held that commission policy regarding such ownership was so uncertain as to require a hearing.

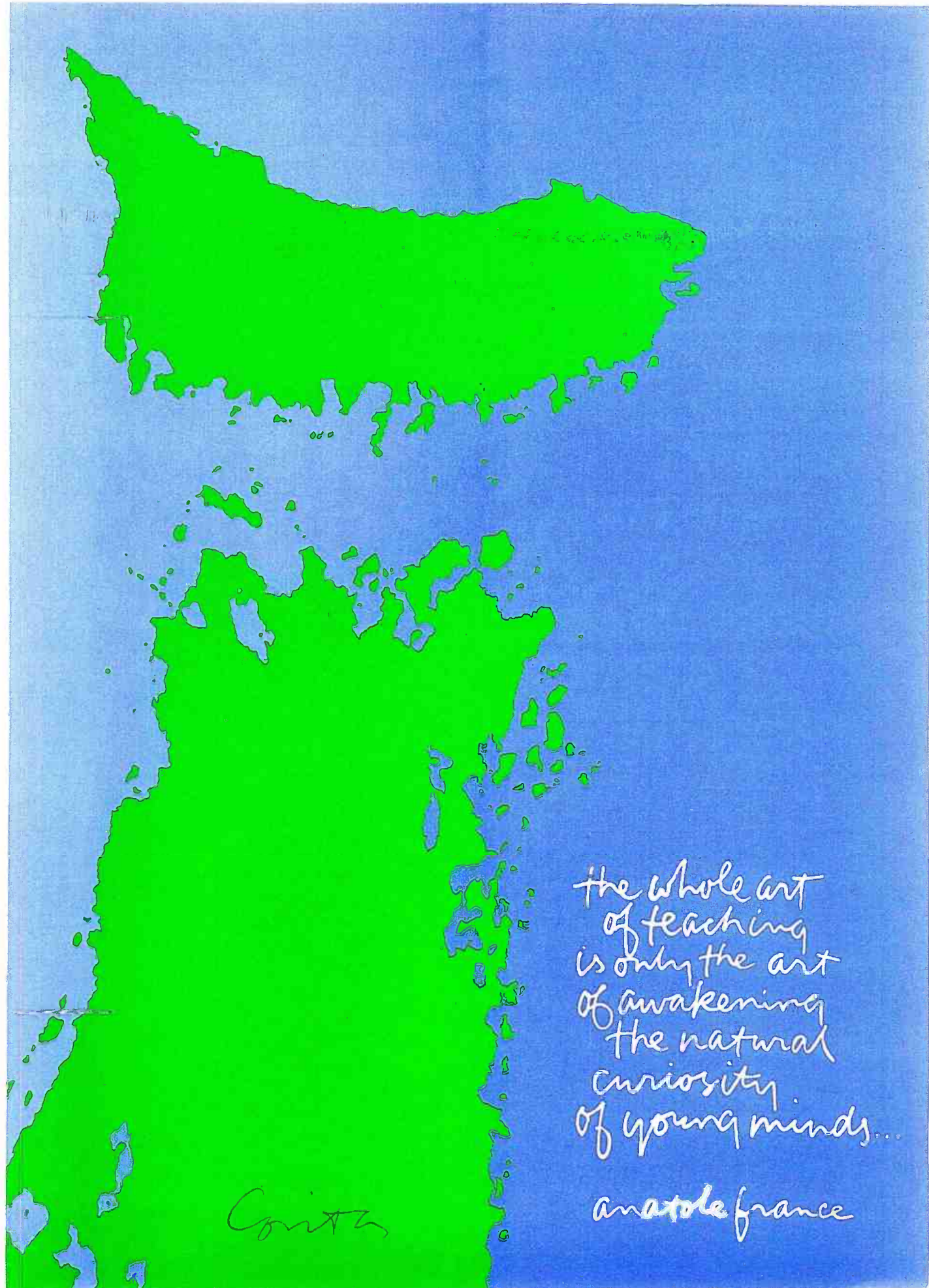
Groups ask court to review requests for license renewal

Organizations disagree with FCC approval to WJBK-TV and WAXC; take issue to Washington court

Two citizen groups have asked the U.S. Court of Appeals in Washington for review of FCC grants for renewal of license of Storer Broadcasting Co.'s WJBK-TV Detroit and Sande Broadcasting Co.'s WAXC(AM) Rochester, N.Y. (both BROADCASTING, Sept. 20).

In one case, the Inter-Faith Centers for Racial Justice, an organization supported by Detroit-area religious groups including various churches and individuals, protested that the commission granted WJBK-TV's license renewal without a hearing. It had petitioned the FCC for denial of WJBK-TV's license alleging the station did not present sufficient public affairs programming and that it violated the fairness doctrine and other FCC rules.

In another case the Rochester Black Media Coalition complained that the commission's decision to renew WAXC's license did not resolve questions regarding the financial and character qualifications of Sande Broadcasting Co. to operate in the public interest. RBMC was one of two groups originally petitioning for denial of WAXC's license on EEO, programming and ascertainment grounds. It added the issue of alleged criminal activities of a WAXC stockholder, which the commission dismissed.



the whole art
of teaching
is only the art
of awakening
the natural
curiosity
of young minds...

anatole france

Conith

And stimulating that curiosity is what television can do so well. Taking young people beyond the limits of their own experience and surroundings...sharpening appetites for information about worlds they've never seen...helping develop a passion for knowledge.

Here's how Group W attempts to meet this challenge and responsibility with children's programming.

we're awakening the curiosity of children with "Call It Macaroni"

On each segment of our "Call It Macaroni" series, we transplanted several youngsters to a new environment. So they could discover the rich variety of life—the different ways other Americans live and work.

They went soaring in gliders over New England. And mountain climbing in Oregon. They traveled with a circus in Colorado. And lived on an Indian reservation in Arizona.

And the cameras were rolling wherever they went.

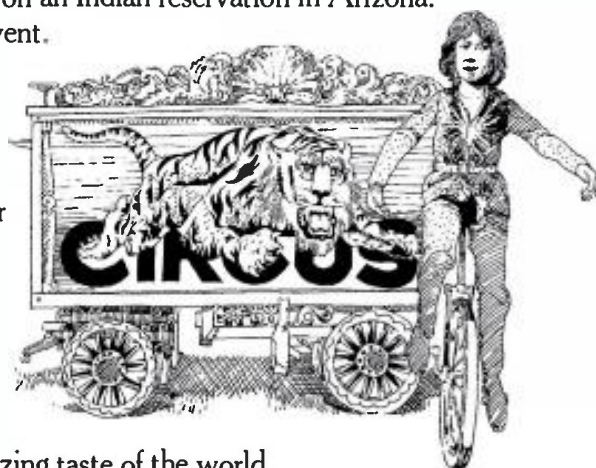
Twelve half-hour programs were produced in 1975 and televised once a month.

"Macaroni" was a hit. The kids ate it up. So did the critics.

"Call It Macaroni" won a 1976 George Foster Peabody Award, an Ohio State Award, and a number of others.

Since everyone loved "Macaroni" so much, we cooked up 12 more shows. Another year's worth. They're televised not only on our five Group W stations, but on 78 others, as well.

It's our way of giving youngsters a fresh, appetizing taste of the world.



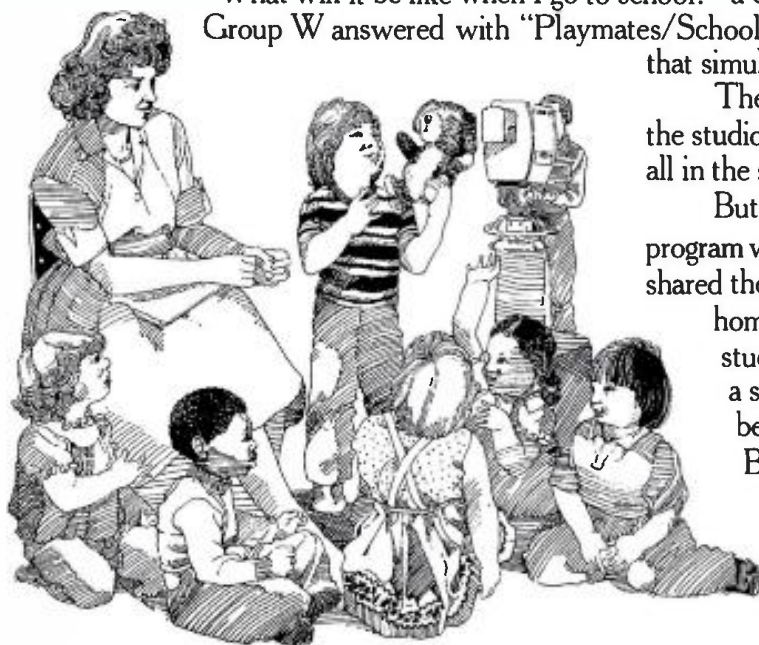
and pre-schoolers with "Playmates/Schoolmates"

"What will it be like when I go to school?" a curious child wonders.

Group W answered with "Playmates/Schoolmates." Sixty-five half-hour programs that simulated a real classroom.

The teacher worked with the children in the studio and those at home as if they were all in the same class.

But the most innovative part of the program was that it involved parents, too. They shared the experience with their children at home, as well as with the parents in the studio. Because each program contained a segment in which the children's behavior was discussed by Dr. Louise Bates Ames, co-director of the renowned Gesell Institute of Child Development.



each of our stations creates its own children's programming

In addition to group-produced programs, each of our stations develops its own shows, tailored for children in its community.

A sampling:

WBZ-TV, Boston. "Something Else Again." Scientific experiments. News. Film stories. By and for pre-teenagers.

KYW-TV, Philadelphia. "What Do You Do." Children visit different people at their jobs. They talk. They listen. They watch. They learn.

WJZ-TV, Baltimore. "Bob Turk and the Sunshine Kids." How to fight a fire. How to catch a fish. "How to" practically anything.

KDKA-TV, Pittsburgh. "We, Our, Ours, Us." The birth of a giraffe. Commentary on today's teachers. An interview with the Pittsburgh Pirates. All from the youngsters' point of view.

KPIX, San Francisco. "Kids News Conference." A mountaineer answers questions about mountain-climbing. The producer of a children's TV show talks about his job. Discussions. Interviews. By kids.



we produce public service announcements just for children

Children listen more closely when someone from their own world talks to them. In terms they can understand.

That's why Group W produced 60-second spots featuring Fred Rogers, the widely-acclaimed creator and host of the Peabody award-winning "Mister Rogers' Neighborhood." Fred Rogers speaks to kids as only he can — on such subjects as understanding TV commercials and learning good consumer habits.

We produced similar spots with another TV personality, Mason Reese, who talked youngster-to-youngster on similar subjects.

These "commercials" are being aired on all Group W stations. And they're available to other broadcasters at cost.

That's not all. Each of our television stations develops its own public service announcements for children on safety, nutrition, health, and other topics.

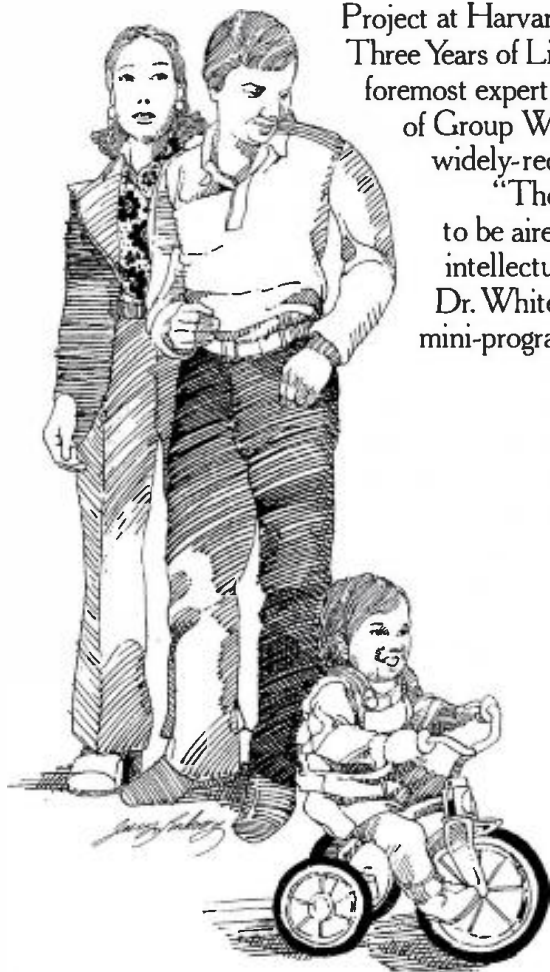


our newest program for little ones is really for grown-ups

The first 36 months are the most crucial in a child's development.

That's the thesis of Dr. Burton White, Director of the world-famous Pre-School Project at Harvard, and author of the recent book, "The First Three Years of Life." Dr. White, who has been called America's foremost expert on early childhood, will be featured in a series of Group W programs based on his book. He will explain his widely-recognized approach to child rearing.

"The First Three Years," a series of half-hour programs to be aired next year, will provide parents with a guide to the intellectual and social development of the very young child. Dr. White will also be involved in a series of shorter-length mini-programs dealing with the same subject.



These are some of Group W's recent efforts in children's programming. All designed to stimulate young minds. To awaken a child's wonder. To help and guide parents.

At Group W, we're involved with everyone in the community.
From the moment they're born.



WESTINGHOUSE BROADCASTING COMPANY

WBZ • WBZ-TV BOSTON • WINS NEW YORK • KYW • KYW-TV PHILADELPHIA • KDKA • KDKA-TV PITTSBURGH
WJZ-TV BALTIMORE • WOWO FT. WAYNE • WIND CHICAGO • KPIX SAN FRANCISCO • KPWB LOS ANGELES

Film can become thing of past for television, CBS engineers tell SMPTE

Video-tape technology and its economics are fast approaching a point where the old medium will have to go at networks, they say; other highlights of meeting include descriptions of TV multiplexing, delivery of pay TV programing and ENG

Technology has reached the point where all-electronic production of television programs, replacing film, is clearly in sight, the Society of Motion Picture and Television Engineers was told last week.

Joseph A. Flaherty, general manager of engineering and development for CBS-TV, and Rupert L. Stow, manager of information services in Mr. Flaherty's department, gave details in a presentation delivered by Mr. Stow. Their report was one of scores that marked the SMPTE's week-long technical conference and exhibit, held in New York.

The engineers also received a "shopping list" of inventions needed by broadcasters from John A. Schneider, president of the CBS/Broadcasting Group, who addressed them Monday (see below), and in

the meantime heard an almost continuous series of technical reports and papers.

The report by Mr. Flaherty and Mr. Stow reviewed advances since CBS-TV's 1971 report to SMPTE "on the prospects for electronic production of television film programs."

"The motivation for these developments has been to improve the technical quality and productivity, while retaining and improving the creative freedom for producers and directors," they said.

"The most recent advances in technology have demonstrated that all the needs of electronic production can be satisfied.

"Television cameras, whether for studio or field use, offer a performance, a compactness and flexibility, matching the 35mm film camera.

"Experience indicates that when the director can observe a scene on a monitor while shooting is taking place, he is immediately assured whether the 'take' is good, and thus unnecessary re-shooting is avoided. Early experience has shown also that lighting can be set more quickly when the scene can be viewed on a monitor during the lighting process.

"The latest generation of video-tape recorders, employing a one-inch helical scan format, demonstrates outstanding quality and possess all the operational flexibility of the movieola when working as part of an editing system.

"Editing systems of this type provide the flexibility long sought by directors and editors. In the editing process, significant savings in time can be achieved by the electronic technique, compared with the film editing process. The efficiency of production switching can be combined

with the creative freedom of any desired number of post-production edits.

"We have reached the point at which equipment may now be designed and built to provide the producer and director with every required facility for the shooting, editing and assembly of drama programs, the remaining challenge for electronic production.

"Impressive results in terms of quality and productivity have already been demonstrated in Britain ... using electronic cameras [on location]. We are confident that these results can be repeated with equal or greater success in the U.S."

Messrs. Flaherty and Stow said more than half of all CBS-TV programing is now produced on video tape. In prime time, they said, except for theatrical movies, the only programs not produced on tape are nine weekly hours of general drama, or about 41% of all prime-time programing. "And now video-tape technology is ready to serve this last category," they said.

In addition, their presentation reported, all of CBS-TV's prime-time programing for the past year—and 90% of its total programing—has been either produced on tape or transferred from film to tape for broadcast. Currently, they said, almost one-third of all CBS programing is transferred from film to tape prior to distribution or broadcast.

This "is worthwhile from the standpoint of operational economy," they said, but "is nonetheless an unwanted cost. As more programing is produced on video tape in the first instance, the need for the transcription effort will decline."

They said the gap created by lack of suit-

See SMPTE, page 48

Schneider: One of these, some of those

John Schneider, president of the CBS/Broadcast Group, appeared before the Society of Motion Picture and Television Engineers, which honored him with a special commendation "for his contributions to the television industry," and asked SMPTE members for some contributions of their own.

He delivered a "shopping list" to the engineers of technological developments he would like to see come about "that will help us do our job better." Mr. Schneider requested developments in camera lenses, VTR equipment, prompters, video-tape editors. But nearly every change he asked for came down to two basic improvements: make it smaller, make it faster. The text of Mr. Schneider's "shopping list" is reproduced here:

"The shopping list of pressing needs of the broadcaster is made up of problems which you here in this room have the competence to resolve. Basically, these needs involve improved quality of service, greater freedom in production, and higher productivity. To accomplish this, we need more reliability in operation. We would also like to see more of the self-adjusting and fault-correcting procedures so

brilliantly developed for our space program, incorporated in broadcast equipment—at a reasonable cost.

"Let's begin with news.

"CBS started the concept of electronic news gathering at both the network and station level in 1971. Since then, the growth has been phenomenal. More than 400 stations are now equipped with some ENG equipment.

"They have this equipment for good reason. They gather more stories in less time with an immediacy which is at the very heart of news reporting. We now see news while it still is news.

"We at CBS are now in our third generation of ENG equipment. The first minicam weighed 51 pounds, designed for the 1968 convention. In 1973, we had the first camera designed expressly for ENG. That weighed 34 pounds.

"The latest news-gathering cameras are fantastic. They only weigh 13 pounds. And the development of the portable video-tape cassette recorder has been a major contribution to the success of ENG. It is now possible for journalists, equipped with camera and recorder, to report the news electronically right on the spot—

wherever and whenever it happens.

"But even the best 'portable' recorder weighs 32 pounds, a heavy burden after a while. Thus, the first item on our shopping list is a truly portable compact, reliable video-tape recorder, weighing only about 10 pounds. This may require a change in standards that CBS may be willing to accept.

"Beyond ENG, the next item on the list involves the power source for this portable equipment. Present-day batteries are heavy, too heavy. They have also been known to leak and even to explode. Recharging is sometimes unreliable and too time-consuming. We need a power source with a capacity of 50 watt-hours per pound of weight, which can be recharged reliably every night, and which is safe and will operate over a range of temperature.

"Perhaps you can attack the problem from both ends, by reducing the power required to operate the portable equipment while reducing the weight of the battery.

"When a news event is covered abroad, we have to be able to edit and assemble the complete story on the spot. We must be able to transmit it by satellite, ready for broadcast. Thus, for the third item, we

See SCHNEIDER, page 48

able electronic editing equipment has been narrowed by computer-based on-line editing systems, in that it "can now be closed."

"We are testing," they continued, "sometimes in prototype form, a new generation of video-tape recorders essentially designed for this editing function, and edit control equipment to interface with these VTR's, together providing the flexibility and virtuosity which we need."

They said "the main challenge in electronic editing is to devise a rapid and economic technique for editing both drama and documentary programs... It is in this area that new electronic computer-based editing has a major contribution to make. Recent advances in helical scan video-tape recorders, when allied with the proved effectiveness of computer-based editing systems, will assure such a contribution."

"Helical scan video-tape recorders are now available which have, in their operation, all the flexibility of a movieola: that is, the tape can be moved at any speed forward or backward, and the picture may be observed on a monitor at all times, even as the type is inched forward or backward, frame by frame."

Among other developments at the SMPTTE conference:

■ An experimental system of multiplexing additional services on French TV broadcast channels was described by Bernard Marti of the Television and Telecommunications Research Center, Rennes, France. Among the services: computer-stored magazine pages, train schedules, weather forecasts, sports

results and similar information that can be punched up at the viewer's wish on specially equipped TV receivers.

■ Robert Tenten of Home Box Office, New York, described the evolution of the pay-cable service's distribution methods through its current use of communications satellites. Next step, he said, is use of lower-cost earth stations employing antennas smaller than the 10-meter units currently used. He said that there are "strong technical arguments" for smaller earth stations and that, if the FCC should permit them, "HBO and other video services could be available to a much larger segment of the population, especially in the small towns served by cable systems which could not afford a more costly installation."

■ In a session dealing with TV production, Yoshio Kuwabara of NHK, (the Japan Broadcasting Corp.), Tokyo, outlined some of the steps his company has taken to improve outdoor production of programs via compact, lightweight equipment. Mr. Kuwabara said that since 1973 NHK has used what it calls the "Fresh Mini" equipment system to provide on-the-spot news coverage of remote events and to produce documentaries in distant locations. More recently NHK has been making use of a helicopter to facilitate coverage of disasters. Mr. Kuwabara's prescription for the future: improve the mobility of video equipment and the power source, and develop new equipment that may be operated in a stable manner.

■ Raymond S. Schneider, director, systems development, engineering, CBS-TV, discussed mobility for electronic newsgathering. He pointed out that with the introduction of newer and smaller

ENG equipment, past limitations to mobility have been reduced. He said the video-tape ENG unit now competes on an equal-mobility basis with film. He suggested further design simplifications for future ENG microwave vehicles.

■ James Crawford of Frezzolin Electronics Inc., Hawthorne, N.J., discussed rechargeable battery packs for ENG operations. He said that of the tens of thousands of packs constructed by his company, the customer preference has been for sealed nickel cadmium with quick-charge or rapid-charge capability. The need today, he added, is for battery packs that have longer operating times before re-charge, faster re-charge times and increased battery life.

■ All of Friday morning's program was devoted to presentations describing the design, construction and operation of NBC Television Central in New York, which went into operation in October 1974 after five years of planning and building. Thanks largely to ENG and increased use of tape, all of the 15% spare capacity built into its most expensive unit, the master grid, is already in use and expansion may soon be in order.

Papers in the NBC Television Central presentation were by Frank L. Flemming, engineering vice president, NBC-TV; Miguel A. Negri, manager, facilities engineering; Robert Mausler, senior engineer, technical development engineering; O. Stephen Paganuzzi, director of broadcast systems engineering, and Henry Krochmal of broadcast systems department, all of NBC, and R.H. Roth, A. Kaiman, B.H. Sams and A.H. Simon of RCA's David Sarnoff Research Center, Princeton, N.J.

SCHNEIDER

need smaller and lighter video-tape editing machines and edit controllers which can literally be fitted into a couple of manageable suitcases. Once again, the editing equipment must be battery-operated. It must have all the facilities needed for editing and assembling a complete story to be transmitted, ready for broadcast.

"Equipment with these characteristics obviously lends itself to the production of documentaries. In fact, many local television stations are already using ENG equipment for documentaries. The cost savings are enormously impressive, where a shooting ratio of 30 to 1 is common. The freedom to keep the camera running has made all the difference for the producer in the field.

"However, the high shooting ratio obviously means a very large number of edits, and this in turn requires more sophisticated editing equipment than is now available.

"And because the camera crew should be as unobtrusive as possible in both news and documentary shooting, we need greater sensitivity for the cameras to operate effectively in natural indoor lighting. Perhaps you can achieve a two-stop improvement in sensitivity in two ways. The

pickup tube in the camera may be made more sensitive or the zoom lens may be made faster.

"Speaking of optics, cameras are approaching the point in development where we have to plug a camera into the lens. It used to be the other way around. In the new Microcam the lens weighs two and a half pounds; the camera weighs eight pounds. However, the type of lens needed for typical sports shots weighs more like 57 pounds and is 10 times the bulk of the

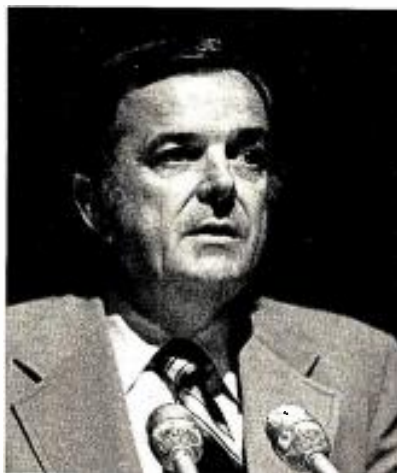
Microcam. Even on full-sized cameras, the marvelous and expensive 30:1 f3.5 lens looks enormous, like an all-seeing eye in a science-fiction show.

"Can't you pass some new laws of physics—or make the electronics so good that a big part of the zoom range can be handled by signal processing? Somehow, we just have to have a smaller optical front end. The optics problems, by the way, are equally serious whether on film or tape.

"Now let's turn to sports coverage. Have you ever seen our mobile units heading for a football game? On the road, they look like an armored division on the move.

"There are two semi-tractor trailers, each 40 feet long and eight feet wide. One of these has expanding sides to increase work space when operating at the event. We may use six or seven cameras at a regular football game, and up to 14 cameras for a special event like the Super Bowl. The gross weight of just one of these loaded units is 31 tons. The cameras must be monitored, switched for live broadcast, recording and slow-motion replay. There are microphones, audio switches, and miles and miles of cable.

"There is no hiding the fact that it takes tons and tons of equipment to cover a major sports event, not to mention conven-



Schneider

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And since Courier Paks never leave our hands, it makes them a lot easier to trace.

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tions, elections and the like.

"Even covering an event such as a golf tournament is a monumental undertaking. CBS doesn't own the golf course in Augusta, but I sometimes wonder. We have 16 miles of cable buried beneath the sacred fairways to provide the hole-by-hole coverage that viewers expect of the golf classic.

"Why is all this needed?

"One major advance in reducing the weight and size that you have given us in the past few years is changing from a cable the size of my fist to one the size of my little finger. We truly appreciate that, but we need more, much more.

"We need a color-stable, high quality, motion-insensitive transmission system.

"Perhaps digitally encoded signals along with automatic digital reprocessing can be used to achieve a "walk-around" wireless camera. Perhaps frequency bands and bandwidths not now allocated to the broadcaster may be the answer...

"We have prompters which are in effect large "portable" television receivers placed on the camera. The arrangement is in every respect a full-fledged Rube Goldberg contraption—and one must almost mount the camera to the prompter. It is an unbelievable rig. It adds an extra cable or two to be taped to the camera cable—or vice versa. It's time to do something about this...

"That takes care of news and sports. But the largest part of our broadcasting operation is television entertainment. It is com-

petitive, and we want to do it in the most effective and economic way.

"At present, we use both video tape and film—about two-thirds tape and one-third film. Film is more flexible, but it's twice as expensive to use. So, if we are successful in working out satisfactory labor agreements, we plan to start using tape at our Studio Center film stages in Hollywood, where many of our situation comedies are made before live audiences."

They're honored, by the SMPTE

Receiving the highest award of the Society of Motion Picture and Television Engineers last week was Charles P. Ginsburg, vice president, advanced development, Ampex Corp., Redwood City, Calif. Mr. Ginsburg received the Honorary Membership Award for "a lifetime's work... in the advancement of engineering in motion pictures, television and allied sciences."

Other top SMPTE award winners were Edward H. Reichard, vice president, Consolidated Film Industries, Los Angeles, the Progress Medal Award; Dean Zwick, senior research laboratory head, Kodak Research Laboratory, Rochester, N.Y., the Agfa-Gevaert Gold Medal; Bernard Happe, retired technical manager, Technicolor Ltd. of England, Herbert T. Kalmus Gold Medal Award; Adrian B. Ettlinger, consultant and former engineering executive with CBS-TV, the David Sarnoff Gold Medal Award; Howard A. Chinn, retired chief engineer, CBS-TV, and John A. Schneider, president, CBS Broadcast Group, special commendation awards for contributions to television technology.

Wheels start turning on UHF assessment study

The FCC has formally approved the creation of a task force to develop a master plan for the UHF portion of the spectrum. The decision to go-ahead with the idea, originally disclosed in July (BROADCASTING, Aug. 2), was made after FCC staff members involved assured Commissioners Robert E. Lee and Benjamin L. Hooks that the project is not a threat to UHF television. The task force, which will be headed by Raymond M. Wilmotte, of the Office of Plans and Policy, will examine the future requirements of UHF television and demands on the spectrum likely from other services. The purpose is to develop an estimate of how much of the spectrum should be retained for broadcasting and how much might be made available for sharing, and where. The study will involve such matters as viewer satisfaction with UHF television, licensee and user satisfaction of non-television services seeking use of part of the UHF spectrum, and national impacts, including economic effect, adequacy of service rendered in view of demand, and the need and importance of the services.

FCC keeps book open on CB interference

Commission affirms allocation made last summer, but says 60 db harmonic suppression standard may not be final rule; it asks input in rulemaking; OTP suggests juggling in spectrum to accommodate more citizen band

The FCC is holding out some hope to broadcasters concerned about interference to television reception from citizen band radio operations. The commission last week affirmed its July 27 decision to increase from 23 to 40 the number of channels available to the burgeoning class D citizens radio service, and held to its decision to require only 60 db of harmonic suppression, not the more stringent standard of some 105 db sought by the Association of Maximum Service Telecasters and ABC. However, the commission said the 60 db limit was only an interim measure.

It said its decision to require that degree of suppression grew out of its conviction that the public interest required an immediate allocation of additional frequencies in the class D service, and that to set higher standards would unnecessarily delay frequency expansion; manufacturers would be forced to redesign their equipment to meet tighter specifications.

The commission also said that much of the interference to television reception results from causes not related to CB transmission but to poor television receiver design, lack of adequate filtering in television receivers and inability of receivers to reject unwanted or adjacent channel signals.

But a higher harmonic-suppression standard for CB transmitters may be in order. In calling the 60 db standard "interim," the commission said it intends to issue within the next several weeks a notice of rulemaking looking to the adoption of a more stringent standard, something on the order of 100 db.

As for the rules it adopted in July and affirmed last week, the commission said that to make sure as many class D transmitters as possible meet the new 60 db standard, it will require that the manufacture of all such transmitters type-accepted prior to Sept. 10, 1976, end by Aug. 1, 1977, and the marketing of them, by June 1, 1978.

In a related development last week, Thomas J. Houser, director of the Office of Telecommunications Policy, suggested three portions of the spectrum—two of them under government control—that the commission might use for CB and other personal radio services.

One government band Mr. Houser mentioned was 27.54-28 mhz. With some exceptions, OTP said, the band could be used for relocation of other nongovernment users if the relocation could result in

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"A Christmas Carol"

**Classic
1939 Radio Broadcast
Starring Lionel Barrymore
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Perfect Christmas Eve programming. The original "Campbell Playhouse" production, narrated by Orson Welles and starring Lionel Barrymore as Ebenezer Scrooge. A listening tradition in millions of American homes every holiday season during radio's golden years.

Now available free, with a local area exclusive, to qualifying stations. Plus, a complete promotion kit to help you build audience for this nostalgic Christmas Eve special.

Join WIND, KFI, KDKA, KSFO, WBZ and others in programming America's favorite, "A Christmas Carol" this coming Christmas Eve.

Send now for audition tape and details.



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Incorporated**

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We've lightened your load.

Here and here.

Our new portable video cassette recorder/player makes eyewitnessing the news easier than ever before.

JVC has done two things to improve your ENG capability: we've made the gear lighter and we've lowered its initial cost.

Our brand-new CR-4400U Color Portable Capstan-Servo 3/4" U-VCR weighs only 24.5 pounds, complete with rechargeable battery and standard 20-minute videocassette inside. And it sits as lightly on your checkbook as it does on your shoulder.

With the CR-4400U at your side, you're set to record top-quality color video, with a S/N ratio of better than 45 dB. There's a full-function keyboard, including pause/still and audio dub. Other JVC features include audio mixing and multi-purpose meter to read audio, battery, video and servo levels. Our exclusive auto assemble editing function enables you to get smooth, glitch-free edits between scenes, and can be operated by camera trigger or remote switch. With lock-up time to full speed at less than 0.2 second, you're always ready to shoot. And you can shoot 50% longer, too, since the CR-4400U requires 50% less power than most other decks.

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

New JVC CR-4400U Color Portable Recorder, shown with new CR-8300U Full-Editing Cassette Recorder, GC-4800U Color Camera, CC-4800U Camera Control Unit and Dual-Machine Remote Controller.



AA-P44U Power Adaptor, which also functions as a battery charger.

But the best way for you to find out how this light-weight, low cost portable video-cassette system can add to your newsgathering ability is to get yourself a hands-on demonstration. Call your JVC dealer, or send us the coupon below.

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useable CB spectrum space. The band could not be used directly for CB because of interference problems peculiar to the service.

The other government band was 222-224 mhz. Use of the band, as previously offered for the proposed class E short-distance CB service, would eliminate the "skip" problems common to the frequencies now in use.

The third portion suggested by Mr. Houser is now part of the nongovernment portion of the spectrum—some portion near 900 mhz. Reserving the area would make it available "at such time as advancing technology makes the use of the resource realistic," Mr. Houser said.

The OTP director, who offered his suggestions in a letter to FCC Chairman Richard E. Wiley, said the suggestions were being made at the direction of President Ford. Mr. Houser noted that OTP and the Interdepartment Radio Advisory Committee it heads had been asked by the President to study all of the frequency bands under government control to determine whether any might be made available for the growing CB service.

Technical Briefs

Upgrading. Cosmos Broadcasting Corp., Columbia, S.C., is investing more than \$2 million in new 2,000-foot tower and transmitting equipment for its WSFA-TV Montgomery, Ala. New hardware will allow station to expand primary service area from some 11,000 to 17,500 square miles in Alabama and neighboring states. Kline Iron and Steel, Columbia, S.C., will provide tower; RCA Commercial Communications Systems Division will supply two 25 kw transmitters as well as "traveling wave" transmitting antenna. System will generate 316 kw visual and 63.2 kw aural power.

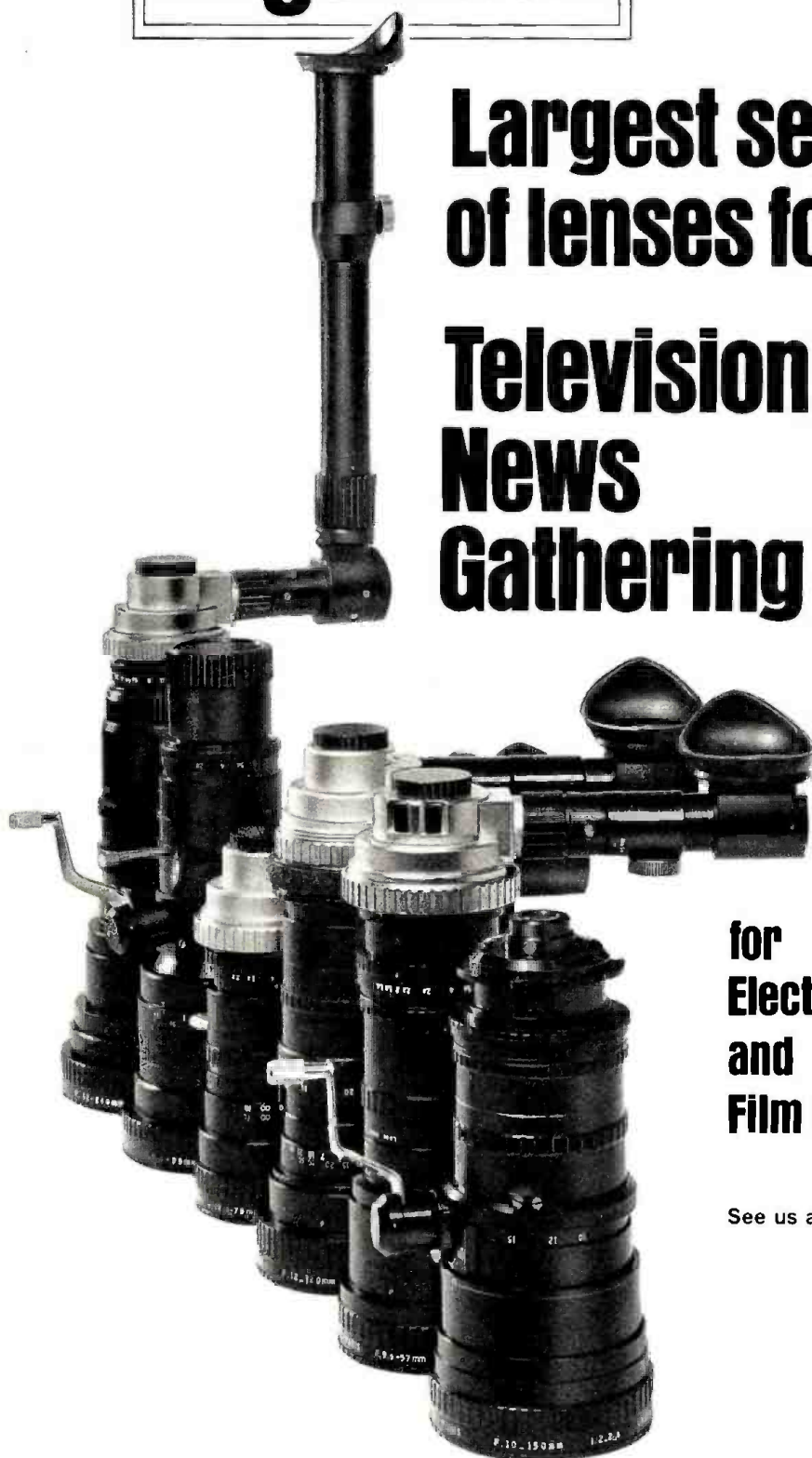
Rebuttal. Claims that U.S. TV industry is not being injured by Japanese color TV imports have been called "unfounded and premature" by Electronics Industries Association. U.S. trade group said published statements by EIA of Japan are "self-serving" and that determination of import injury will be made by U.S. government. According to U.S. EIA, 1.5 million of 1.7 million color TV set imports came from Japan between January and August of this year, a three-fold increase over same period last year. Last month coalition of labor unions, television manufacturers and producers of glass parts for television tubes petitioned International Trade Commission for import quotas on color-TV receivers (BROADCASTING, Oct. 4).

Timing. Convergence Corp., Irvine, Calif., has introduced TT-4 and TT-5 digital LED tape timers which when used with company's ECS-1 editing system allow continuous readout of tape time in minutes and seconds for both playback and record videocassette units. TT-4 mounts under single nine-inch video monitor on ECS-1 console; TT-5 mounts on console equipped with dual nine-inch monitors and has dual set of remote controls.

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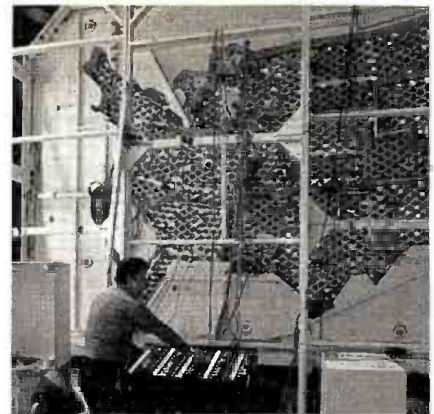
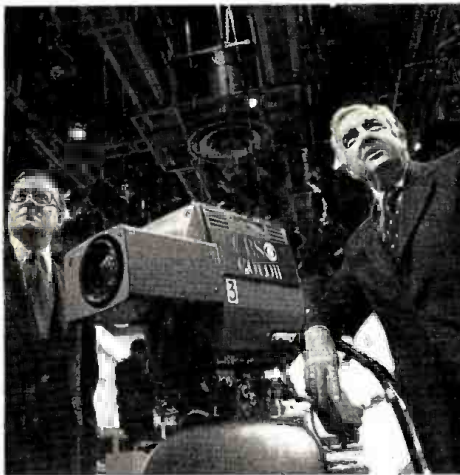


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Networks will 'go like hell' election night

Presidential contest, 31 senate races, entire House running, 14 governors to be elected: a massive undertaking in coverage for the TV and radio networks

On election day, Tuesday, Nov. 2, the three commercial TV networks will begin news coverage at 7 p.m. and stay with the story until decision. Each will spend slightly more than \$3 million—some \$100,000 more than the expense in 1972—on that single evening of broadcast journalism.

The three television networks, their associated radio networks, the Mutual Broadcasting System, Associated Press and United Press International will share NES, the News Elections Service formed in 1964 to collect and count the vote, without giving projections or analyses. But each television network has elaborate plans for projecting and analyzing the vote on its own.

There are the presidential races in the 50 states and District of Columbia to cover as well as the elections of 31 senators, 14 governors and all 435 members of the House. Roy Wetzel, NBC News director, elections, said, "We'll have to go like hell" to project the presidential, senatorial and gubernatorial elections. NBC will report on "high-interest" House races, but will not project individual winners, as in the other contests; CBS will estimate the

Watchers and waiters. The networks will mount heavy efforts for coverage of the national elections on Nov. 2. Presenting the results of those efforts will be (clockwise from photo at left) ABC's on-camera team of Harry Reasoner (l), Barbara Walters and Howard K. Smith, who will be aided by commentary from pollster Louis Harris. Sole anchor for CBS throughout the evening will be Walter Cronkite, pictured with Russ Bensley, executive producer of the network's election coverage. Out in front of the NBC cameras will be (l-r) correspondent Tom Brokaw and David Brinkley and John Chancellor, who will anchor coverage, and correspondent Catherine Mackin. Working behind the scenes at NBC will be technicians who operate a specially designed 14-by-24-foot map that will light up each state either red for Democratic, blue for Republican or white for undecided.

outcomes of presidential, senatorial and gubernatorial races, but will estimate only the make-up of the House, how many of each party are elected. ABC will use raw vote figures and analysts in each state to pick "apparent winners" in the House races, but not on a key precinct basis as for the other contests, and will watch "about a dozen" House contests carefully.

Network-by-network highlights:

ABC News will use a three-person television anchor team—Harry Reasoner, Barbara Walters and Howard K. Smith—an innovation that calls for a "bright and colorful new set, getting away from red, white and blue," according to one spokesman, with correspondents flanking the threesome and with two dominant towers in the studio holding foot-high digital units run by computer to tabulate the raw vote and electoral vote. Commentary will be provided by Louis Harris, whose poll in conjunction with ABC News has figured in the network's election coverage since the April primaries, and by Theodore White, author and political analyst for CBS News in recent election years, who will give analysis and historical perspective.

Correspondents from 24 remote locations will report on the major or "hotly contested" congressional and gubernatorial races and from the candidates' headquarters. ABC News correspondents Frank Reynolds, Ann Compton and Don Farmer will report on senatorial, gubernatorial and House races, respectively.

ABC News will again use the Vidifont system, which it introduced for the 1972 election, to project vote tallies by computer directly onto the screen. ABC will air a pre-election day special, *Battle for the White House*, at 11:30 p.m.-12:30 a.m. on Oct. 29. There are no plans for a post-election special.

ABC will make seven-and-a-half minutes on the half-hour available to local affiliates for their coverage; Steve Ball will

anchor the network broadcasts during the optional cutaways.

CBS News correspondent Walter Cronkite will be that network's sole television anchor (for the sixth election), and regional results will be reported by correspondents Mike Wallace (East), Roger Mudd (South), Dan Rather (Midwest) and Lesley Stahl (West). Analysis will be the shared duty of national correspondent Eric Severeid and correspondent Bill Moyers. The "trend desk"—providing interpretations of factors such as age, ethnicity, sex and occupation as voting influences—will be manned by correspondent Bruce Morton. Fifteen other correspondents will report from remote locations on key races and from candidates' headquarters.

From 7 p.m. to midnight, CBS will return the last seven minutes of each half-hour to local stations for their own coverage; at midnight, CBS News will provide continuous coverage with the option of a seven-minute cutaway at 23 minutes past each half-hour, plus two optional cutaways at 10:45 p.m. and 12:45 a.m.

An innovation CBS will introduce on election night is an Ampex electronic "still store," a random-access device for summoning photos in place of the graphics formerly on easel cards. The standard Vidifont will be retained for superimposing. Russ Bensley, executive producer for the special election coverage, sees the still store ultimately as a replacement for anything on slides in hard news broadcasts, station ID's, etc. But, he said, it is still in the experimental stage and the easels and slides will be there for backup.

NBC News's election-night coverage on TV will be co-anchored by John Chancellor and David Brinkley. Tom Brokaw, *Today* host, will cover House and gubernatorial contests. Catherine Mackin, congressional correspondent, will cover Senate races. Twelve correspondents will

report from remote locations, and Richard Scammon, director of Elections Research Center, Governmental Affairs Institute, Washington, will be chief consultant on polling. NBC News will present an election preview special Nov. 1 at 10-11 p.m., anchored by the Messrs. Chancellor and Brinkley.

During the election-night broadcast, NBC will make a seven-and-a-half minute local cutaway available each half-hour (minus five seconds for ID's and 32 seconds for commercials).

The process by which the commercial networks anticipate the final vote counts has become more scientific with each election year.

As in the past, NBC will use two systems. It will receive reports of results in 2,800 key precincts in 49 states picked by the Messrs. Wetzel and Scammon as "barometric" for their typical voting behavior in previous elections. Meanwhile, the raw vote count, county-by-county, as delivered by NES will be fed into a computer at RCA's computer center in Cherry Hill, N.J., and matched with mathematical models already stored there. It is up to NBC News executives to decide which system to use in projecting winners.

Mr. Wetzel explained: "If the key precincts indicate a fairly close race, we're more likely to rely on the computer." Fairly close, he said, means "closer than 53-47 ... and a gut feeling." Mr. Wetzel added that he "would not be giving away trade secrets" to say that in Edward Kennedy's race in Massachusetts or that of Henry (Scoop) Jackson in Washington, "we will look at a few keys and go. On the tough ones we'll wait."

At CBS News, "we call them estimates" rather than projections, according to Warren Mitofsky, head of the election and survey unit. Theoretically, the event is determined and the votes are in at the time the networks receive data, so the more accurate term is "estimate," which since 1968, he said, has not been "a competitive game" for CBS. That network plays it "more safe than anything else. We haven't made a mistake yet, but there is some degree of risk, always." Before making an estimate, Mr. Mitofsky's unit will look for "one chance in 200 of being wrong." He stressed that there will be no estimate of the national vote—only state-by-state and adding up of electoral votes.

ABC News's political unit, directed by John Lynch, will have three six-person "decision desks," each staffed with news executives, statisticians and political scientists. They will divide the precincts according to poll closings, importance and geography. Projections will then be based on key precincts, the raw vote, political analysts' assessments in each state and "the political savvy of those on the desk," according to Walter Pfister, ABC News vice president in charge of special TV news programs. ABC News will try to avoid "a bombardment of statistics and numbers," Mr. Pfister added.

ABC unveils a new tool for analysis this year: Louis Harris will aim to arrive at nationwide assessments of voter preferences

according to demographics and issues. Until now, all election preferences have been monitored on a state-by-state basis. By determining the standings of the candidates from a poll of 300 out of 3,000 key precincts (on ABC News's special report Oct. 29), Mr. Harris will follow those 300 on election night to check against the findings nationwide.

Radio coverage, with a number of special reports and mini-documentaries, is planned by all networks, as follows:

The four ABC Radio networks will begin coverage at 7 p.m. and will air regular hourly reports plus special two-minute election reports. ABC/Information will air four two-minute reports each hour, anchored by Bob Walker and John Grimes. ABC/Entertainment will air four, anchored by Bill Diehl and Gary Nunn. ABC/Contemporary will air three, anchored by Don Gardiner and Martin Giles, and ABC/FM will air three, anchored by Dave Cooke and Breck Ardery. Victory and concession statements by the candidates will pre-empt other reports on all four networks. Joseph Keating is executive producer of the special coverage.

CBS Radio will begin special election coverage at 6:48 p.m., with three nine-minute reports each hour at 18, 33 and 48 minutes past the hour. CBS *News-On-The-Hour* will run as usual. Correspondents George Herman and Neil Strawser will co-anchor from New York, with four regional correspondents: Jerry Landay (East), Reid Collins (South), Sharron Lovejoy (Midwest) and Richard Threlkeld (West). As he did in 1972, Neil Pierce will serve as political consultant. Preceding and following election night, CBS Radio will broadcast two documentaries: *Campaign '76: On the Eve of Decision*, will air Nov. 1 at 7:30 p.m. for nine minutes; *Campaign '76: The Summing Up* will air Nov. 3 at 6:45 a.m. for six minutes. Charles Reeves is executive producer, election-day coverage.

Mutual Broadcasting will intersperse regular with special news coverage of the election through the early part of the evening, shifting into continuous election coverage at 11:35 p.m.

John Diegnan and Candy Crowley will co-anchor from Washington with Jack Anderson, and reports on senatorial, congressional and gubernatorial races will be

given by Dan Hackel. In addition, correspondents will be assigned to 24 states of particular interest and four others will follow the major candidates.

From 7:05 to 11:35, 20 minutes of election news will be aired at five minutes past the hour, and 15 minutes of election news will air at 35-past. Local cutaways at 20 and 50 past the hour will allow affiliates to broadcast local returns. Black news on Mutual Black Network at 50 minutes past the hour and progressive news at 55 minutes past the hour will be preserved.

At 11:35 p.m., continuous coverage until final results are known will be interrupted by hourly five-minute regular newscasts and by local "windows" at 10 minutes before and 20 minutes past the hour. The staff will add 36 people for the effort—making a total of 85.

The NBC Radio Network and the News and Information Service, under different staff and program schedules, will share the NBC News Poll and "hotline" reports. NIS's continuous coverage will begin at 7 p.m. with all-election news, except six-minute regular news summaries at quarter-past and quarter-to the hour, and two one-and-a-half-minute sports reports hourly. Chief correspondent Alan Walden will anchor; correspondents Bill Lynch (presidential race), Cameron Swayze (Senate), Edward Brown (House) and Ann Taylor (gubernatorial), will contribute reports. Morning-after coverage on NIS will be anchored by NBC News correspondent Cliff Barrett.

NBC Radio Network's coverage will begin with the hourly news at 7 p.m., with time-outs for regular news summaries at five-and-a-half minutes past the hour (which may be pre-empted). Mike Maus and Peter Hackes will co-anchor; correspondents Bob Cain, Wilson Hall and Steve Porter will monitor the Senate, House and gubernatorial races, respectively. Robert Kimmel, director, NBC Radio Network News, and Jo Moring, director, NIS, will oversee those services' operations.

National Public Radio plans five-minute "modular" units (stations may "pick and choose," according to Jeff Rosenberg, producer of election-night coverage)—10 minutes on the hour divided evenly between news and commentary/analysis,

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and half-hourly five-minute reports, some from member stations. Mr. Rosenberg said NPR's decision not to provide continuous election coverage was based on the assumption that "people who care seriously about following it in depth and all night watch television." NPR's congressional correspondent, Linda Wertheimer, will report on Senate and House races; Dick Holwill will cover the presidential race, and Barbara Newman will provide an overview of various commentators' and analysts' findings.

Public Broadcasting Service has no plans for nationally distributed special coverage of the elections. Noncommercial stations will independently provide such coverage. For PBS to join the NES arrangement would have cost \$100,000 which, one source said, is "out of our league." The regularly scheduled PBS half-hour public affairs program, the *MacNeil/Lehrer Report*, will deal with the national elections each evening, Nov. 1-3.

Associated Press Radio will air three live three-and-a-half-minute reports each hour from 8 p.m.-on (until 5:20 a.m. Wednesday if necessary, or until decision). Reports on the hour, at 20 minutes past and 20 minutes before the hour, will concentrate on "the way things are going rather than individual Senate, House and gubernatorial races," according to Ed DeFontaine, managing editor. Anchors will be Mark Huffman, Edwin Kane, Mr. DeFontaine and Norman Beebe, with reports from Charles van Dyke (House), Joseph Ewalt (Senate and gubernatorial), Walter Rodgers (with Mr. Carter), Mark Knoller (with President Ford) and two others with the vice presidential candidates, to be decided.

UPI Audio Network will air three programs each hour starting at 8:06:30 p.m. — four-and-a-half minutes at six-and-a-half-past the hour; 10 minutes at 35 minutes past and a one minute update at 55 minutes past the hour. In addition, a three-and-a-half-minute wrap-up and 15 minute analysis will air following the resolution of the election. *Politics '76*, airing since the primaries, will give a wrap-up at 6:06 a.m. Wednesday, the last of the series.

Michael O'Neil, Pye Chamberlain and Merrilee Cox will anchor the special election programs, Brian McFadden will anchor the update report and Gene Gibbons and Roger Gittines will report from the Democratic and Republican Presidential candidates' headquarters, respectively.

Fairness argued

Friendly, Irvine debate at seminar in New York

Reed Irvine, chairman of Accuracy In Media, called the fairness doctrine "useless." Fred W. Friendly, communications consultant to the Ford Foundation, said the fairness doctrine, in general, is "a good idea."

The two men were speaking at a forum last Wednesday (Oct. 20) of the

Public Relations Society of New York on "Broadcast Journalism—Can It Be Free and Fair?" Mr. Irvine said the broadcast networks have a "liberal" bias and noted AIM had invoked the fairness doctrine to bring suit (one it lost) against NBC over a documentary, *Pensions: The Broken Promise*. He suggested that two ways of making broadcast journalism "fair" were to employ newsmen of different political persuasions and to engage an ombudsman.

Mr. Friendly, who is also a professor at the Columbia Graduate School of Journalism, expressed his opposition to legal action seeking to impose prior restraint on a TV program. If there's a complaint, he said, "sue after the program is shown." He also bridled at the thought of asking the FCC to judge a program, saying "I want no government incursion into television productions."

Third world trying to exert control over coverage of developing nations

Nairobi UNESCO meeting ponders resolution on 'use' of media; U.S. press reacts strongly, broadcasters show little concern

The 19th General Conference of the United Nations Educational, Scientific and Cultural Organization opens in Nairobi, Kenya, this week with a resolution on the agenda that is a source of concern to some elements in the media in the U.S. and elsewhere. These elements, mostly among the press, see the resolution as a threat, ultimately, to Western reporters' access to third-world countries, and are seeking to modify or defeat it. But among broadcasters in the U.S., interest generally seems at a low ebb, much to the annoyance of those who are concerned.

The resolution, drafted at a meeting of experts in Paris in December, is the response of African and other third-world countries to what they see as unfair or inadequate coverage of their affairs—coverage, they say, that focuses on such things as disasters and corruption, never on positive achievements.

And there are news executives in the U.S. who feel the charges of unbalanced news coverage are to some extent, justified. But the title of the draft resolution is itself disturbing to some in the press: "A Draft Declaration on Fundamental Principles Governing the Use of Mass Media in Strengthening Peace and International Understanding and in Combating War, Racism and Apartheid." The mass media, news executives in the U.S. say, are not to be "used" by government. And one of the provisions say that "states

are responsible for the activities in the international sphere of all mass media under their jurisdiction."

The attitude reflected in that and other provisions in the draft was sufficient to cause the U.S. and 10 other delegations at the Paris meeting to walk out.

Although the declaration, even if adopted, would not be binding on any government, it would give the color of moral authority to measures some in the U.S.—as well as Latin America, Europe and Japan—say would be repressive measures by individual countries. Leonard Marks, former director of the U.S. Information Agency who, as chairman of the U.S. Advisory Commission on International Educational and Cultural Affairs, has interested himself in the issue, cited conversations he has had with Africans: "We want your print and broadcast media to understand that unless you carry our handouts and government statements, we'll kick you out, or if you interpret adversely government statements, you'll go to jail."

Mr. Marks last week warned that passage of the resolution could lead in time to the barring of camera crews from African countries and the expulsion of print reporters who refuse to transmit and publish, intact, government handouts. "The result," he said, "would be a world divided into two parts—those with a free press and those without one, in the developing world."

The third-world countries in line with provisions of the draft declaration, have endorsed the idea of establishing a news service that would serve them as a source of government-controlled "objective information." News from nonaligned nations would be collected and distributed by the pool throughout the third world. At present, the Yugoslav news agency, Tanjug, is serving African nations.

As a result of the growing media concern over the resolution, President Ford named a media representative—Clayton Kirkpatrick, editor of the *Chicago Tribune*—to the U.S. delegation. Equipped with the drafts of an alternative resolution prepared by American Newspaper Publishers Association attorneys, Mr. Kirkpatrick will attempt to persuade the

conference to adopt softening amendments—if not to postpone action indefinitely.

Mr. Marks played a role in stimulating interest in the issue on the part of ANPA as well as the American Society of Newspaper Editors. But there has been interest expressed by a number of other groups as well.

George Beebe, associate editor of the *Miami Herald*, has organized something called the World Press Freedom Committee, which includes 17 national and international organizations, and he will attend the meeting in Nairobi, which is expected to last five weeks. Along with the Paris-based International Federation of Newspaper Publishers and Editors (FIEJ), Mr. Beebe's group will attempt to lobby conference delegates. The Inter-American Press Association and the Inter-American Association of Broadcasters are members of Mr. Beebe's group.

The only U.S. broadcasting interest thus far expected to be represented in Nairobi is Bonneville International Corp. It will be represented by Mark Bench, who will also attend the conference as a member of the board of the IAAB, with which Bonneville, which once owned five shortwave stations, has long been associated.

At the National Association of Broadcasters and two of the three major networks, there is no evidence that support for the antiresolution forces will be forthcoming.

Earlier this month, Wilson Wearn, of National Association of Broadcasters joint-board chairman, responded to an invitation from Mr. Beebe to join the World Press Freedom Committee by noting that NAB is a member of IAAB and that the Beebe letter had been referred to the association's freedom of press committee.

"I'm a little disappointed they don't have more interest," Mr. Beebe said last week.

Vincent Wasilewski, NAB president, said member stations would be kept informed of developments in Nairobi, but he indicated NAB would do little else. Indeed, he saw the resolution as aimed at assuring balanced news coverage, and said, "Our government will have a hell of a job arguing against balanced news when they

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have a fairness doctrine requirement for the electronic press in their country." In any event, he thought there was little that could be done about amending or defeating a resolution supported by the third world, whose members have a substantial majority in UNESCO.

Some of that feeling of futility was reflected in the remarks of Stan Opatowsky, director of television news coverage at ABC. Attempting to lobby instructed delegates is "naive," he said. Furthermore, he said, the problems seen as likely to emerge from Nairobi are not new. "We are forced now to put up with censorship of all kinds in the third world," he said.

CBS News President Richard Salant, was in something of a dilemma as he tried to draft a corporate position. He is a member of the National News Council, which has gone on record in opposition to the draft resolution, and he said he personally opposes it. But he said, "I don't know how far [the media] should work with government in such a matter" (a point mentioned also by Mr. Wasilewski). And he thought there might be a touch of "arrogance" in attempting to persuade other countries "to be just like us" in terms of journalistic traditions.

At NBC, however, there were indications some action may be forthcoming. Richard Wald, president of NBC News, said the matter of taking a position was under consideration and that the network might have something to disclose this week.

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Programing

TV evangelist, Carter stay on collision course

Falwell seeks, without success, to get candidate's assurance that personal-attack rule will not be used against stations carrying 'Gospel Hour' criticism of 'Playboy' interview

The Rev. Jerry Falwell, worried that as many as half the 260 television stations that carry his *Old Time Gospel Hour* might skip yesterday's (Oct. 24) edition because of the criticism it expressed of Jimmy Carter, last week called on the Democratic presidential candidate for help. But he didn't get it.

At issue were Mr. Falwell's comments in the program on the candidate's interview in *Playboy*. Mr. Falwell, the pastor of the Thomas Road Baptist Church, in Lynchburg, Va., expressed shock that a presidential candidate would give an interview to such "a cesspool of iniquity," and lamented what he said was the vulgar language used and the views expressed on adultery (BROADCASTING, Oct. 18).

Last week, at a news conference in Washington, Mr. Falwell expressed shock, too, at what he said was the candidate's effort to muzzle a preacher who is speaking "on moral issues which may affect the spiritual strength of the nation." Furthermore, he said, "Our great fear today is what position Mr. Carter will take on freedom of speech and of religion, if he is elected President."

Carter campaign aides in a number of states notified stations carrying the *Gospel Hour* that if they aired the Oct. 24 edition, the commission's personal attack rule may be invoked against them—that they would be required to make summaries or transcripts of the remark available to the candidate and to offer time for reply (BROADCASTING, Oct. 18).

The result, Mr. Falwell said at the news conference at which he was joined by four other Baptist preachers, is that more than 40 stations indicated they would not air the program. With Carter aides continuing to contact stations last week, he said, "the vast majority will be bleeping out the four minutes or not carrying the program at all." He said that as many as half of the stations carrying the program might preempt it. And, he noted, he spends \$100,000 each week on time and production costs—an aide said, for which he is committed even if stations do air the program.

The purpose of the news conference was to focus public attention on a call to Mr. Carter to give the kind of assurance that might ease the concerns of the stations involved. "We are here today to demand a public apology from Mr. Carter and to demand a clearly written statement to every

television station in the *Old Time Gospel Hour* network—all 260 of them—indicating he has no intention of demanding equal time or in any other way restricting the speech of any gospel preacher now or ever who speaks his moral convictions on the station," Mr. Falwell said.

But a press aide to Mr. Carter said the candidate would do neither. "We have no intention of offering an apology or writing such a letter," said Jerry Doolittle. "We never did demand equal time, but we did say we might request time for reply."

In any event, he said, "We are not restricting freedom of speech. Governor Carter has no quarrel with the airing of the show. But he wants to reserve the right of reply to a personal attack that is guaranteed by federal law." And the decision whether to invoke the law is to be made by Carter workers in the states after yesterday's broadcast.

Originally, the comments regarding the *Playboy* interview appeared in the Oct. 17 as well as the Oct. 24 editions of the *Gospel Hour*. However, Mr. Falwell edited them out of the earlier program after stations began expressing concern about letters and wires they were receiving from Carter workers. Mr. Falwell then offered Mr. Carter an opportunity to express his views in the Oct. 24 program. But the Carter camp never responded.

Mr. Doolittle last week offered a number of reasons why the offer was ignored: It doesn't make sense to respond to a program before it is aired; a Carter appearance would probably assure the program a larger audience than it would otherwise receive, and the issue, if there is one, will be between the candidate and the stations, not the syndicator.

The last seems the key. For the decision to be made, Mr. Doolittle said, is a "political one." Coordinators in each state may or may not ask for time from the stations involved. "We're leaving it up to the coordinators as to what they see as the political situation in their area," he said.

'Baa Baa' bygones

CBS, which first called the NAB cop over NBC family time series, says it won't persist; network denies link to Taylor firing; other family viewing muttering

The first inter-network dispute over family-viewing time—CBS's challenge to NBC over the suitability of *Baa Baa Black Sheep*—has ended quietly.

CBS's program-practices vice president, Van Gordon Sauter, in an Oct. 15 letter to Robert Kasmire, vice president, corporate affairs, NBC, acknowledged NBC's plans "in future episodes" of *Baa Baa Black Sheep* to reduc[e] ... the physical action and use of alcohol" and said, "We have every hope that the changes you are making will bring the series into alignment with the code" of the National Association of Broadcasters (BROADCASTING, Oct. 18).

Mr. Sauter denied the suggestion that

Arthur Taylor's firing as president of CBS two weeks ago had anything to do with his dropping the crusade against *Baa Baa Black Sheep*. (Mr. Taylor is generally perceived to be the architect of family hour.)

Mr. Sauter went on to welcome ABC's and NBC's scrutiny of CBS's schedule for any violations of the letter or spirit of family hour. He continually stressed what he called "industry self-regulation" as the best way to keep the government's nose out of the whole area of decisions about what kinds of programming should or shouldn't be scheduled for viewing by the public.

Although the *Black Sheep* problem was the most prominent, it is not the only case of finger-pointing among the networks over perceived family hour violations. Network sources cited CBS's airing of a special *All in the Family* episode at 8:30 p.m. on Oct. 6 and that same night's 8 o'clock *Good Times* episode focusing on J.J.'s spending the night in the apartment of an older woman as questionable family-hour fare.

Another bit of informal grumbling centered on NBC's running an episode of the hard-action *Rockford Files* on Oct. 15 at 8:30 p.m. in a schedule reshuffling occasioned by the Mondale-Dole debate.

And CBS's Friday-at-8-p.m. *Spencer's Pilots* has triggered a raised eyebrow or two among its competitors.

But none of these examples is considered blatant enough to call for letters of formal complaint to the offending network, with a carbon to Stockton Helffrich, the director of the NAB's Code Authority. And the presumption among most industry insiders is that any bit of family-hour (or post-family-hour) scheduling that could draw serious flak will be accompanied by a carefully worded advisory.

PBS viewership is on the rise

Nielsen study shows penetration, hours watched are increasing

The amount of time Americans spend watching programs distributed by the Public Broadcasting Service increased 60.8% from October 1975 to March 1976. And in the Nielsen survey that compared those two months for PBS, it was found that, for the first time, PBS programming is viewed by more than 50% of all U.S. households at least once a month.

The results of that survey show that during March of this year 50.4% of all households—some 35,080,000 homes—tuned to PBS programs. In October 1975 the penetration was 45.9%. The average monthly number of viewing hours also rose, from 4.7 to 6.8. Total monthly household viewing hours were up 60.8%.

Gains were also made for all PTV programming, both national and local. Penetration increased from 50.1% to 55.2%. The average number of hours viewed was up 35.6%, from 6.1 to 8.3, and total viewing hours rose 49.4%.

During prime time in March, 35.6% of

the households tuned in to public television, averaging 4.1 hours per month. This represents a 5.6% increase in penetration. In October, the hourly average was 3.0. Total viewing hours increased 60.8%.

In other gains: PBS children's programming increased its penetration by 12%; average hours viewed by 41.9%, and total viewing hours by 58.9%. PBS programming, excluding children's shows, was up in penetration by 12.8%, average hours viewed by 44.0%, and total viewing hours by 62.4%.

According to Allen Cooper, PBS director of audience evaluation, improved programming was the key to the rise in viewership. He added that during PBS's two-week "Festival 76" period of promotion and special programming in March, the number of viewers was up 10% from surrounding two-week periods.

Another survey currently is being conducted for the four weeks this month. Mr. Cooper said PBS chooses March and October for surveys.

Mr. Cooper said the most recent March survey was not released until now because tabulating the results of the PBS survey takes considerably longer than sweeps of commercial networks because Nielsen must deal with a totally different collection of stations and because PBS members often do not run shows at the time they are fed.

Wasilewski: exclusivity should not be deleted

National Association of Broadcasters President Vincent Wasilewski has joined the Association of Maximum Service Telecasters in stating that syndicated exclusivity rules should not be deleted because of congressionally approved copyright legislation (BROADCASTING, Oct. 18). Responding to a presentation of Burt I. Harris, chairman of National Cable Television Association, at the FCC's en banc meeting, Mr. Wasilewski, in a letter to FCC Chairman Richard E. Wiley, said both Congress and the FCC intended exclusivity rules to work in conjunction with the new copyright law and that the copyright law "must not be viewed as a catalyst for significant changes in the delicate balance of regulation."

CMA picks the best

Jennings-Nelson combination gets three of 10 top honors

Mel Tillis was named entertainer of the year at the Country Music Association's 10th annual awards presentation, which was televised Oct. 11 on CBS-TV from the Grand Ole Opry in Nashville.

The big winners of the evening were Waylon Jennings and Willie Nelson, who won three of the 10 categories. They were named best vocal duo and won the best single award for *Good Hearted Woman* and best album for *Wanted—The Outlaws*, which they recorded with Jessi Colter and Toppall Glasser.

Dolly Parton received the female vocalist of the year award, and Ronnie Milsap was voted male vocalist of the year.

Other winners were Larry Weiss for his song, *Rhinestone Cowboy*; Statler Brothers (vocal group); Roy Clark and Buck Trent (instrumental group) and Hargus (Pig) Robbins (instrumentalist of the year). Kitty Wells and the late Paul Cohen were inducted in the Country Music Hall of Fame.

Music licensing groups also confer country music honors

Broadcast Music, Inc., the American Society of Composers, Authors and Publishers and SESAC have presented their annual awards for achievement in country music.

Merle Haggard won four BMI country-writer awards, with Tom T. Hall, Linda Hargrove, Waylon Jennings, Ben Peters, Dolly Parton, Billy Sherrill and Billy Swan winning three each.

The seventh annual Robert J. Burton award, presented to the most performed BMI country song, was given to *When Will I Be Loved*, written by Phil Everly and published by Acuff-Rose Publications.

Top winners of ASCAP writer awards were Rory Bourke with six, Ray Griff with five and John Denver with three.

Warner Brothers received seven ASCAP publishing awards. Chappell and Milene Music each won six awards.

Gene Autry was named ambassador of

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country music by SESAC. Other SESAC winners were Chip Davis and Don Sears, A&R producers of the year; Ted Harris, country music writer, and Gary Jackson Price, most promising country music writer.

Burning Bridges was the most recorded SESAC country song. SESAC named *Black Bear Road* as the best country album; *The Happiness of Having You*, the country single of the year, and *Convoy*, the best country song.

Program Briefs

Format fight brewing. Veteran media activist George Conklin has organized KMPX Listener's Guild to protest to FCC loss of swing-big band format in three-way station deal between KMPX(FM), KEAR(FM) and KCBS-FM all San Francisco (BROADCASTING, Sept. 6). Format is "unique" to Bay Area, Mr. Conklin said, and should not be lost to Family Life Stations (current owner of KEAR which will take over KMPX frequency) proposed religious format. Mr. Conklin has until Nov. 1 deadline to protest sale and plans to base complaint on appellate court tests of format uniqueness, public outcry and economic viability established in WEFM(FM) Chicago case.

To NBC Radio. WAYC(AM) Bedford, Pa., has become affiliate of NBC Radio. Station, owned by Bedford County Broadcast Enterprises, operates daytime on 1600 khz with 1 kw, and is former ABC/Contemporary affiliate.

Cablecasting

NCTA says FCC should stiffen rules for translators

Association claims policy puts cable at disadvantage; recommends establishment of task force to set guidelines

The National Cable Television Association has called upon the FCC to establish a comprehensive national policy for the development of television translator stations. Inconsistent regulations, NCTA said, have "led to a serious imbalance in the relationship between translators and cable television." NCTA's filing came in support of a petition for rulemaking offered by Cablecom-General Inc., Denver, which urged the imposition of "public-interest" standards on translators.

NCTA recommended that a translator task force be set up at the FCC with representation from the Broadcast, Common Carrier and Cable Television Bureaus. And it outlined what it believes to be appropriate commission action.

NCTA suggested that the FCC reconsider the utility of allocating translator operations to the VHF band. "UHF would be entirely suitable," NCTA said, urging no further VHF translator authorizations. It also advanced a minimum-spacing policy for VHF translators, with 15-mile

separation for adjacent channels and 50-miles for co-channel operation.

NCTA said that permitting origination by translators would distort their role. However, it said that if origination is allowed, the percentage should be consistent with the translator's primary role as a rebroadcaster and that public service obligations should be imposed.

NCTA also suggested that networks and broadcasters be forbidden to own or provide financial support for translators. "This is the only way to prevent translators from being used as a competitive weapon," it said, adding that multiple ownership and duopoly rules should be applied. Cable systems, should be able to own translators, however, to serve less densely populated parts of their franchise areas, NCTA contended.

The filing urged equal regulatory treatment for cable systems and translators. NCTA said that cable systems and translators should be required to offer the same nonduplication and exclusivity protection; translators should not be allowed to import distant signals in areas that cable cannot; the commission should review its requirement that cable systems must carry certain translators, and translators should be prohibited from commercial substitution.

The NCTA also said the FCC should consider other restrictions on translators to allow fair competition "in light of their (translators') virtual exemption from copyright liability." Other issues discussed in the filing included requirements to prevent interference to television signals carried by cable.

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Optical Systems' plans for satellite system closer to take-off

Company files first in a series of earth station applications

Optical Systems' satellite networking plans came a step closer to reality last week with its filing at the FCC of the first in a series of earth station applications.

According to Alan Greenstadt, Optical president, the tariff for the system will be filed at the FCC shortly. Mr. Greenstadt said that his company will be paying Western Union about \$100,000 a month for a bulk satellite time buy of 16 hours per day from two Westar II transponders.

Optical would become Home Box Office's first competitor in the distribution of pay cable programming via satellite. Home Box Office buys its time on RCA's Americom satellite. Optical first announced its plans last April at the annual convention of the National Cable Television Association (BROADCASTING, April 12).

The first earth station application calls for a receive station at El Cajon, Calif. The station would interconnect directly with Cox Cable Communications Inc.'s Mission Cable TV and American Television & Communications Corp.'s Southwestern Cable Co., both in San Diego. Microwave transmission would bring the signal to Carl M. Williams' Televents of Coronado (Calif.) system.

Mr. Greenstadt anticipates that Optical will file about five earth station applications by the end of this year. Satellite service is scheduled to begin Jan. 1, with the bulk of the turn-ons during the first three months of the year. Currently, Optical Systems' Channel 100 programming serves some 70,000 subscribers in 12 cable systems. In nine of those systems, Optical employs a leased channel concept, paying the cable operator a fee for the use of the facilities. With satellite networking, Mr. Greenstadt estimated his firm will see a \$2,000 to \$2,500 savings per month over current operating costs.

Optical will be employing a multi-channel approach. Two pay channels will be sent from the satellite simultaneously and four levels of service will be offered. The packages will range from five "G and PG" films a month to a double bill including "R"-rated films every night.

NCAA revises standards in cablecasting football

The National Collegiate Athletic Association has revised its standards regarding cable television carriage of "exception telecasts" of football games.

Telecasts in this category are not involved in the sale of exclusive rights to a television network. ABC-TV currently holds exclusive rights with a multi-year contract and last year televised about 40

NCAA football games. During the same season, the NCAA granted 46 exceptions.

Previously, colleges and universities, before applying for an exception, had to check a television station's grade B contour to make sure cable systems do not relay their games into areas in which other games are being played. The institutions are now required to check within a 120-mile radius of a VHF station and a 45-mile radius of a UHF station. According to the NCAA, the grade B contour boundaries were too imprecise and too difficult to determine.

FCC reaffirms cable fairness obligations

It votes down proposal to lift doctrine from CATV in light of access channels, says it may reconsider position in future

The FCC does not think the time is ripe for it to delete the fairness doctrine and equal-time requirements as they apply to cable television ("Closed Circuit," Oct. 4). Two students at the Indiana University School of Law, Christina McKee and Gale E. Peterson, had suggested that, since cable systems do not use spectrum space and have a potentially high channel capacity, the commission permit cable operators to satisfy their fairness and equal-time requirements through the provision of appropriate access channels and facilities. The commission, in announcing its decision last week, said that the abundance of available unused channel capacity that would warrant consideration of the use of access channels as a substitute for fairness and equal-time requirements does not yet exist. Such an abundance might be present in a more mature industry, the commission said, but not yet. Accordingly, it added, it may reexamine such a proposal at a later date. The commission vote was 5 to 1, with Chairman Richard E. Wiley casting the lone vote against rejecting the proposal. One of the two new commissioners, Joseph Fogarty, voted with the majority; the other, Margita White, did not participate.

Cable Briefs

Debate on cable. Illinois-Indiana Cable Television Association has set up network of cable systems in 14 Indiana cities to run tape of debate between Democratic Senator Vance Hartke and his Republican challenger, Indianapolis Mayor Richard Lugar. Debate, sponsored by state chapter of Sigma Delta Chi, Society of Professional Journalists, was aired Oct. 13 by noncommercial WFYI(TV) Indianapolis. Its cable run is scheduled this Thursday (Oct. 28).

Down South. Speaking before annual meeting of Alabama Cable Television Association last week in Birmingham, Gerald Levin, president of Home Box Office, said that "we are discovering that to depend too heavily on motion pictures is to live too dangerously." Mr. Levin said his firm is increasingly looking into other forms of service. Problems he cited included lack of right kind of films and pay-TV industry becoming "captive" of film producers.

Field trip. National Cable Television Association staff will take on-spot look at cable operations next month with visit to Berks TV Cable system in Reading, Pa. Visit comes as part of field trip to Kutztown (Pa.) State College Nov. 16-17 where staff will take up internal and long-range planning matters.

Another notable. FCC Commissioner Benjamin L. Hooks has accepted invitation to be guest speaker at 1976 Western Cable Television Show in Anaheim, Calif., Dec. 1-3. He will join other scheduled headliners including FCC Chairman Richard E. Wiley and House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) (BROADCASTING, Oct. 4).

Still in red. United Cable Television Corp., Tulsa, Okla.-based CATV multiple system operator, reported net loss for its first quarter in fiscal year 1977 ended Aug. 31 of \$125,000 or \$.07 per share. This compares with net loss of \$530,000 or \$.28 per share during comparable period year earlier. Revenues for current period increased 18% to \$3,914,000 from \$3,317,000.

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Standing room only: TV networks sell out time for election night

Estimates run as high as \$60,000 per minute for sponsorship; total intake may be \$6 million with production costs at \$10 million

The commercial television networks are sold out, and have been for some time, on their election night (Nov. 2) coverage.

"Election night has been sold out for six months or more at the TV networks," one industry source said. "It's been a good year for news programming of all kinds."

Network officials will not divulge the dollar amount of advertising sold nor the amount of the expected deficit after costs are computed and stress that they don't expect to make a profit.

Other industry sources estimate that advertisers will be shelling out from \$50,000 to \$60,000 per minute. With 36 commercial minutes available on each television network, the combined price tag to advertisers will be about \$6.3 million. The cost to the TV networks for producing the po-

litical extravaganza is reported to be in the \$10-million range.

One network executive said television regards political coverage of all kinds as a sort of loss leader. He pointed out that the loss on election night does not begin to approximate that of convention coverage. This year the difference between intake and outgo in all types of political coverage could be a \$30 million deficit to the TV networks.

For election night programming, CBS and NBC are understood to be getting about the same rates from advertisers, while ABC's figure is reported to be slightly lower.

The advertisers in ABC's fold for Nov. 2 are Textron (J. Walter Thompson, New York); General Foods (Benton & Bowles, New York); Savings and Loan Foundation (McCann-Erickson, New York); Merrill Lynch, Pierce, Fenner & Smith (Ogilvy & Mather, New York) and E&J Gallo Winery (Young & Rubicam, New York).

Advertisers on CBS will be Ford Motor (Kenyon & Eckhardt, Detroit); Western Union (Riess Capiello Colwell, New York); General Electric (Compton Advertising, New York), Esmark (Dancer-Fitzgerald-Sample, San Francisco); American Banking Association (Leo Burnett Co., Chicago) and E&J Gallo Winery (Y&R).

Sponsors on NBC will be Metropolitan Life and Union Carbide (Y&R); Textron (Thompson); TEW Inc. (Meldrum & Fewsmith, Cleveland); Savings and Loan Association (M-E); Polaroid (Doyle Dane Bernbach, New York) and Chrysler/Dodge (BBDO, Detroit).

On radio, ABC reports it has not obtained any special advertising for its election coverage which will be limited in scope.

CBS Radio to date has lined up Anheuser-Busch (D'Arcy-MacManus & Masius, St. Louis); Desa Industries (chain saws), (Laven, Fuller & Perkins Advertising & Marketing, Chicago), and La-Z Boy Chain Co. (Marvin Hahn, Birmingham, Mich.).

NBC Radio's coverage will be sponsored by Pacific Finance (Ayer/Jorgensen/Macdonald, Los Angeles); Airborne Freight (Soderberg & Bell, Seattle) and S.S.S. Co. Tucker Wayne & Co., Atlanta.)

Mutual's sponsorship will be by La-Z Boy Chain Co. (Marvin Hahn) and other advertisers.

TVB Washington bound for 22d annual meet

The Television Bureau of Advertising will draw speakers from prominent advertisers, agencies, government brokerage and academia for its 22d annual meeting in Washington, Nov. 9-11, at the Shoreham Americana hotel.

Offering "new ways to keep television sales high through 1977 and into the future," will be: Grant Gentry, president, A&P; Barney Brogan, national advertising

and sales promotion manager, Toyota; William Johnson, director of marketing services, J.C. Penney; Richard Wiley, FCC chairman.; William Suter, vice president, Merrill Lynch Pierce Fenner & Smith; Ellen Sacher, assistant vice president, Mitchell, Hutchins; Michael Shapira, senior vice president, W. B. Doner, and Professor George Cabot Lodge, Harvard University.

Workshops and panels will consider client-agency-station relations, syndicated television programming and sales, computers and sales, and minicams and commercial production. The opening night "hall of fame" dinner will feature political satirist Mark Russell and a TVB report on "The News About Television News."

Counting noses, feeling pulses occupies ARF

Among the theories: It doesn't have to be polished to sparkle in testing; diaries do too work; simplicity is its own reward; cheaper is better; payday's best of all for turning on consumers

An array of reports on new research in advertising—and new looks at some not-so-new research—marked the Advertising Research Foundation's two-day 22d annual conference last week in New York.

The studies ranged across a field that included TV testing, TV diaries, advertising strategy, advertising evaluation and "biorhythms and psychorhythms in attitude research."

Professor Donald L. Kanter of the University of Southern California's School of Business Administration cited both new and old studies to support the conclusion that rough renditions of TV commercials are not only cheaper but virtually as effective for copy testing as finished commercials.

He said the evidence suggests that "rough treatments, particularly photo-boards and live action [usually taped] do a more than adequate job of providing copy-testing materials, rather than the use of expensive finished commercials." However, he said, this does not appear to be true of rough line-drawing storyboards.

John A. Dimling Jr., vice president and director of research for the National Association of Broadcasters, reviewed extensive testing done on TV audience diaries of the sort used by both Arbitron Television and Nielsen in their local measurements.

Diaries, he said, are subject to certain biases—some of which understate actual viewing while others overstate it—with the net result that there "is some degree of understatement of viewing levels by diary surveys."

"Considered in another way," Mr. Dimling said, "if these sources of bias were eliminated, diary survey estimates would probably be somewhat higher." Even so,



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Running the show. Ben Lipstein, chairman of the Advertising Research Foundation's annual conference, and ARF President Edgar A. Roll, discuss proceedings for last week's two-day meeting.

he concluded, "our research has indicated that for the costs involved, the diary does a good job of measuring local market television audiences. Diary estimates in general are amazingly close to those produced by the expensive, high-quality coincidental standard."

Russell I. Haley, a consultant and associate professor at the University of New Hampshire, said studies show that commercials and other ads perform better if they concentrate on a single claim, rather than many.

"People only turn their minds on for a very small proportion, perhaps 10% to 20%, of the advertising message to which they are physically exposed," he said. "A

single-focus ad has a better chance of stimulating a mental reaction than does a multi-focus ad. The latter type may slow you down more physically, because it has more things to look at—more areas to scan. But an effective ad is one that lets people get its central message quickly and easily."

Gerald J. Eskin, associate professor of marketing at the University of Iowa, reported on a group of tests that suggested, he said, that advertising impact often depends on factors aside from the advertising—such as product price, display position in the store and whether samples of the product have been distributed.

For instance, he said, "what our data says is that low prices make advertising work better. High advertising and low prices should not always be looked at as alternative ways of generating sales. They should be considered in combination—in the same marketing plan."

Research also indicates that a consumer's tastes and product preferences, governed by rhythmic clock effects, "may vary with the time of the day, the day of the week, the time of the month and the season," according to a report by Ronald Gatty, professor at Baruch College, New York, and Captain R. Curtis Graeber, now at the Army's Academy of Health Sciences.

What this means, they said, is "that it matters when we take the attitude measurement, and when it is that the consumer might perform the act or actions that we are trying to predict." The worst time for favorable responses, according to

one study, was on Monday, and the best time was on Friday—better yet, Friday afternoon after the distribution of paychecks.

Rice tells newspapers to advertise on TV

If you can't beat 'em, join 'em! That was the message delivered last week by Roger Rice, president of the Television Bureau of Advertising, when he urged newspapers to advertise on TV.

Speaking before the Oregon-Washington Associated Press Oct. 22, Mr. Rice voiced the view that television can help to solve major newspaper problems, including declining circulation, loss of readership among young people, the decrease in share of advertising revenues and competition from television.

He detailed some of the weaknesses of newspapers: share of total advertising dollars has slipped from 36% in 1950 to 29.9% in 1975; share of national advertising dollars has fallen from 16% in 1950 to 8% and share of local dollars has dipped from 63.6% in 1950 to 56.1% in 1975. To lure advertisers, Mr. Rice said, newspapers must attract younger, better-educated and higher-income persons, and they can achieve this by reaching out for people who don't read newspapers.

He then declared: "I suggest that you have looked upon television as such a competitor for so long that you have also been overlooking television's possible role

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He suggested that the newspaper industry invest 1% of advertising sales—\$85 million—in TV.

Advertising Briefs

ARB's unlisted phone homes. Arbitron will include non-telephone households in television samples in Chicago, Philadelphia, San Francisco, Boston and Detroit, beginning with November 1976 survey. Ten more markets will be added beginning with February 1977 sweep: Washington, Cleveland, Dallas-Fort

Worth, Pittsburgh, Houston, Minneapolis, Miami, St. Louis, Atlanta and Tampa-St. Petersburg. (Not included are New York and Los Angeles, two metered markets, because Arbitron meter sample already contains unlisted telephone and even no-phone households.)

NAD in September. National Advertising Division of Council of Better Business Bureaus resolved 13 challenges to national advertising, including five on television and radio, during September. Agreeing to modify or discontinue certain commercials were General Mills Inc. (Betty Crocker devils food cake mix) on radio and TV and C. F. Kirk Laboratories (Exocaine rub) on TV. Found acceptable were TV commer-

cials for Fruitcrest Corp. (orange marmalade); Lever Bros. (Liquid All detergent) and Mars Inc. (Starburst Fruit Chews).

And now broadcasting. Windsor Total Video, New York, has moved to new headquarters at 565 Fifth Avenue, New York 10017. With doubling of space to 8,000 square feet, firm now offers videotape production facilities and services for TV commercials, including taping, editing, duplicating and transfer to tape.

Our man in New England. Eastman Radio Inc., New York, has named Kadetsky Broadcast Properties Inc., Boston, to represent Eastman in New England area.

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Books

Mass Media and the Supreme Court, revised second edition. Edited by Kenneth S. Devol. Hastings House, New York, \$14.50, 400 pp.

Dr. Devol, a professor and chairman of the department of journalism at California State University in Northridge, has updated his work on the Supreme Court's involvement with the media, first published in 1971, with a number of important decisions through mid-1976. In 50 Supreme Court decisions dating back to 1919 (*Schenck v. United States*) and 17 interpretive articles, tied together with text written by the editor, the book makes Dr. Devol's point that constitutional law is constantly evolving. But it also makes clear that it was not until the 1960's, beginning with Chief Justice Earl Warren and continuing with Chief Justice Warren E. Burger, that the court spent much of its time on First Amendment cases. And among them were a number involving broadcasting—the Red Lion decision, establishing the constitutionality of the FCC's fairness doctrine, and the 1973 CBS v. Democratic National Committee case, which makes it clear that broadcasters may refuse to sell time to individuals or groups wishing to express their views on issues.

Great Songs of Madison Avenue, edited by Peter and Craig Norback with arrangements by Kenneth J. Costa. Quadrangle/The New York Times Book Co., \$7.95 (paperback), 250 pp.

For those who contend that the commercial jingle is better than the program, this collection offers the words and music to the more memorable of the last 50 years.

The range is from General Mills's "Have You Tried Wheaties," copyrighted in 1929, to Miller's "If You've Got the Time, We've Got the Beer," on tonight's National Football League telecast. The Messrs. Norbacks say the industry consensus is that the "Wheaties" song was the first jingle.

And yes, Virginia, there is a second verse—though long suppressed—to "See the U.S.A. in Your Chevrolet" (1950). It appears in the book.

The Broadcasting Playlist Oct 25

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
3	1 Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	1	9	1	1
5	2 If You Leave Me Now (3:40) Chicago—Columbia	3	2	2	2
7	3 Still the One (3:42) Orleans—Asylum	5	3	3	3
6	4 I Only Want to Be with You (3:20) Bay City Rollers—Arista	2	1	5	8
2	5 Devil Woman (3:21) Cliff Richard—Rocket	6	4	4	9
1	6 Play That Funky Music (3:12) Wild Cherry—Epic	7	6	6	4
4	7 A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	4	8	7	7
15	8 The Wreck of the Edmund Fitzgerald (5:57) Gordon Lightfoot—Reprise	10	5	8	6
9	9 Rock'n Me (3:05) Steve Miller Band—Capitol	8	7	10	5
11	10 She's Gone (3:24) Hall & Oates—Atlantic	12	10	9	10
8	11 Lowdown (3:15) Boyz Scaggz—Columbia	9	11	11	11
10	12 (Shake...) Shake Your Booty (3:06) K.C. & Sunshine Band—T.K. Records	11	13	12	14
13	13 Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	13	16	13	17
20	14 Muskrat Love (3:28) Captain & Tennille—A&M	20	14	14	12
12	15 Magic Man (2:45) Heart—Mushroom	15	15	15	15
14	16 I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	18	12	19	13
24	17 A Little Bit More (2:56) Dr. Hook—Capitol	17	17	16	16
37	18 Rubberband Man (3:30) Spinners—Atlantic	16	19	17	21
17	19 That'll Be the Day (2:32) Linda Ronstadt—Asylum	14	21	20	24
19	20 The Best Disco in Town (2:29) Ritchie Family—Marlin/T.K.	19	18	22	20
26	21 (Don't Fear) The Reaper (3:45) Blue Oyster Cult—Columbia	24	20	21	19
21	22 Do You Feel Like We Do (7:19) Peter Frampton—A&M	25	27	18	18
16	23 Fernando (4:11) Abba—Atlantic	21	22	23	25
25	24 Beth (2:45) Kiss—Casablanca	22	24	25	26
22	25 This One's For You (3:25) Barry Manilow—Arista	30	23	26	22
30	26 More Than a Feeling (3:25) Boston—Epic	26	26	24	23
36	27 Nadia's Theme (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	23	25	27	29
28	28 Love So Right (3:19) Bee Gees—RSO/Polydor	27	30	29	30
27	29 Wham Bam Shang-A-Lang (3:32) Silver—Arista	29	28	31	28
31	30 Just to Be Close to You (3:28) Commodores—Motown	28	29	30	31
18	31 Getaway (3:38) Earth, Wind & Fire—Columbia	31	31	33	32
38	32 Tonight's the Night (3:55) Rod Stewart—Warner Bros.	33	36	28	27
39	33 I Never Cry (3:43) Alice Cooper—Warner Bros.	32	33	34	36
33	34 A Dose of Rock 'n' Roll (3:16) Ringo Starr—Atlantic	36	39	32	33
34	35 With Your Love (3:33) Jefferson Starship—Grunt	40	32	40	34
—	36 You Make Me Feel Like Dancing (2:48) Leo Sayer—Warner Bros.	35	35	36	37
29	37 You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	*	34	*	35
40	38 You Are the Woman (2:42) Firefall—Atlantic	34	38	38	*
—	39 Nights Are Forever Without You (2:52) England Dan & John Ford Coley—Big Tree	37	*	35	40
23	40 Say You Love Me (3:58) Fleetwood Mac—Reprise	39	40	37	38

Playback

Direct line. A radio station that plays records over the telephone? That's what KDWB(AM) St. Paul does to test records before adding them to its playlist. John Sebastian, program and music director, says station's research staff makes approximately 200 calls each week to people in different demographic groups and plays portions of 30 to 60 records to get response from people called. "Call-out passive" system provides koww with direct feedback from audience; as Mr. Sebastian explains, "It is important that we as programers listen to what our audience wants to hear." **Picks of the litter.** What does Mr. Sebastian predict as next number-one hit for Minneapolis-St. Paul? He believes Captain and Tennille's *Muskrat Love* (A&M), Steve Miller Band's *Rock'n Me* (Capitol), Funky Kings's *Slow Dancing* (Arista) and *Sorry Seems to Be the Hardest Word*—reported to be the single from Elton John's new album, *Blue Moves* (Rocket/MCA)—all have potential. *Sorry Seems to Be the Hardest Word* is getting heavy airplay on KFRG(AM) San Francisco, KLF(AM) Dallas, WAYS(AM) Charlotte, N.C., and WHBQ(AM) Memphis. **Trend-setters.** What trends are in store for rock music? Mr. Sebastian says, "Rock 'n' roll as we used to know it no longer exists. The biggest hits today are the mellow, somewhat easy listening songs; the tunes your grandmother would listen to."

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 You & Me (3:22) Tammy Wynette—Epic	1	1	1	1
8	2 Somebody Somewhere (3:00) Loretta Lynn—MCA	3	3	2	3
6	3 Cherokee Maiden (2:56) Merle Haggard—Capitol	2	4	5	5
17	4 Her Name Is (2:17) George Jones—Epic	6	5	4	4
19	5 Living It Down (2:30) Freddie Fender—ABC/Dot	7	2	3	12
5	6 The Games Daddies Play (3:00) Conway Twitty—MCA	5	6	7	6
4	7 Among My Souvenirs (2:32) Marty Robbins—Columbia	4	8	6	7
9	8 A Whole Lotta Things to Sing About (2:42) Charley Pride—RCA	8	9	8	10
3	9 I Don't Want to Have to Marry You (3:03) Jim Ed Brown & Helen Cornelius—RCA	10	7	9	2
2	10 Here's Some Love (2:59) Tanya Tucker—MCA	9	10	10	9
7	11 I'm Gonna Love You (2:52) Dave & Sugar—RCA	11	12	11	8
15	12 All I Can Do (2:23) Dolly Parton—RCA	15	11	12	11
—	13 I Don't Wanna Talk It Over Anymore (2:50) Connie Smith—Columbia	6	14	13	16
12	14 Peanuts and Diamonds (3:10) Bill Anderson—MCA	16	13	16	13
—	15 Show Me a Man (2:53) T.G. Sheppard—Hitsville	14	18	15	17
13	16 Come on In (2:40) Sonny James—Columbia	13	19	14	21
11	17 The End Is Not in Sight (3:11) Amazing Rhythm Aces—ABC/Dot	17	20	20	15
21	18 I Wonder If I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	18	17	19	20
—	19 Thinking of a Rendezvous (3:22) Johnny Duncan—Columbia	24	15	17	14
16	20 Let's Put It Back Together Again (3:16) Jerry Lee Lewis—Mercury	19	22	18	23
10	21 Don't Stop Believin' (3:24) Olivia Newton-John—MCA	25	16	23	18
20	22 If You've Got the Money... (2:05) Willie Nelson—Columbia	22	23	22	19
18	23 That Look in Her Eyes (3:03) Freddie Hart—Capitol	21	21	21	*
14	24 After the Storm (2:37) Wynn Stewart—Playboy	20	24	24	24
23	25 (I'm a) Stand by My Woman Man (2:57) Ronnie Milsap—RCA	*	25	25	22

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.

Fates & Fortunes[®]

Media



Mallardi



Granath

Michael P. Mallardi, VP/chief financial officer, ABC Inc., elected member of board of directors. **Herbert A. Granath**, senior VP, Transworld International, New York, returns to ABC as VP/assistant to president. Prior to joining TWI earlier this year (BROADCASTING, May 10), he had been VP of program development and marketing, ABC Sports.

Cliff Thompson, president, WIFC(FM) Wausau, Wis., becomes president, WONS(AM)-WBGM(FM) Tallahassee, Fla.

W. Frank Harden, president, State Telecasting Co. (WCBD-TV Charleston, S.C.; KCBD-TV Lubbock, Tex.; KSWB-TV Roswell, N.M.), elected to board of parent, State-Record Co., Columbia, S.C.

William C. Robbins, controller, Fetzer Broadcasting, Kalamazoo, Mich., appointed secretary-treasurer, succeeding **Robert C. Van Horn**, retired.

Phebe W. Erdman, member of board of directors, WTKO(AM) Ithaca, N.Y., elected chairman of board, succeeding her husband, **E. E. (Woody) Erdman**, resigned. **James B. Stevenson** and **John J. Regan**, assistant VP's of sales and operations, respectively, promoted to VP's and both elected to board of directors.

Steven Foster, sales executive, WTIK(AM) Durham, N.C., joins WRNC(AM) Raleigh, N.C., as general manager. **J. David Hoke**, general manager, WRBX(AM) Chapel Hill, N.C., appointed WRNC promotion manager.

Richard A. Kelly former manager of conference services, RCA, named director, special projects, NBC.

William J. Brooks, director of public information, WPTV(TV) West Palm Beach, Fla., appointed assistant station director.

Marie Y. Shibusya, head investigator/supervisor for Action 4 staff, which handles consumer complaints, KNBC(TV) Los Angeles, appointed administrator of community relations.

George Wesley, public affairs producer, KTVY(TV) Oklahoma City, appointed community relations director.

Joe Denney, general manager, WKRR(AM) Pickens, S.C., named station manager, co-owned WKYK(AM) Burnsville, N.C., succeeded by **Doug Thompson**, WKRR sales manager.

Charles Swilling, account executive/research manager, Keystone Broadcasting, joins WWJ-TV Detroit as research director.

Judy Kauffman, news graphic artist, WTTG(TV) Washington, named art director.

Newly elected officers, North Carolina Association of Broadcasters: **James A. Heavner**, WCHL(AM) Chapel Hill, president; **Jerry Oakley**, WFBS(AM) Spring Lake, president-elect; **Paul A. Brissette Jr.**, WECT(TV) Wilmington, TV VP; **Lee R. Wallenhaupt**, WSJS(AM)-WTQR(FM) Winston-Salem, radio VP, and **Jack Starnes**, WBAG-AM-FM Burlington, secretary treasurer.

Anne Hecker, public relations director, Washington State Dental Association, elected president-elect, Women in Communications.

Frank Wood, general manager, WEBN(FM) Cincinnati, appointed VP, Greater Cincinnati Broadcasters Association, replacing **John Bayles** of WSAI(AM) who resigned.

John Flournoy, controller, noncommercial WETA-FM-TV Washington, appointed VP, financial affairs. **Wayne Coy**, director of legal affairs, appointed VP, legal affairs. **Heleni Dudman**, special assistant to president, named public information VP. **Gene Swanzey**, director of operations and engineering, elected operations/engineering VP. **Sally Wells**, development director, named VP, development director. **Michael Cunningham**, manager of accounting/electronic data processing services, appointed controller.

Newly elected officers, Rocky Mountain Public Broadcasting Network: **Bruce L. Christensen**, noncommercial KBYU-FM-TV Provo, Utah, and director of broadcast services, Brigham Young University, president; **Duane W. Ryan**, noncommercial KENW(TV) Portales, N.M., president-elect, and **Art Hook**, noncommercial KUID-TV Moscow, Idaho, secretary-treasurer.

James C. King, general manager, noncommercial WIDR(FM) Kalamazoo, Mich., joins noncommercial WVXU-FM Cincinnati in same position.



Thomson-CSF Laboratories Mark IV Image Enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail. And improves picture resolution as well as color fidelity. The Mark IV, with unique "crispended-comb" filter, separates chrominance from luminance, providing sharper contrasts with more defined picture detail. Available for all monochrome and color cameras. Now from Thomson-CSF Laboratories.



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Broadcast Advertising

Martin H. Snitzer, chairman of plans board of Leo Burnett, U.S.A., Chicago, named president, replacing **John J. Kinsella**, who was appointed executive VP of parent company, Leo Burnett Co., and chief operating officer for Europe, Latin America and Australia/Asia operations. **Howard C. Shank** continues as chairman of Leo Burnett U.S.A. and was named executive VP of parent company and chief operating officer for North America.

Beverly Fitzsimmons, director of creative control services, Benton & Bowles, New York, appointed manager of creative services, New York office of D'Arcy-MacManus & Masius. **Charles Cody**, TV producer, DM&M, New York, named head of TV production there. **Ronald A. Post**, associate media director, Ross Roy, Detroit, joins Bloomfield Hills office of DM&M as senior broadcast buyer. **Roger D. Jozel**, account executive, J. Walter Thompson, returns to DM&M, Bloomfield Hills, as account supervisor. **Sterling R. Green**, internal traffic coordinator, Chevrolet Truck Division account, Campbell-Ewald, Detroit, appointed account executive on General Motors corporate account at DM&M, Bloomfield Hills. **Stephanie Barken**, artist/designer, Communico, Detroit, joins DM&M, St. Louis, as designer/illustrator.

Philip Levine, research director, Ogilvy & Mather, New York, named executive research director. **Jennifer Stewart**, from Needham, Harper & Steers, and **Fredric Cuba**, O&M associate director of research, named research directors.

John J. Fenton, VP/account supervisor, Benton & Bowles, New York, elected senior VP/management supervisor, with responsibility for all Procter & Gamble packaged soaps and detergent division assignments.

Richard J. Burnstein, account supervisor, J. W. Schoen advertising, joins Nison Advertising, Chicago, as VP/account supervisor.

Olivia Flynn Lawrence, assistant VP, LBJ Productions, Chattanooga, appointed assistant VP/branch manager, co-owned Lindsay, Bradley & Johnston advertising, Memphis.

Barry Olson, VP/creative director, Vickers & Benson, Montreal, rejoins Meldrum and Fewsmith, Cleveland, as VP/group creative director.

Robert K. Eagan, account supervisor, Dancer-Fitzgerald-Sample, New York, named senior VP.

Bella Werner, research director, Christal Co., New York, appointed VP, research/sales development.

Mark Wayne, VP, Ray Court and Associates advertising, Seattle, joins Thomas & Thomas advertising/public relations there as sales and production director.

Karen Gagliardi, senior research/promotion assistant, Katz Television, New York, joins Metro TV Sales there as senior research analyst. **Larry Lyttle**, from NBC-TV Spot Sales, Chicago, joins Metro TV Sales there as account executive.

Masakazu Namiki, marketing director, Sony Corp., United Kingdom, appointed national marketing manager for Betamax home video recorder/player, Sony Corp. of America.

Roderick Guerdan, regional sales representa-

live, WYTV(TV) Youngstown, Ohio, promoted to general sales manager.

Kathie Fung Fix, sales service coordinator, KBHK-TV San Francisco, named traffic supervisor.

Steve Peskin, account executive, Metromedia's Metro TV, New York, named national sales manager, Metromedia's WTTG(TV) Washington. **Jill Krasner**, promotion manager/art director, WTTG Washington, named director of advertising and promotion.

Ed Howard, former general manager, KYOK(AM) Houston, appointed sales manager, KEYH(AM) there.

Frank J. Willis, account executive, WELI(AM) New Haven, Conn., appointed director of sales development, national/local advertising.

Barbara Davitt, women's program director, WATR(AM) Waterbury, Conn., named sales manager.

Bill Walker, sales manager, KIXI(AM) Seattle, appointed general sales manager, KZAM-AM-FM Bellevue, Wash.

Programing



Gallup

George H. Gallup, president of Gallup Communications Services Inc., New York, developer and sales representative for radio and TV programming, named executive VP and chief operating officer of TVS Television Network, New York, division of Corinthian Broadcasting Corp.

Walter J. Kaufman, VP, legal and business affairs, Columbia Pictures Television, Burbank, Calif., named VP, administration and business affairs, worldwide distribution division.

Frank (Bud) Fitzsimmons, senior VP/management supervisor of national field staff, J. Walter Thompson, appointed president, Snazelle Films, film and VTR production facility headquartered in San Francisco.

Bill Thels, manager of technical facilities and international sales service, Viacom Enterprises, New York, named director, international sales service and technical service. **Eric Veale**, manager of domestic sales service, named director of domestic sales service.

Martin J. Groothuis, associate resident counsel, Twentieth Century-Fox Television, Beverly Hills, Calif., appointed director of business affairs.

Patrick Plevin, production administrator, ABC-TV's *Good Morning America* series, named manager of prime-time program development, East Coast, ABC Entertainment. **Marcia Carsey**, VP, prime-time comedy program development, ABC Entertainment, Los Angeles, named VP, comedy programs, with responsibilities for currently scheduled series and program development.

Scott Towle, account executive, Western division, Worldvision Enterprises Inc., Los Angeles, named VP/Eastern-division manager, based in New York. **Kevin Tannehill**, account executive in Worldvision's Eastern and Central

division, appointed to replace Mr. Towle.

Richard Ballinger, assistant program manager, WNEW-TV New York, appointed VP/program manager.

Harvey R. Reinstein, Eastern division sales manager, Metromedia Producers Corp., joins MGM Television, New York, in same capacity.

Barbara Hunter, sportscaster, NBC-owned KNBC(TV) Los Angeles, named to same post for NBC-TV New York.

Paul Zullo, from KRNW(AM) Boulder, Colo., joins DIR Broadcasting Corp., program producer, New York, as stations relations director.

John Macfarlane, Eastern regional sales manager, Computer Image Corp., Denver, named to head new Midwest unit, Computer Image Productions, Chicago, 625 North Michigan Avenue 60611.

Scott H. Robb, senior partner in law firm of Robb & Reukauf, Washington/New York, appointed general counsel of Keystone Broadcasting System, New York/Chicago.

Jeff Davis, production manager, WTAJ-TV Altoona, Pa., appointed director of creative services, WBBH-TV Fort Myers, Fla.

Craig Martin, account executive with producing/directing/customer relations duties, Tele-Color Productions, Alexandria, Va., appointed unit manager.

James Bell, general manager, WZKY(AM) Albemarle, N.C., appointed program director, WRNC(AM) Raleigh, N.C.

Leni-Joy Zimmerman, writer/producer/director, WXYZ-TV Detroit, joins WWJ-TV there as production coordinator. **Joe Pellegrino**, sportscaster, WPVI(TV) Philadelphia, named to same post, WWJ-TV.

Sheldon Fay Jr., public affairs producer/director, KPX(TV) San Francisco, named producer of *Evening, The MTWTF Show*, prime-time access magazine series.

Cathy Hahn, assistant music director, KLAC(AM) Los Angeles, appointed music director.

Johnny Goyen, air personality, KXYZ(AM) Houston, appointed production director, KEYH(AM) there. **Charley Donovan**, air personality, KULF(AM) Houston, joins KEYH as creative director.

Chuck Stevens, from WOTT(AM) Watertown, N.Y., joins WKHJ(AM) Holly Hill, S.C., as program director.

Michael Kale, from WKGX(AM) Lenoir, N.C., appointed program director, WKYK(AM) Burnsville, N.C.

Broadcast Journalism

Karna Small, co-anchor, KGO-TV San Francisco, named to same post, WTTG(TV) Washington. **John Raye**, anchor, KING-TV Seattle, named WTTG weekend co-anchor/reporter. **Bob Becker**, co-host/co-producer, WTAJ-TV Norfolk, Va., named WTTG weatherperson/ecology specialist. **Larry Covington**, weekend sportscaster/reporter, WXEX-TV Petersburg (Richmond), Va., named WTTG reporter. **Pat Murphy**, air personality, WEEL(AM) Fairfax, Va., assumes additional duties as WTTG consumer advocate reporter.

Charles Jackson, news director, WBAL(AM) Baltimore, and **Donald Budd**, news director, KSDO(AM) San Diego, named Washington correspondents, Mutual Broadcasting System there.

Evelyn Kanter, consumer reporter, WCB(AM) New York, named to same post, WABC-TV New York.

Arta Boley, executive news producer, KMGH-TV Denver, joins KBT(AM) there in same capacity. **Robert D. (Pete) Remmert**, news producer, KENS-TV San Antonio, Tex., named to same post, KBT. **Ward Lucas**, anchorman, KIRO-TV Seattle, appointed KBT reporter/co-anchor.

Stan Clark, news director, WVJS(AM) Owensboro, Ky., joins WEHT(AM) Evansville, Ind., as special assignment reporter.

Brad Davis, news director, WDTB-TV Panama City, Fla., named Pensacola bureau reporter, WKRG-TV Mobile, Ala. **Francie Murphy**, from WJIM(AM) St. Joseph, Mich., appointed WKRG-TV reporter/camera operator.

Beth Conrad, associate news director, KNBR(AM)-KNAI(FM) San Francisco, named news director, WCAR-AM-FM Detroit.

Andy Shaw, education editor, *Chicago Sun Times*, named education reporter, WMAQ-TV there.

David Randy Allen, national broadcast editor, Associated Press, New York, named news writer, WMAL-TV Washington.

Sue Davis, news director, KDNT-AM-FM Denton, Tex., named reporter, KEYH(AM) Houston.

J. Keith Smith, freelance photographer, named reporter/cinematographer, WBBH-TV Fort Myers, Fla.

Mike Sioes, from WBRZ-TV Baton Rouge, appointed news cameraman/editor, WALA-TV Mobile, Ala.

John DeBerry, placement administrator for director of recruitment and placement, CBS Inc., New York, appointed reporter, KTHV-TV Little Rock, Ark.

Joan Edmundson, news anchor, noncommercial KATV-TV Phoenix, appointed to same post, KNTV-TV San Jose, Calif.

Don Watson, news director/co-anchor, KPRC(AM) Houston, appointed news director, WSAR(AM) Fall River, Mass.

James Thompson, general manager, noncommercial KCB(AM) Dallas, assumes additional duties as reporter, KTV(AM) Fort Worth.

Carol Luper, newscaster, WRFD(AM) Columbus, Ohio, joins WBNS(AM) there as newscaster/reporter.

Bob Swanson, newscaster, WOKY(AM) Milwaukee, joins WLVA(AM) Lynchburg, Va., in same capacity.

John Hultman, news director/anchor/reporter, WBBM(AM) Chicago, elected president, Illinois News Broadcasters Association. Other officers elected: **Gene Lewis**, WHBF(AM) Rock Island, VP; **Ron Williams**, WDWS(AM) Champaign, treasurer; **Ray Schroeder**, University of Illinois, Champaign, recorder, and **Edward Brown**, Southern Illinois University, Carbondale, executive secretary.

Timothy E. Doherty, reporter, WBRW(AM) Somerville, N.J., joins WOBM(FM) Toms River,

N.J., as overnight newscaster.

Pamela Young, reporter, KPIX-TV San Francisco, joins noncommercial KQED-TV there in same post.

Cable

Kathryn Hilton, director of research, National Cable Television Association, Washington, elected VP.

Roger Seltzer, chief of special relief and enforcement branch in FCC's Cable Television Bureau, joins Liberty Communications Inc., Eugene, Ore., as general counsel.

Equipment & Engineering

Perry H. Vartanian, director, research and development, SCM Corp., Palo Alto, Calif., appointed VP, research and engineering, International Video Corp., Sunnyvale, Calif.

Edgar D. Ebenbach, manager/supervisor, converter-engineering department, Jerrold Electronics, Horsham, Pa., promoted to director of engineering, subscriber terminals.

Mahlon B. Fisher, chief engineer, electronic tube division, GTE Sylvania Inc., Seneca Falls, N.Y., appointed VP, engineering, Electronic Components Group.

Gerald G. Heitler, marketing VP, International Video Corp., Sunnyvale, Calif., named director of marketing Versatile Video Inc. there.

Ron Arendall, director of engineering, Telecommunications Center, Ohio State University, Columbus, joins WTHR-TV Indianapolis as manager of engineering. **Jim Borgioli**, WTHR assistant chief engineer, promoted to chief engineer.

Ken Yerama, from Pamotor Interswitch & Interlok division, William J. Purdy Co., joins Switchcraft Inc., Chicago, as Western regional sales manager.

Henry E. Kloss, director of research and development, Advent Corp., Cambridge, Mass., resigns, but remains member of board of directors.

Jeffrey Stoll, from engineering staff, noncommercial WFIU(FM) Bloomington, Ind., joins noncommercial KUMR(FM) Rolla, Mo., as chief engineer.

Allied Fields

William A.E. Doyling, attorney, chairman's office, Federal Trade Commission, Washington, named assistant to chairman.

George Jacobs, director, frequency division, Voice of America, moves to Board for International Broadcasting, which supervises Radio Free Europe and Radio Liberty, as director of research and engineering.

Kay Worrell, market researcher, Gallup Organization, New York, joins R. H. Bruskin Associates, market research firm, New Brunswick, N.J., as project director. **Ron Cohn**, director of sales/client services, Field and Facts Inc., New York, joins R. H. Bruskin as director of client services.

Walter A. Kohl, press attache, U.S. embassy in

Athens, appointed director, U.S. Information Agency's Foreign Press Center, Washington.

George D. Skinner, associate director of Katz News Service, New York, named director of consultancy firm operated by Katz Agency, succeeding **Bob Hoyt**, who resigned to form his own consultancy organization.

Chris Hood, maintenance engineer, WKTQ(AM)-WSHH(FM) Pittsburgh, opens his own consulting firm there.

Don Garrett, head of his own publicity firm in Los Angeles, and **John Simes**, VP in charge of East Coast operations and TV, Rogers & Cowan, have formed Garrett/Simes Co., public relations/marketing firm specializing in television and motion picture publicity, promotion and product marketing. 8732 Sunset Boulevard, Los Angeles, with affiliate offices in New York, Washington, London and Vancouver, B.C.

Deaths

Former Louisiana Governor James A. Noe, 85, pioneer in broadcasting, died Monday (Oct. 18) in Houston hospital. He was owner of KNOE-AM-FM-TV Monroe, La., and WNOE-AM-FM New Orleans. Survivors include son, James A. Noe Jr., who is president of broadcast properties, and two daughters, Gaye McLendon (divorced wife of Gordon McLendon, Dallas, prominent broadcaster) and Linda Laine.

Adrian Samish, 66, director of creative affairs, Spelling-Goldberg Productions, died of leukemia Oct. 4 at his home in Beverly Hills, Calif. Before joining S-G in June 1975 he had been with Quinn Martin productions for nine years, creating formats and characters for series including *Cannon*, *Streets of San Francisco*, *Barnaby Jones*, *Dan August*, and *Caribe*. Before joining Q-M he had been VP of current programming for ABC-TV, West Coast. He is survived by two sons, Peter and Christopher.

David Friedkin, 64, veteran TV and film writer/producer/director, died of cancer Oct. 15 in Hollywood. In partnership with Mort Fine, he produced, directed and wrote for Ziv, Aaron Spelling Productions and Universal TV's *Alfred Hitchcock Hour* series. He was producer/originator of *I Spy* TV series. Survivors include his wife, Audrey, and two sons.

Herbert J. Stone, 68, senior producer, Voice of America's Far East division, died Oct. 10 at Roosevelt hospital, New York, after surgery for cancer. He had been with VOA 25 years.

Connee Boswell, 68, radio singing personality in 1930's, died of cancer Oct. 11 at Mount Sinai hospital, New York. Confined to wheelchair since contracting polio at age three, she was member of Boswell Sisters trio until her sisters, Martha and Vet, married in 1936. She became soloist on Paul Whiteman's musical variety show and regular on *Good News of 1938* series. Survivors include her sister, Vet.

Dewey Compton, 49, agriculture director, KTRH(AM) Houston, and his son, **Ronnie Ray Compton**, 25, also with KTRH, died in crash of private airplane near College Station, Tex., Oct. 16. Their wives, Curtis, 49, and Sara, 27, were also victims of crash.

Mrs. Mary Frances Boulware, wife of Robert H. Boulware, executive director of International Radio and Television Society, New York, died at their home in East Norwalk, Conn., Oct. 17 after long illness. She is also survived by one son, Robert R., also of East Norwalk.

As compiled by BROADCASTING for the period Oct. 11 through Oct. 15 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 application

■ **Greenville, Miss.**—Big River Broadcasting Co. seeks ch. 15 (476-482 mhz); ERP 2746 kw vis., 549 kw ant., HAAT 887 ft.; ant. height above ground 919 ft. P.O. address: Box 1253, Ft. Smith, Ark. 72901. Estimated construction cost \$902,134; first-year operating cost \$389,710; revenue \$250,000. Legal counsel John R. Wilner, Wilner & Scheiner, Washington. Principals: Joe Macione Jr. Ben B. Sayle, Rex A. Morgan, Alex S. Curtis, Frank A. England Jr. Salvatore A. Maranto (all 14.3%) and two others with 7.1%. Mr. Macione is 50% owner of Hollandale, Miss., cable TV system and, with Mr. Sayle owns CPA firms, Messrs. Morgan and Curtis have farming interests; Mr. England owns car dealership, and Mr. Moranto owns janitor supply company. Ann. Oct. 7.

FM applications

■ **Bastrop, La.**—Cotton and Montgomery Enterprises seeks 100.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 112 N. Washington St., Bastrop 71220. Estimated construction cost \$51,932; first-year operating cost \$26,690; revenue \$40,800. Format: Black. Principals: Henry C. Cotton (50%) owns photography studio in Bastrop. Fred Montgomery (50%) owns funeral home, vending machine and tourist court there. Ann. Oct. 7.

■ **New Orleans**—Nora Blatch Educational Communications Foundation seeks 90.7 mhz, 10 w. P.O. address: 1114 Webster St., New Orleans 70118. Estimated construction cost \$10,600; first-year operating cost \$14,000; revenue: \$25,000. Format: Folk, jazz, classical. Principals: Applicant is non-profit educational corp. Ann. Oct. 7.

■ **St. Ignace, Mich.**—Mighty-Mac Broadcasting Co. seeks 102.3 mhz, 3 kw, HAAT 262 ft. P.O. address: Box 216, St. Ignace 49781. Estimated construction cost \$38,416; first-year operating cost \$12,948. Format: MOR. Principals: Donald E. and Marylan J. Benson also own WIDG(AM) St. Ignace. Ann. Oct. 7.

FM actions

■ **El Cerrito, Calif.**—El Cerrito High School—Broadcast Bureau granted 88.1 mhz, 10 w. P.O. address: c/o James G. Nelson, 540 Ashbury Ave., El Cerrito 94530. Estimated construction cost \$14,659; first-year operating cost \$1,800. Format: Variety. Principal: Applicant is non-profit educational institution. Action Oct. 5.

■ **Indio, Calif.**—Classic Broadcasting Corp.—Broadcast Bureau granted 103.1 mhz, 525 w, HAAT 628 ft. P.O. address: 45521 Oasis St., Indio, Calif. 92201. Estimated construction cost \$54,261; first-year operating cost \$65,172; revenue \$75,000. Format: Classical, standard pops. Principals: Norman L. Posen (51%), David Weinstein (35%), Andy Fakas (10%), et al. Mr. Posen is general manager of KWKW(AM) Pasadena, Calif. Mr. Weinstein is hotel and casino employee in Las Vegas. Mr. Fakas owns KCAL-AM-FM Redlands, Calif. (BPH-9762). Action Sept. 24.

■ **Ridgecrest, Calif.**—Space/Time Broadcasting Co. Broadcast Bureau granted 92.7 mhz, 3 kw, HAAT

minus 120 ft. P.O. address: 121 W. Ridgecrest Blvd. 93555. Estimated construction cost \$8,250; first-year operating cost \$2,400; revenue \$20,500. Format: C&W 60%, easy listening 33%. Principals: John T. Murray and Forest W. Ogan, partners, own KZIQ(AM) Ridgecrest (BPH-9569). Action Oct. 1.

■ **Champaign, Ill.**—Parkland College. Broadcast Bureau granted 88.7 mhz, 3.29 kw, HAAT 291 ft. P.O. address: c/o Edward Kelly, advisor, 2400 W. Bradley Ave. 61820. Estimated construction cost \$65,650; first-year operating cost \$15,700. Format: Variety. Principal: Applicant is state community college. Action Oct. 5.

■ **Portland, Me.**—Sunshine Broadcasting. Broadcast Bureau granted 93.1 mhz, 50 kw, HAAT 220 ft. P.O. address: 4 Pine St., Seabrook, N.H. Estimated construction cost \$71,905; first-year operating cost \$72,400; revenue \$100,000. Format: Popular music. Principal: George Alan Silverman was recently sales manager of WEEI-FM Boston. Action Oct. 5.

■ **Collegeville, Minn.**—St. John's University. Broadcast Bureau granted 89.1 mhz, 77 w. P.O. address: St. John's University, Collegeville 56321. Estimated construction cost \$8,088; first-year operating cost \$8,400. Format: Variety. Principal: Applicant is nonprofit educational institution (BPED-2180). Action Sept. 24.

■ **Millersville, Pa.**—Millersville State College. Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: c/o Gary W. Reighard, Millersville, Pa. 17551. Estimated construction cost \$7,975; first-year operating cost \$10,300. Format: Variety. Principal: Applicant is state-owned educational institution. Action Oct. 5.

■ **Rapid City, S.D.**—James E. Taylor. Broadcast Bureau granted 100.3 mhz, 100 kw, HAAT 450 ft. P.O. address: Box 1100, Rapid City, S.D. 57701. Estimated construction cost \$65,260; first-year operating cost \$22,987; revenue \$75,000. Format: C&W. Principal: James E. Taylor (100%) also owns KIMM(AM) Rapid City. Action Oct. 5.

■ **Logan, Utah**—People's Broadcasting Co. Broadcast Bureau granted 92.9 mhz, 29.5 kw, HAAT 716 ft. P.O. address: Box 526, Logan, Utah 84321. Estimated construction cost \$46,204; first-year operating cost \$2,500; revenue none. Format: Music, variety. Principal: People's Broadcasting Co. owns KBLW(AM) Logan, Utah. Glaucus G. Merrill is president. Action Oct. 5.

■ **Waukesha, Wis.**—Board of Trustees of Carroll College Broadcast Bureau granted 88.1 mhz. P.O. address: 221 North East Avenue, Waukesha 53186. Estimated construction cost \$3,274; first-year operating cost \$4,550. Format: Variety. Principal: Applicant is private educational institution (BPED-2128). Action Sept. 24.

FM starts

■ **WXDR-FM Newark, Del.**—Authorized program operation on 91.3 mhz, TPO 10 w. Action Oct. 4.

■ **WKVR-FM Poughkeepsie, N.Y.**—Authorized program operation on 91.3 mhz, TPO 10 w. Action Oct. 1.

■ **KAEZ Oklahoma City**—Authorized program operation on 107.7 mhz, ERP 58 kw, HAAT 215 ft. Action Oct. 1.

Ownership changes

Applications

■ **WKOT(AM) Kingston, N.Y.** (1550 khz, 500 w-D)—Seeks assignment of license from Town & Country Broadcasting Corp. to Ulster Broadcasting Corp. for \$2,000. Seller is owned by Gordon G. Zellner, who will serve as consultant to buyer for five years for total fee of \$28,000. He has no other broadcast interests. Buyer is owned equally by Leighton M. Nickerson and Robert H. Mermell. Messrs. Nickerson and Mermell are engineering director and announcer, respectively, for WALL-AM-FM Middletown and WHPN(AM)-WHPS(FM) Hyde Park, all New York. Ann. Sept. 30.

■ **WOBV(FM) New Bern, N.C.** (101.9 mhz)—Seeks assignment of CP from Campbell Broadcasting to 1st Capital Radio for \$10,181. Seller is owned by A. Hart-

well Campbell who also owns WGTM(AM) Wilson and WGAI(AM) Elizabeth City, both North Carolina. Buyer is owned by Theodore J. Gray Jr., who has interests in WKDE-AM-FM Altavista, Va., WCRE(AM) Cheraw, S.C., WTTX(AM) Appomattox, Va., and WRNB(AM) New Bern, N.C. Ann. Sept. 30.

■ **WLOF(AM) Orlando-WLOQ(FM) Winter Park, Fla.** (AM: 950 khz, 5 kw-U; FM: 103.2 mhz, 3 kw)—Seeks assignment of license from Home Security Broadcasting to Rounsaville of Cincinnati for \$2,100,000. Seller: Home Security, owned by publicly traded Capitol Holding Corp., Louisville, Ky.-based insurance holding company, will spin off WCIN(AM) Cincinnati which it is getting from Rounsaville for \$2.1 million to Jon C. Peterson, owner of WYLD-AM-FM New Orleans. Home Security has no other broadcast interests. Robert W. Rounsaville, 100% owner of group broadcaster, will pay nothing for WLOF, \$375,000 for WLOQ. Because he owns WBJW-FM Orlando, Mr. Rounsaville will spin off WLOQ to comply with FCC multiple-ownership rules (Winter Park is suburb of Orlando). Rounsaville will keep WLOF but sell WNBE(AM) Winter Park, which it now owns. Rounsaville also owns WMBR(AM)-WAIV(FM) Jacksonville, Fla.; WDAE(AM)-WAVV(FM) Tampa, Fla., and WVOL(AM) Berry Hill, Tenn. Ann. Oct. 6.

■ **KYET(AM) Payette, Idaho** (AM: 1450 khz, 250 w-U)—Seeks assignment of license from Payette Radio Inc. to Blue Mountain Broadcasting for \$150,000. Seller is owned by Richard L. Swan and his wife Ramona D. Swan (88% jointly) and Duane Kerttula (12%), who have no other broadcast interests. Principal in buyer is John H. Runkle Jr. (99.33%). Mr. Runkle also owns broadcast manufacturers rep firm and broadcast management consultant service in Boise. Ann. Oct. 6.

■ **WGIL(AM)-WAAG(FM) Galesburg, Ill.** (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 94.9 mhz, 50 kw)—Seeks transfer of control of Galesburg Printing and Publishing Co. from Burrel Barash, Charles M. Morrow, and Lester Pritchard (100% before; none after) to Lester and John Pritchard and Sally C. Day (none before; 100% after). Consideration: none. Principals: Transfer is corporate reorganization resulting from death of Mr. Morrow and resignation of Mr. Barash. Ann. Oct. 6.

■ **KFRN(FM) Amarillo, Tex.** (98.7 mhz)—Seeks assignment of CP from Jimmy Swaggart Evangelistic Association to Panhandle Broadcasting for \$10,000. Seller is nonstock religious organization which also owns WLUX(AM) Baton Rouge, La.; KGOY(FM) Bethany, Okla.; KWJS(FM) Arlington, Tex., and WHYM(AM) Pensacola, Fla., and has sold, subject to FCC approval, WMGS(AM) Bowling Green, Ohio. Buyer is owned by David P. Pinkston who also owns KZIP(AM) Amarillo. Ann. Sept. 30.

Actions

■ **WVEL-FM Fayette, Ala.** (98.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Jesse Willard Shirley to Harlon Kenneth Watts for \$140,000. Sellers: Jesse and Dorothy Shirley have been ordered by courts to go through on sale which had been agreed on. Shirleys had changed minds. Buyer, Mr. Watts, is Alabama furniture dealer (BALH-2287). Action Sept. 30.

■ **WRMG(AM) Red Bay, Ala.**—Broadcast Bureau granted involuntary transfer of control of Redmont Broadcasting from E. E. Stuart to Beth Stuart Baker and Becky Stuart Butler, executors of estate of E. E. Stuart. Principals: Assignment represents terms of will: conditions (BTC-8136). Action Sept. 26.

■ **KDXE(AM) North Little Rock, Ark.**—Broadcast Bureau granted acquisition of positive control of Dixie Broadcasting by Harvey Fritts (50% before, 100% after) through purchase of stock by Dixie from Kenneth W. Powers (50% before, none after). Consideration of stock in accordance with termination of voting trust agreement (BTC-8105). Action Aug. 31.

■ **KOZN-FM San Diego**—Broadcast Bureau granted transfer of control of KOZN Inc. from Cecil and Joyce Heftel, voting trustees to Bert Wahlen, Donald W.

Brehnan et al. Reorganization results from distribution of stock in accordance with termination of voting trust agreement (BTC-8105). Action Aug. 31.

■ WKMK(AM) Blountstown, Fla.—Broadcast Bureau granted acquisition of positive control of Calhoun Broadcasting Corp. by Richard H. Tate (40% before, 70% after) through purchase of stock from Marcus O. Peneler (30% before, none after). Consideration: \$11,000. Principals have no other broadcast interests (BTC-8138). Action Sept. 27.

■ WHRZ(FM) Providence, Ky.—Broadcast Bureau granted acquisition of negative control of Tradewater Broadcasting Co. by B. Douglas Hamby and Jerry P. Rhoads from First Kentucky Trust Co., executor of estate of James C. Zimmerman (BTC-8137). Action Sept. 27.

■ KFDW-TV Clovis, N.M.—Broadcast Bureau granted assignment of license from Bass Broadcasting Co. to Mel Wheeler Inc. for \$480,000. Seller is owned by Perry R. Bass and sons who have sold their broadcast interests to devote resources to oil and gas exploration. Buyer is owned by Melvin L. Wheeler, president and director of seller. Mr. Wheeler also owns 50% of KITT(FM) San Diego, and is vice president and 25% owner of KROD(AM)-KUOE(FM) El Paso, Tex. (BALCT-597, BALTI-172). Action Oct. 6.

■ WREV(AM) Reidsville, N.C. (1220 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Reidsville Broadcasting Co. to MHR Broadcasting Co. for \$135,000. Seller: Reidsville Broadcasting is licensee of WWMO(FM) Reidsville. Buyer: MHR Broadcasting is owned by Walter V. Roberts, Jerry B. Huskey and Caswell D. Mullins (33-1/3% each). Mr. Huskey is sales manager of WREV and Mr. Mullins is announcer and sales program director at that station. Mr. Roberts has realty interests (BAL-8760, BALRE-3070). Action Sept. 29.

■ WIKI(AM)-WKYL(FM) Chester, Va. (AM: 1410 khz, 5 kw-D; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WIKI Radio Inc. to Hoffman Communications for \$760,000. Seller is owned by John Laurino, who is also president and owner of WYAL(AM) Scotland Neck, N.C., is applicant for new FM in Suffolk, Va., and is 49% option holder in WARR(AM) Warrenton, N.C. Principals in buyer are Hubert N. Hoffman (51%) and his son, Hubert N. Hoffman III (39%), who are builders and developers based in Alexandria, Va., and have no other broadcast interests. Buyers are reserving 10% of stock of stations for management personnel not yet selected. Action Oct. 6.

■ WYVE(AM) Wytheville, Va.—Broadcast Bureau granted assignment of license from A. M. Gates Jr., Maybelle L. Gates, Stuart L. Gates, Horace L. Gates and Lucille Gates McGahee (d/b/a Wythe County Broadcasting Co.) to A. M. Gates Jr., Maybelle L. Gates, Stuart L. Gates, Betty C. Gates and Lucille Gates McGahee (d/b/a Wythe County Broadcasting Co.). Principals: Owners desire to operate station in corporate form. Additionally, in accordance with will of Horace Gates, deceased, his widow, Betty Gates, succeeded to his partnership interest (BAL-8786, BALRE-3083). Action Sept. 24.

■ WSTX(AM) Christiansted, V.I.—Broadcast Bureau granted acquisition of negative control of Virgin Islands Broadcasting Corp. by Ramon Antonio de la Cruz (12 1/4% before, 50% after) through purchase of stock from William de la Cruz (37 1/2% before, none after). Consideration: \$75,000. Principals have no

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	899	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

other broadcast interests (BTC-8105). Action Sept. 24.

Facilities changes

TV actions

■ WXIA-TV Atlanta, Ga.—Broadcast Bureau granted authority to operate trans. by remote control from 1611 W. Peachtree St., N.E. Atlanta (BRCTV-320). Action Oct. 7.

■ KBCI-TV Boise, Idaho—Broadcast Bureau granted CP to change type trans.; change ant.; ERP 65 kw; ant. height 2550 ft. (BPCT-4941). Action Oct. 7.

AM actions

■ WJKN Hartsville, Tenn.—Broadcast Bureau dismissed application of licensee to increase power from 250 w-D to 500 w-D. Commission said data indicated power increase would result in overlap with KAAV(AM) Little Rock, Ark. Action Oct. 13.

■ KNET Palestine, Tex.—Broadcast Bureau granted CP to move ant., trans. location to Moody St., .8 mile NE of Anderson County Courthouse, Palestine; install new tower; conditions (BP-20,639). Action Oct. 4.

FM actions

■ WENN-FM Birmingham, Ala.—Broadcast Bureau granted CP to change remote control and studio location to 1527 5th Ave. North, Birmingham; install new ant.; change ERP 100 kw (H&V); ant. height 640 ft. (H&V); remote control permitted (BPH-10198). Action Oct. 7.

■ WRSA Decatur, Ala.—Broadcast Bureau granted CP to install new trans.; change ERP 100 kw (H&V); ant. height 830 ft. (H&V); change TPO; (BPH-10218). Action Oct. 7.

■ KAGH-FM Crossett, Ark.—Broadcast Bureau granted CP to change trans. site to 0.1 mile south of Highway 52, at east edge of Crossett, Ark.; ERP 3 kw; ant. height 275 ft.; remote control permitted (BPH-10208). Action Oct. 7.

■ KHPA Hope, Ark.—Broadcast Bureau granted

modification of CP to change trans. location to U.S. Highway 67, 1 mile S.W. of Emmet, Ark.; specify remote control as Washington Rd.; Prescott, Ark.; change trans.; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BMPH-14898). Action Oct. 4.

■ *KPFK Los Angeles—Broadcast Bureau granted CP to change trans. location to All Com facility, on Mt. Wilson, Calif.; install new trans.; new ant.; make changes in ant. system; decrease height; change TPO; ERP 110 kw (H&V); antenna height 2830 ft. (H&V); remote control permitted; condition (BPED-2186). Action Oct. 7.

■ WNLC-FM Norwalk, Conn.—Broadcast Bureau granted CP to redescribe trans. location as 6 Shirley St., Norwalk; install new trans., install new ant.; change TPO; add circular polarization to ERP; ERP (Main) 3 kw (H&V), ERP (Aux.) 1.2 kw (H&V); ant. height 130 ft. (H&V); remote control permitted; condition (BPH-10214). Action Oct. 8.

■ WSOB Fort Myers, Fla.—Broadcast Bureau granted CP to install new ant., change TPO; ERP 3 kw (H&V); ant. height 170 ft. (H&V), BPH-10220). Action Oct. 7.

■ WQMI Pensacola, Fla.—Broadcast Bureau dismissed modification of CP to change remote control and studio location to Santa Rosa Country Club, Gulf Breeze, Fla. (trans. site) outside city limits (BMPH-14909). Action Sept. 30.

■ WYNR-FM Brunswick, Ga.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw (H&V); ant. height 240 ft. (H&V); conditions (BPH-10188). Action Oct. 7.

■ WFYR Chicago—Broadcast Bureau granted CP to relocate trans. location, studio location and remote control to Prudential Bldg., 130 East Randolph, Chicago, install new aux. ant.; change TPO; ERP 12.5 kw (H&V); ant. height 860 ft. (H&V); make change in ant. system (increase height); remote control permitted (BPH-10221). Action Oct. 7.

■ WDZQ Decatur, Ill.—Broadcast Bureau granted modification of CP to change trans. location to 3.1 miles west of Moweaqua, Ill.; change trans.; change ant.; ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BMPH-14878). Action Sept. 30.

■ KSWI Clarinda, Iowa—Broadcast Bureau granted modification of CP to change trans. location to County Road, 1 mile NW of Clarinda; make change in ant. system (decrease height); ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-14895). Action Oct. 7.

■ KUPK-FM Garden City, Kan.—Broadcast Bureau granted CP to change trans. location (same site); install new trans.; change TPO; ERP 25 kw; ant. height 230 ft. (BPH-10227). Action Oct. 7.

■ WECL Elkhorn City, Ky.—Broadcast Bureau granted modification of CP to change ant. system; decrease height; change ERP to 120 w (H&V); ant. height 1370 ft. (H&V); remote control permitted (BMPH-14910). Action Sept. 30.

■ WSGS Hazard, Ky.—Broadcast Bureau granted license covering changes; ERP 100 kw (H&V); ant. height 1140 ft. (H&V) (BLH-7148). Action Sept. 30.

■ WSMD-FM La Plata, Md.—Broadcast Bureau granted CP to change trans. location-studio location to Post Office Road, 0.5 miles south of County Road 5, Waldorf, Md.; operate by remote control from proposed studio site; install new trans.; new ant.; make

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change in ant. system (increase height); change TPO; ERP 28 kw (Max.) (H)-22.5 kw (Max.) (V); ant. height 630 ft. (H&V); remote control permitted (BPH-9460). Action Oct. 5.

■ WCLD-FM Cleveland, Miss.—Broadcast Bureau granted CP to change studio location and remote control to 1101 S. Davis Ave., Cleveland, change TPO; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BPH-10226). Action Oct. 7.

■ KRXL Kirksville, Mo.—Broadcast Bureau granted CP to install new ant.; change ERP 42 kw (H&V); ant. height 410 ft. (H&V); remote control permitted. Action Oct. 6.

■ WBUF Buffalo, N.Y.—Broadcast Bureau granted CP to install ant., new main trans.; change TPO; ERP 91 kw (H)-49 kw (V); ant. height 580 ft. (H&V) (BPH-10200). Action Oct. 4.

■ WLNG-FM Sag Harbor, N.Y.—Broadcast Bureau granted CP to change trans. location to Millstone Rd., 0.2 miles N. of Middle Line Rd., approx. 2.5 miles SW of Sag Harbor, N.Y.; install new ant.; make changes in ant. system; increase height; change TPO; ERP 2.1 kw (H&V); ant. height 510 ft. (H&V); remote control permitted (BMPH-14897). Action Oct. 7.

■ WDIF Marion, Ohio—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 94.3 mhz; ERP 1.3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BPH-10235). Action Oct. 7.

■ *KEPO Eagle Point, Ore.—Broadcast Bureau granted CP to change trans. location/studio location to Eagle Point High School, 203 N. Platt, Jackson, Ore.; install new trans.; install new ant.; make changes in ant. system (decrease height) (BPED-2182). Action Oct. 7.

■ WZAR Ponce, P.R.—Broadcast Bureau granted CP to change TPO; ERP 14 kw (H&V); ant. height 2590 ft. (H&V); remote control permitted (BPH-10234). Action Oct. 7.

■ *WSWM Memphis, Tenn.—Broadcast Bureau granted CP to install new trans. to operate on 91.7 mhz; change TPO; ERP 0.098 kw (H&V); ant. height 160 ft. (H&V); remote control permitted (BPED-2211). Action Oct. 5.

■ KKTIX Kilgore, Tex.—Broadcast Bureau granted modification of CP to change trans. location to U.S. 259 and Hwy. 31, Kilgore; change ant.; ERP 850 (H&V); ant. height 510 ft. (H&V); remote control permitted (BMPH-14897). Action Oct. 7.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KXLY-FM Spokane, Wash. (BPH-9941), Oct. 5; WBLR-FM Batesburg, S.C. (BPH-9905), Oct. 6; WDWS-FM Champaign, Ill. (BPH-9834), Oct. 6; WNHV-FM White River Junction, Va. (BPH-9586), Oct. 6; WOYE-FM Mayaguez, P.R. (BPH-9854), Oct. 6; WWSH Philadelphia (BPH-9724), Oct. 6.

In contest

Procedural rulings

■ WTRA (AM) Latrobe, Pa., **renewal proceeding**: WTRA Broadcasting Co. (Doc. 20788)—ALJ John H. Conlin on request of Broadcast Bureau continued prehearing conference from Oct. 14 to Oct. 27. Action Oct. 13.

■ WBCW (AM) Jeanette, Pa., **renewal proceeding**: Central Westmoreland Broadcasting Co. (Doc. 20789)—ALJ John H. Conlin continued prehearing conference from Oct. 14 to Oct. 27. Action Oct. 13.

Initial decision

■ Huntingdon, Tenn., **FM proceedings**: Magic Valley Broadcasting Co., seeking 100.9 mhz (Doc. 20525)—ALJ Byron E. Harrison granted application of Magic Valley Broadcasting Co., for new FM station on 100.9 mhz. Judge found that Magic Valley had satisfied issues specified against it in Commission order released in July 1975 designating case for hearing. (At that time, Magic Valley's application was mutually exclusive with that of Bouldin Corporation. On September 28, judge dismissed Bouldin's application pursuant to joint agreement and retained Magic Valley application in hearing status.) Judge concluded that since Magic Valley had satisfied its burden of proof in regard to issues against it, and that there remained no issue of

Call letters

Applications

Call	Sought by
New FM's	
KOOK	KSRM Inc., Kenai, Alaska
*KGNU	Boulder Community Broadcast Assoc., Boulder, Colo.
*WKIG-FM	Tattnall County Broadcasting, Glensville, Ga.
*WCLL	Chilli Communications, Chillicothe, Ill.
WGRK-FM	Veer Broadcasting, Greensburg, Ky.
KRSY-FM	Troy Raymond Moran, Roswell, N.M.
*WCUC-FM	Clarion State College, Clarion, Pa.
Existing TV	
KGMV	KGME-TV Maui, Wailuku, Hawaii
Existing AM's	
KBKB	KXGI Fort Madison, Iowa
KCNW	KUDL Fairway, Kan.
WCLY	WHEX Columbia, Pa.
WAEN	WHPA Honesdale, Pa.
Existing FM's	
WRES	WTUB Troy, Ala.
KACE	KAGB-FM Inglewood, Calif.
KIFM	KDIG San Diego
KISN	KCBS-FM San Francisco
KINX	KRYT-FM Colorado Springs
KBKB-FM	KXGI-FM Fort Madison, Iowa
KULL	KFLA-FM Scott City, Kan.
WLUF	WIGS-FM Grouverneut, N.Y.
WPJS	WDIX-FM Orangeburg, S.C.

Grants

Call	Assigned to
New FM's	
WIIS	Freeman and Freeman, Key West, Fla.
WKDO-FM	Radio Station WKDO, Liberty, Ky.
KQKI-FM	Teche Broadcasting Corp., Bayou Vista, La.
KVVP	Stannard Broadcasting Co., Leesville, La.
*WFAE	University of North Carolina, Charlotte, N.C.
*WFSS	Fayetteville State University, Fayetteville, N.C.
KLCR	Center Broadcasting Co., Center, Tex.
KLMT	Midwestern Broadcasting Corp., Marlin, Tex.
KROE-FM	Sheridan Communications Co., Sheridan, Wyo.
Existing AM's	
KTNO	KGBS Los Angeles
WAYL	WYOO Richfield, Minn.
WOIO	WOIO Carlin, Ohio
KWWW	KMEL Wenatchee, Wash.
WBBN	WBOY Clerksburg, W. Va.
Existing FM's	
WVEE	WPLO—FM Atlanta
WFMT-FM	WFMT Chicago
WRKX	WOLI Ottawa, Ill.
WTTK	WCOP-FM Boston
WAYL-FM	WAYL Minneapolis
KCBW	KSIS-FM Sedalia, Mo.
WHRK	WMPS-FM Memphis

fact that must be resolved, application would be granted. Action Oct. 15.

Fines

■ KTOB (AM) Petaluma, Calif.—Broadcast Bureau notified licensee it incurred apparent liability in amount of \$500 for logs not being maintained by operators competent to do so with actual knowledge of facts. Action Oct. 6.

■ KAZA (AM) San Jose, Calif.—Broadcast Bureau notified licensee to forfeit \$1,000 for failing to timely report transfer of corporation stock and changes in officers. Action Oct. 1.

■ WCCC-FM Hartford, Conn.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$100 for failing to enter in operating log results of daily

observations of tower lights on various dates. Action Sept. 24.

■ WZST (AM) Tampa, Fla.—Broadcast Bureau ordered licensee to forfeit \$400 for operating with excessive power during pre-sunrise hours as well as during daytime hours. Action Sept. 24.

■ KNBI (AM) Norton, Kan.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for transmitting with a Third Class Radiotelephone Operators Permit that was not endorsed for broadcast station operation. Action Sept. 30.

■ KODE (AM) Joplin, Mo.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for operating radio station at more than 5% above authorized nighttime operating power of 250 watts on various dates. Action Oct. 1.

■ KCCV (AM) Kansas City, Mo.—Broadcast Bureau rescinded notice of apparent liability for forfeiture of \$1,000 for operating with power in excess of that authorized during presunrise hours. Action Oct. 4.

■ KIKC (AM) Forsyth, Mont.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to have licensed operator of required grade in actual charge of transmitting system. Action Oct. 1.

■ WJLL (AM) Niagara Falls, N.Y.—Broadcast Bureau reduced to \$500 forfeiture imposed on Niagara Frontier Broadcasting Corp. for sponsorship identification violations, in view of financial condition of station. Action Oct. 5.

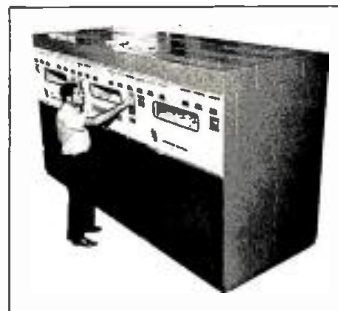
■ WLSV (AM) Wellsville, N.Y.—Broadcast Bureau ordered licensee to forfeit \$1,000 for failing to indicate on program logs duration of some commercial announcements on March 12, 1975. Other program logs did not accurately reflect duration of some commercial announcements broadcast on March 12, 13, 14, and September 24, 1975. Action Oct. 4.

■ KJBC (AM) Midland, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operating with antenna input power greater than 105% of authorized power during pre-sunrise operations. Action Oct. 1.

■ KZEE (AM) Weatherford, Tex.—Broadcast Bureau notified licensee it had incurred apparent liability in

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amount of \$500 for operating with antenna input power greater than 105% of authorized power. Action Oct. 4.

■ **WXRI** Portsmouth, Va.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture of \$750 for failing to have maintenance log for period September 21, 1975, to December 28, 1975. Action Oct. 7.

Other actions

■ **WQXI(AM)** Atlanta—Broadcast Bureau granted renewal of license conditioned on whatever action commission may deem appropriate upon conclusion of proceedings in now pending civil antitrust action entitled *Charlotte Telecasters et al v. Jefferson-Pilot Corp. et al*, and that licensee shall immediately notify commission of final disposition of that case. Action Sept. 20.

■ **KOAX(FM)** Dallas—Broadcast Bureau granted modification of license covering change in corporate name to **KOAX Inc.** (BMLH-554). Action Sept. 24.

■ **WRLU(TV)** Roanoke, Va.—Commission cancelled Roanoke Telecasting Corp.'s license and deleted station's call letters. It also denied Roanoke's request for authority to remain silent and dismissed its 1975 application for license renewal. Action Oct. 5.

Allocations

Actions

■ **Crozet, Va.**—Broadcast Bureau proposed assigning FM Channel 259 (99.7 mhz) as first FM assignment. Action was in response to petition filed by Lee Garlock (RM-2684). Action Oct. 5.

■ **Cody, Wyo.**—Broadcast Bureau proposed assigning FM channel 250 (97.9 mhz). It also proposed deleting unoccupied and unapplied for Channel 232A (94.3 mhz) from Cody. Proposed assignment was requested by Shoshone Communications Corp., licensee of **KODI(AM)** Cody (Doc. 20965). Action Oct. 7.

Translators

Application

■ Village of Perryville, Perryville, Alaska—Seeks ch. 9 rebroadcasting, via earth station, programs from **KTVa**, **KENI**, **KIMO** and **KAKM** Anchorage (BPT-TV-5700). Ann. Oct. 7.

Actions

■ **K04IP** Searchlight, Nev.—Broadcast Bureau granted CP to change frequency of VHF TV translator station from ch. 12 to ch. 4; change type of trans. to Television Technology; make changes in ant. system (BPT-TV-5588). Action Sept. 28.

■ **K070F** Searchlight, Nev.—Broadcast Bureau granted CP to change frequency of VHF TV translator station from ch. 6 to ch. 7; change type of trans. to Television Technology, operate via BPTT-3013, South End of Eldorado Valley, Nev., and make changes in

ant. system (BPTTV-5587). Action Sept. 28.

■ **W57AF** Binghamton and Johnson City, N.Y.; **W62A1** Harpursville, N.Y.; **W67AC** Owego, N.Y.; **W69AG** Berkshire and Newark Valley, N.Y.—Broadcast Bureau granted CPs for UHF translator stations to replace expired CP for a new station (BPTT-3080, BPTT-3081, BPTT-3084, BPTT-3085). Action Sept. 27.

■ **K75BW**, Rural Sanpete County, Aurora and Rural Juab County, Utah—Broadcast Bureau granted CP for UHF TV translator station to delete rural Sanpete county, Utah, from present principal community and make changes in ant. system. (BPTT-3028A). Action Sept. 27.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 24 (stations listed are TV signals proposed for carriage):

■ **Southeast Cablevision**, Box 837, Belle Glade, Fla., for (Unincorporated areas surrounding Belle Glade, So. Bay & Pahokee) Palm Beach county, Fla. (CAC-07283): **WPEC**, **WPTV**, West Palm Beach; **WPLG**, **WTVJ**, **WCKT**, **WCIX-TV**, **WLTU**, **WPBT**, **WTHS-TV**, Miami; **WINK-TV**, **WBBH-TV**, Ft. Myers; **WKID**, Ft. Lauderdale; **WTVX**, Ft. Pierce, all Fla.

■ **Emery T.V. & Sound Co.**, 201 Highland Ave., Hamilton, Ohio, for (Unincorporated areas surrounding New Miami & Seven Mile) Butler county, (village of) New Miami, Ohio (CAC-07284-5): **WLWT**, **WCPO-TV**, **WKRC-TV**, **WCET**, Cincinnati; **WXIX-TV**, Newport, Ky.; **WDTN**, **WHIO-TV**, **WKEF**, Dayton; **WOET-TV**, Kettering; **WUAB**, Lorain; **WMUB-TV**, Oxford, all Ohio; **WTTV**, Bloomington, Ind.

■ **Cable T.V. Construction**, Box 776, Chanute, Kan. 66770, for Halstead, (town of) Valley Center, Sedgwick, all Kan. (CAC-07286-88): **WTCG**, Atlanta; **KARD-TV**, **KAKE-TV**, Wichita; and **KTVH**, **KPTS**, Hutchinson, all Kansas; **KBMA-TV**, Kansas City, Mo.

■ **Nor Cal Cablevision**, Box 15779, Sacramento, Calif., for Paradise, Calif. (CAC-07289): **KTVU** Oakland; **KCRA-TV**, **KVIE**, **KXTV**, Sacramento; **KRCR-TV**, **KIXE-TV**, Redding; **KHSL-TV**, Chico; **KOVR**, Stockton, all Calif.

■ **Canton Cablevision**, Box 226, Canton, Miss. 39046, for Canton, Miss. (CAC-07290): **WLBT**, Miami, Fla.; **WABQ-TV**, Greenwood, Miss.; **WTVW**, Evansville, Ind.; **WJTV**, **WAPT**, Jackson, Miss.; **WTCG**, **WHAETV**, Atlanta.

■ **Tri-City CATV Co.**, Box 696 Blue Ridge, Ga. 30513, for Blue Ridge, Ga. (CAC-07291): Requests certification of existing operations.

■ **Emco CATV**, for Newfane, Hardwick, Arlington, Manchester, Dorset, Poultney, East Poultney, all Vt. (CAC-07292-98): Request certification of existing operations.

■ **Southern Television Systems Corp.**, for Ranger, Tex. (CAC-07299): Requests certification of existing operations.

■ **International Cable**, 789 Indian Church Rd., West Seneca, N.Y. 14224, for (village of) Hamburg, N.Y. (CAC-07300): **WGR-TV**, **WBEN-TV**, **WKBW-TV**,

WUTV, **WNED-TV**, Buffalo, N.Y.; **CFTO-TV**, **CBLT**, **CBLFT**, **CICA-TV**, Toronto, Ont.; **CHCH-TV**, Hamilton, Ont.; **WOR-TV**, New York.

■ **Teltron Cable TV**, for Wausau, Wis. (town of) Wausau, Schofield, Weston, Rib Mountain, Stettin, all Wis. (CAC-07301-6); **WGN-TV** Chicago and delete: **WVTV** Milwaukee.

■ **Cable T.V. Construction**, Box 776 Chanute, Kan. 66720, for North Newton, Kan. (CAC-07307); **WTCG** Atlanta; **KARD-TV**, **KAKE-TV** Wichita, **KTVH**, **KPTS** Hutchinson, all Kan.; **KBMA-TV** Kansas City, Mo.

■ **Flat River Cable Services**, Box 38, Greenville, Mich. 48838, for Greenville, Mich. (CAC-07308); **WKZO-TV** Kalamazoo; **WKBD-TV** Detroit; **WGVC**, **WOTV**, **WZZM-TV** Grand Rapids; **WJIM-TV** Lansing; **WKAR-TV** E. Lansing, all Mich.; **WGN-TV** Chicago; **WILX-TV** Onondaga, Mich.; **WCMU-TV** Mt. Pleasant, Mich.

■ **Television Enterprises**, for Sonora, Tex. (CAC-07309): **WFAA-TV**, **KERA-TV** Dallas; **KTVT** Ft. Worth.

■ **Denham Springs Cable Vision**, for Denham Springs, La. (CAC-07311): **WBRZ**, **WAFB-TV**, **WRBT**, **WLPB-TV** Baton Rouge; **WGNO-TV** New Orleans; **KHTV** Houston.

■ **Liberty TV Cable**, for Winchester, Ind. (CAC-07310): Requests certification of existing operations.

Certification actions

■ **CATV Bureau** granted following operators of cable TV systems certificates of compliance: **Electronic Systems Co.**, for Live Oak, Calif. (CAC-6611); **Metropolitan Cablevision Corp.**, for Perry, Wayne, Franklin, Washington, Lawrence and Warren townships, Ind. (CAC-5801-04, CAC-6041-2); **Cedar Grove TV Cable Corp.**, for Crown Hill, W. Va. (CAC-05911); **Blue Ridge Cable TV.**, for Buena Vista, Va. (CAC-06011); **Delta Video Co.**, for Greenville, Miss. (CAC-06189); **Warner Cable** of Clearfield, for Pike township, Pa. (CAC-06500); **TelePrompTer** of Los Gatos, for Monte Serena, Calif. (CAC-06570); **Rock Cablevision**, for Dorothy, W. Va. (CAC-06648); **Warner Cable** of Ely, for Ely, Minn. (CAC-06713); **Tennessee Cablevision**, for Oliver Springs, Tenn. (CAC-06714); **Ohio River Cable TV**, for Rome township, Ohio (CAC-06777); **Ohio River Cable TV**, for South Point (village of), Proctorville (village of), Fayette township, Union township, Perry township, all Ohio (CAC-06778-82); **M&M TV Cable Co.**, for Lolo, Mont. (CAC-06801); **Tri City CATV Co.**, for unincorporated areas of Fannin county, Ga. (CAC-06809); **Huntsville CATV**, for Huntsville, Tenn. (CAC-06827); **Greenwood Cable Television**, for specified portions of northwest Harris county, Tex. (CAC-06862); **Loudon County Cable TV**, for Loudon County, Tenn. (CAC-06879); **Cable Video**, for Franklin, Lisbon, Norwich, Sprague, Bozrah, Conn. (CAC-06880-84); **Cable Video**, for Preston, Conn. (CAC-06885); **Warner Cable** of DeKalb, for DeKalb, Ill. (CAC-06886); **Grand Island Multi-Vue TV Systems**, for Grand Island, Neb. (CAC-06897); **Hastings Multi-Vue TV Systems**, for Hastings, Neb. (CAC-06898); **Lexington Multi-Vue TV Systems**, for Lexington, Neb. (CAC-06899); **Kearney Multi-Vue TV Systems**, for Kearney, Neb. (CAC-06900); **Teleprompter** of Lakeland, for specified unincorporated areas of Polk county, Fla. (CAC-06904); **Berks TV Cable**, for Temple borough, Pa. (CAC-06955); **Danville Cablevision**, for Danville, Va. (CAC-06956-7); **Cass Community Antenna TV**, for Virginia, Ill. (CAC-06959); **Warner Cable** of Pottsville, Pottsville, Pa. (CAC-06960); **Better TV Inc.** of Bennington, for Bennington, North Bennington, Shaftsbury, Old Bennington, all Vt. (CAC-06985-88); **Tele-Media Company** of Williams County, for West Unity (village of), Ohio (CAC-07037); **Warner Cable** of Fort Walton Beach, for Fort Walton Beach, Cinco Bayou, Mary Esther, all Fla. (CAC-07038-40); **Bedford Cable TV**, for Bedford, Oolitic, Lawrence county, all Ind. (CAC-07041-3); **CableCom-General**, for Childress, Tex. (CAC-07045); **Montrose Telecable Company**, for Montrose, Colo. (CAC-07046); **Enid Cable TV**, for Enid, Okla. (CAC-07048); **Centre Video Corporation**, for North Charleroi borough, Pa. (CAC-07049); **Grant Cable TV**, for Grant, Neb. (CAC-07053); **Communicable of Texas**, for Monahans, Tex. (CAC-07055); **Cablevision** of Hendersonville, for Hendersonville, unincorporated areas of Henderson county, both N.C. (CAC-07058-9); **Cablevision** of Hendersonville, for Laurel Park (town of), N.C. (CAC-07060); **Community Cablevision**, for Belvidere, unincorporated areas of Boone county surrounding Belvidere, Ill. (CAC-07033-34, CAC-07069-70).

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General Sales Manager, major Ohio market Top 40 AM-Schulke FM. Outstanding income plus incentives. Experience preferred but will consider top salesperson if ready for management. Call 419-255-1470. David La France.

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Immediate opening for sales manager, experienced, proven, RAB/concept/idea selling. Must personally sell, train, motivate sales staff. Great market/California, great signal, (daytime) great adult cont/top 40 sound. Box W-111, BROADCASTING.

Wanted: Sales person for midwest AM-FM. Box W-187, BROADCASTING.

Experienced radio salesperson for beautiful New England region. 5000 watt AM with strong FM facility. Competitive, but we are the best. If you are aggressive, and on the way up, there will be a good future with our group. Expect to earn \$10-18,000 depending how aggressive and how far up you expect to go. Box X-59, BROADCASTING.

Major Iowa station has immediate opening for a salesperson with proven track record. EOE. Established account list. All inquiries answered in confidence. Send resume, references and salary requirements to Box X-172, BROADCASTING.

First opening in our sales department in six years. Looking for a good small market salesperson by November first. Contact manager, KLVY, Levelland, TX.

Experienced salesperson. 2 years minimum with proven record to sell contemporary adult FM. Send resume with tape to KQIX, Radio, Box 340, Grand Junction, CO 81501. EOE.

Jacksonville, Florida, splitting our AM/FM stations. Need experienced sales manager for WKIZ-AM (Beautiful Music). 10% gross \$1,000 a month draw. \$30,000 a year potential plus car allowance. Prefer Floridian. Mr. Oberle, 904-743-2400.

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Are you "on the grow" in radio sales? Would you welcome a challenging opportunity with a growing personality-oriented AM/FM stereo combination in Suburban Chicago? Send resume and cover letter to Lake Valley Broadcasters, 145 Virginia Street, Crystal Lake, IL 60014 or call 815-459-7000.

New station, opening soon, needs sales personnel, and announcers. Must have 3rd endorsed and some commercial radio experience. Send resume, tape, and salary requirements, first letter to Mike Triplett, Box 194, Warfield, KY 41267.

HELP WANTED ANNOUNCERS

Morning drive adult contemporary beautiful New Hampshire town, ideal for someone with a year of experience wanting to move up. Could lead to P.D. or sales. EOE. Data to Box X-152, BROADCASTING.

Immediate opening for bright, intelligent, up to date announcer for easy listening station in beautiful S.W. Arizona. Three to four years experience required. Must have third endorsed. Salary negotiable. Send tape and resume to KALJ, P.O. Box 4457, Yuma, AZ 85364.

Experienced announcer with 1st who follows strict disco format. Airmail tape to KDKO, Box 418, Littleton, CO 80160.

KMPL, Sikeston, Mo.—5kw, MOR, CBS, adding a fourth fulltime announcer. Send resume, tape, and references to PO Box 907, Sikeston. Experience and 3rd endorsed required.

MOR personality who is also a two-way radio communicator needed in N.E. Penna. Medium market. Better than average salary based on better than average ability. Send tape and resume to Ron Gillenardo, WAZL, Hazleton, PA 18201. An EOE.

Morning personality, one-to-one communicator with lively, warm approach for successful MOR format. We demand excellence and provide stability and chance for growth. Beautiful area on Lake Michigan. Tape, resume to Kent Slocum, WHFB, Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

Seeking announcer for board/news/production quality M/MOR. Prefer 1st, 3rd OK. Equal Opportunity Employer. Send tape/resume to WHRZ, Providence, KY 42450.

Wanted: Good drive time afternoon announcer for Adult Contemporary format. Market size 500,000. Must be excellent in production. Send tape to WIOU Radio, Kokomo, IN 46901. We are an Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

Southern Maryland adult contemp. offers great opportunity for night-time personality. Should have 3rd phone, ability, experience, education, news and production skills. Great opportunity to grow in D.C. suburban market. Above average pay. Forward aircheck w/ news and production samples to P.D., WKIK, P.O. Box 346, Leonardtown, MD. EOE, M/F.

Brand new suburban Philadelphia operation with brand new facility, signal, and aggressive management and competitive format looking for community-minded yet creative professionals. Immediate openings. Ground floor opportunity. Tapes and resumes to PD, WQIQ, P.O. Box 2070, Aston, PA 19014.

Wanted person for afternoon shift, strong on production. Call 703-483-9955 days or 703-483-2264 nights or send resume to WYTI, P.O. Box 430, Rocky Mount, VA 24151.

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.

Experienced announcer for No. 3 spot in growing organization, air shift, production and sales. Tape and resume to Lee Buck Broadcasting, Box 494, Greencastle, IN.

Experienced AM drive adult personality needed for suburban NYC station. Rush tape and resume to Box 456, West Hempstead, 11552. An Equal Opportunity Employer.

Wanted-experienced, dependable announcer who would double in sales & news. Sales & news experience helpful. Good position for dedicated person. 314-586-8577 for mgr.

New station, opening soon, needs sales personnel, and announcers. Must have 3rd endorsed and some commercial radio experience. Send resume, tape, and salary requirements, first letter to Mike Triplett, Box 194, Warfield, KY 41267.

HELP WANTED TECHNICAL

Ohio major market needs a qualified first ticket engineer for AM-FM stereo operation. Excellent working conditions with the most modern equipment plus use of company vehicle. Salary open. Send complete resume in confidence. Fine opportunity. Box X-153, BROADCASTING.

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Beautiful west beckons. Chief engineer for AM, stereo FM, SMC automation. Immediate opening. Dan Libeg, KSNN AM FM, Pocatello, ID.

Chief engineer for 5 KWAM/Class B FM in NYC area. Strong experience desirable in DAs, automation, studio audio, RCA-Collins-Gates transmitters. Salary open with excellent benefits. Call Roy Schwartz 201-994-9191.

HELP WANTED TECHNICAL CONTINUED

Chief engineer, North East Directional AM, requires strong background experience in Audio and DA's. Group ownership and excellent benefits. WAMS, P.O. Box 3677, Wilmington, DE 19807. 302-654-8881.

Need chief engineer immediately for AM directional, and automated FM. Only experienced trouble shooter and person dedicated to good maintenance need apply. Station needs individual who wants a career, not a job. Excellent fringe benefit package, great area for person interested in outdoor sports, good family community. Call Jack Gennaro, General Manager, WFHR/WWRW, 715-424-1300, Wisconsin Rapids, WI.

Immediate opening for experienced chief operator. Must have first phone and be maintenance oriented, also capable of very limited air work. Salary open. Jerry Clegg, WKDW-WSGM, Staunton, VA 24401.

Chief engineer—WKQT-AM and WSHH-FM, Pittsburgh. We are looking for an experienced, take-charge engineer for these well-rated stations. Will pay top dollar for right person. Send resume showing job history and salary requirements to: William J. Clark, 1780 S. Brentwood, St. Louis, MO 63144.

Super chief wanted for WOHO, Toledo. Directional experience a must. Mail resume, references and salary requirement immediately to Grahame Richards, Broadcast House, Toledo, 43416. EOE.

WSTU, Stuart, Florida, looking for chief engineer. Work with professionals on Florida's gold coast. Between Fort Pierce & West Palm Beach. Five figure salary with extra benefits. Minor amount of air work. Send resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494. EOE.

Chief engineer, can't give you big city dirt, crime or pressure. Just good fishing, boating and living in southern Maryland. Need FM-AM directional know-how. Call Brenner, 301-485-2400.

HELP WANTED NEWS

News director, major west coast radio station. Strong background in format news, management experience and creative news philosophy essential. Resume, and references confidential. Box X-93, BROADCASTING.

Reporter/anchorperson, major west coast radio station. Only those experienced in field reporting, studio air work, creative writing need apply. Resume, confidential. Box X-97, BROADCASTING.

National minority news media service serving areas of the country including Atlanta is expanding its operation. Seeks male and female applicants. Send resume to Box X-203, BROADCASTING.

A-live newperson for a lively news operation. Experience nice but we want talent, on the air and on the beat. Send air check, resume and writing samples to: Rick Sampson, N.D., KLWW Radio, P.O. Box 876, Cedar Rapids, IA 52406.

WICC Bridgeport, seeking 5th full time newperson. Must be able to write and gather news, strong voice. Starting salary of \$180. Send tape and resume to Bob Pantano, WICC, 177 State Street, Bridgeport, CT 06604.

Wanted: Newscaster for Sunday and host of daily talk show for one hour. Send tapes and resume to WIOU Radio Kokomo, IN 46901. We are an Equal Opportunity Employer.

Newperson: Central Illinois radio station, a 24 hour separately program AM/FM operation, is expanding its news operation. Looking for a professional, experienced newperson with ability to gather, write, deliver and produce news program. Good salary and benefits. Send tape and complete resume to News Director, WSOY, Box 2250, Decatur, IL 62526.

State news network seeking newscaster. Experience required in reading and gathering news. Send resume and tape to George Hable, Virginia Network, Box 1230, Charlottesville, VA 22902. EOE Employer. 894-977-1070.

Only Black programmed radio station in Connecticut seeking experienced news person for growing operation. Ability to relate to local community a necessity. Salary negotiable. Liberal benefits. Send tape and resume to Lou Brown, R.O. Box 1480, Windsor, CT 06095.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production manager experienced in commercial radio to write, edit and produce our commercials. Afternoon board shift also. North Central Illinois location. Established station in excellent community. An Equal Opportunity Employer M/F Box X-137, BROADCASTING.

Creative? Cont. director/production manager needed for Midwest major market FM. Format: Adult contemporary. Must be able to write, produce and voice local production. 3rd required. Box X-158, BROADCASTING.

National Washington, D.C. based media organization seeks an events producer. Selects, recommends, plans coverage of special events in consultation with Director and program producers. Supervises presentation or presents coverage. Administer staff and budget. Requirements: at least 2 years college, 6 years program production experience including 3 years on-air reporting experience, and 3 years supervisory/budgetary experience. Salary: \$20,500. Please send personal vitae to Box X-192, BROADCASTING.

Wanted: a creative, mature production pro who works well with people and knows how to produce a quality product. This position requires a minimum of 3 to 5 years experience. Send a sample production tape with complete resume to Mr. Bob Galen, KARN Radio, 1001 Spring Street, Little Rock, AR 72202.

Heavy production some news, person needed. Fantastic resort area. Station no. 1 in 8 station market. Salary commensurate with your ability but we're a small market. Send resume, tape, and salary requirements to Steve French, KMON, Box 2427, Great Falls, MT 59403.

Position title: WCBU FM Development Director. Responsibilities: Coordinate and conduct station's total development program, including: a) on-air membership activities, b) corporate grants and program underwriting, c) direct mail solicitations, and d) publicity support and community contacts in support of above. Minimum requirements: a) demonstrated abilities in the stated areas of radio development activity, b) experience in public radio or television development, c) B.S. degree, d) ability to successfully meet and deal with community development contracts, station staff and volunteers. Available: October, 1976. Salary: Open. Send applications, with resume, references and salary history to: WCBU FM, 1501 W. Bradley Avenue, Peoria, IL 61625. Attention: Joel L. Hartman, General Manager. WCBU FM is an Equal Opportunity Employer.

Immediate opening for talented pro at prestige 5 kw. CBS MOR. We want a thoroughly experienced person with a good voice who knows how to communicate with 25-49 adults, likes production, and is team-oriented. Top ratings, beautiful facilities, dynamic group ownership. Send tape, resume to: WSGW, Box 1945, Saginaw, MI. 48605 or call Rick Belcher at 517-752-3456.

Director of FM development. Non-commercial radio station seeks ambitious, innovative goal-oriented fundraiser. On-air and broadcast sales experience helpful. Salary to 12.5, excellent benefits. Resume and tape to William Kelly, WVIA TV/FM, Pittston, PA 18640. EOE.

Operations Director for new automated super power FM in Beaumont Texas. (93rd metro). Must be skilled audio technician, great at production, ARB hip, and management bound. Bread, future and no hassle. Ken Stephens 713-755-6155.

SITUATIONS WANTED MANAGEMENT

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.

SITUATIONS WANTED MANAGEMENT CONTINUED

Assistant GM/office manager. Heavy working knowledge of operations from traffic through P&Ls and sales promotion. In top 16, will relocate to smaller market. Box X-136, BROADCASTING.

Major market radio general manager with outstanding record and reputation seeks management position in a top 25 market. Family man. Early fifties. Box X-169, BROADCASTING.

Professional major market broadcaster will manage your medium/small market station. Excellent background, top programmer, experienced manager, knows FCC rules. Honest, reliable, "can do" attitude. 501-225-5550 or Box X-174, BROADCASTING.

General manager available permanent, interim or consultation basis. Turn-arounds my specialty. 305-876-2262 or Box X-194, BROADCASTING.

Your station deserves the best management. Experienced broadcaster; a take-charge, tight-ship, bottom-line, totally-involved professional considering relocating outside New York State. Call 518-439-5642 or 518-439-7638. Your station should have the best manager. Your opportunity to discuss it is as close as your phone, or Box X-204, BROADCASTING.

Florida broadcaster seeks GM position, medium market. Top programmer RAB/concept/idea selling. Box X-207, BROADCASTING.

Mature 35 year old seeks management position or program directorship. Strong background in all phases of radio from personality to sports to management. Box X-214, BROADCASTING.

SITUATIONS WANTED SALES

Creative, dynamic young salesman wants position in sales, management or promotion in New York City area. Currently with major radio station in same market. Considerable retail/agency experience. Excellent track record. Box X-191, BROADCASTING.

Having put 3 dozen new accounts on the air in my first 3 months at this day time, I feel ready for bigger challenges, preferably management. Boston and vicinity. Box X-196, BROADCASTING.

Experienced broadcaster! 5 years in sales, 3 in programming, plus news, production and copy! Desire sales or sales/announcing combo! Dick Hoff, 442 Melanie Lane, Ripon, WI 54971. Call 1-414-748-7261.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Contemporary/MOR personality seeks medium market position in Mid-west. Married. Experienced. 1st phone. Proven capabilities. Resume, check avail. Box X-133, BROADCASTING.

2 yrs first. Newsman-announcer currently available. Seek news oriented or FM gig. Some talk. Conscientious. No AM drive. 1-5 pm. 301-863-7865 or Box X-149, BROADCASTING.

One good 3rd endorsed ticket would love to win with a winning operation. Prefer top 40, AOR or soul formats. Ready and ravenous. Contact Robert Wolf, 4507 W. 3rd, Amarillo, Texas 79106. 806-353-0298 or Box X-159, BROADCASTING.

Personality nite-man, up tempo, experienced and dependable. Good medium or major only. Box X-162, BROADCASTING.

No more tapes. 24, past experience. Strong host for small, tolerant station. Box X-173, BROADCASTING.

Good air work, production and copy. All formats. Good references. First phone. Box X-186, BROADCASTING.

Desire announcer/operator position with a stable automated station in a state bordering Utah. Prefer syndicated format. Have 3rd. experience. Box X-199, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Young ambitious jock with 3 years experience and 1st phone looking for medium to large market comp or adult contemp gig. Box X-206, BROADCASTING.

Mature personality with strong radio background would like to join your organization. 8 years experience in all phases of radio. Box X-213, BROADCASTING.

Psychic/ghost hunter. Want broadcaster-psychic, hype ratings, get calls? Appears on many majors. Call Warren Freiberg for Halloween. WLNK, 312-474-3455.

Exp. DJ, news director, production mgr, top 40/R&B, 1st phone, anywhere/shift. 502-937-8039. J. Diamond.

Four years experience announcing, PD, MD, ND, sports, production. B.S. Speech. Dick Stout 1-404-536-1668.

Man-woman team seek contemporary format drive slot. Experienced all areas broadcasting. Dick and Ellen Stout, 1-404-536-1668.

3 years experience. 3rd phone, happy personality, creative production. Any location considered. Rob Hunt 211 A. East Moore St. Berlin, WI 54923. 414-361-3394.

Experienced ambitious young announcer desperately looking for first break. 3rd endorsed, 2 years college radio; DJ; copy, some sales. Broadcasting School Grad. Very determined, hard working. Mark D'Angio, 1011 Wool Ave. Franklin Square, NY 11010. 516-437-4586 after 6 p.m.

Top-rated DJ-PD seeks contemp., MOR, or oldies airshift. Medium or major. BA Brct., 6 yrs. exp. 3rd endorsed. 26, married, stable. 412-833-0316.

6 year pro, all formats, 1st phone family man will relocate for better support I know I'm worth. 904-761-6920 anytime, or 374 Blue Sky Drive, Port Orange, FL 32019.

Kid looking for break, progressive rock in the east, tight board, good news, commercials, Barry Hoekstra, 196 Paterson Ave, Midland Park, N.J. 07432.

First class license, four (4) years experience, twenty-eight years old, prefer Florida, phone 304-765-7373 after 6:00 p.m. Tom Spencer, P.O. Box 54, Sutton, WV 26601.

Sports PBP-Basketball is speciality, 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.

Available now! First class announcer with first class ticket. Prefer lower Florida Gulf Coast station with MOR or beautiful music format. No Snowbird! Contact: 313-673-2745.

Program director, bright, sophisticated. Eleven years. Excellence in contemporary music! First Phone. 406-452-5732.

Smooth friendly airwork! Excellent pronunciation, authoritative news delivery. Broadcast background includes 5 years sales, 3 in programming. Dick Hoff, 442 Melanie Lane, Ripon, WI 54971. Call 1-414-748-7261.

Female, disc jockey, third endorsed, production, sports, news, knows all music: rock trivia speciality, 1 yr. commercial. 4 yr. educational. Deedee, 3728 Ledgewood, Cinti, OH 45207.

SITUATIONS WANTED TECHNICAL

Available: Experienced AM-FM chief engineer, with talent for management, maintenance, and sound. Bottom line oriented. Experience includes studio design and construction and directional AM system renovation and adjustment. Audio processing, chief operator with remote control, STL's, RF and audio proofs, and staff supervision. Currently engaged with contemporary powerhouse. Box X-205, BROADCASTING.

SITUATIONS WANTED TECHNICAL CONTINUED

Radio technician with good announcing ability. Experienced, dependable and versatile. Seek small market in mild climate. 216-688-2395.

SITUATIONS WANTED NEWS

Eleven years in sports, seven at present job. Want that till-retirement position, security. No hoopla, just solid professional work and sound including PBP. Box X-160, BROADCASTING.

Capable, creative medium market sports director seeks move upward. PBP all sports; B.A. Box X-166, BROADCASTING.

Current morning man seeking return to full-time news and/or sports. Considerable interview/PBP experience. Prefer Northwest Ohio/Southeast Michigan, but will consider others. Box X-170, BROADCASTING.

Sports and newscasting 1 1/2 yr. experience both TV and radio. PBP-interviewing, 24, B.A. Communications, also DJ experience. Employed. 615-374-3582 or Box X-178, BROADCASTING.

Successful news director-producer in small western market is looking. Converted perennial loser into respected news operation. Extended commitment wanted. Box X-179, BROADCASTING.

Ready for major market. Prefer all news. Will consider medium mkt. N.D. Box X-187, BROADCASTING.

Florida! Experienced ND/announcer wants to work in Florida. Box X-212, BROADCASTING.

Looking for position as sports director, currently doing morning drive and sports for CW. Also airing weekly football prediction program. Very knowledgeable, good voice, mature, married. 5 years experience. Prefer San Antonio, Texas area. 505-623-6895 evenings.

Female reporter/editor award winning suburban station, looking to move up. 4 yrs. exp. & college. 914-354-7013.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Station manager/program director for contemporary station in midwest or rockies with strong community commitments. First phone, BS Broadcasting, solid professional background. Let's communicate at Box X-164, BROADCASTING.

On-air PD with solid background, college degree, creative ideas and no. 1 ratings. Heavy on organization and available for contemporary medium market stations. Box X-184, BROADCASTING.

Assistant to mature manager in advertising related field, or general office duties. Extremely capable and dependable. Mature, 30 years experience in all phases clerical office responsibilities. Top compensation for excellent performance. Best references furnished. Presently employed in radio, desire location change in small to medium southern market. Reply to Box X-188, BROADCASTING.

Experienced country programmer looking for medium market. Former operations director at AM-FM automated combo. Currently PD at small market country. I can handle people. Production, promotion, programming, my speciality. My knowledge can help your station. Box X-195, BROADCASTING.

Program director. Hard working, creative, experience includes small market to network operations. Willing to relocate. Paul Mitchell 215-638-9425.

TELEVISION

HELP WANTED MANAGEMENT

Station manager/operations manager for medium market station. Highly competitive, top rated, news oriented format. Station seeking replacement for present manager who is leaving. Will work directly under general manager and be and must be capable of assuming this position in the future. Looking for an aggressive and experienced leader, good in personell motivation and familiar with all aspects of station operation. Salary and benefits negotiable. Send resume and photo to Box X-122, BROADCASTING.

HELP WANTED MANAGEMENT CONTINUED

Director of Creative services, for Pgh. TV station. Entails being responsible for all production activities of the station. Experienced in department level management at local TV station, an experienced commercial producer, writer & director. Experience on-air promotion producer, writer, and director. Experienced as director of television programs and administrator of union contracts, and supervising and training of directors, assoc. directors, commercial photographers, film editors, artists, stagehands and announcers. With an understanding and working knowledge of/and experience with graphics, engineering, 16 mm photography and 35 mm slide photography for television and use of animation stand. Equal Opportunity Employer, M/F. Box X-197, BROADCASTING.

Management-TV. We've got a good sales team, and need a strong general manager to provide overall leadership for a well established network affiliated UHF. Looking for experience and strength in planning, production, expense control and building the bottom line. Resume and qualifications to Box X-208, BROADCASTING.

Public Television transmitter engineering supervisor with ability to train, supervise and direct the work of technical personnel; assure site compliance with regulations. Minimum of 4 years experience in directing and participating in work of other engineers involved in operation, repair and maintenance of transmitter equipment; possession of certificate authorizing completion of electronics curriculum; current 1st Class FCC licensure. Apply to Personnel Department, 2801 Bell Ave, Des Moines, IA 50315. An Equal Opportunity Employer.

HELP WANTED SALES

Account executive. The Nation's no. 1 Independent Television Station has an opening for an account executive. We are looking for a self-starter, aggressive, and creative. The applicant must have an extensive television sales background and be able to handle a heavy list. Excellent fringe benefits and working conditions. If interested, contact: Kevin O'Brien, WTCN-TV. 612-546-1111. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Assistant chief engineer for southeast VHF group-owned station. Strong technical and maintenance background required. Equal Opportunity Employer. Send resume with references and salary history to Box X-130, BROADCASTING.

Video technician, \$18,000. Three plus years experience CCTV EQT. Bench work top future. Resume and details now. Box X-138, BROADCASTING.

Studio maintenance engineer. Strong background in VTR and camera. First-Class license required. Far West station. Small market. Box X-181, BROADCASTING.

Maintenance engineer for West Coast remote operation. Requirements: 5 years experience, 1st phone, quad and camera experience. Send complete details to Box X-201, BROADCASTING.

Transmitter maintenance engineer to take care of two VHF TV transmitters for a western Montana small market station. Must be strong on transmitters. Some studio experience desired. Contact W. Douglas Drader, Chief Engineer, KGVO-TV, Drawer M, Missoula, MT 59801.

Studio engineering supervisor for PBS television station. Five years minimum VTR, camera experience. FCC first required. Deadline for applications Dec. 15, 1976. Send resume to J.A. Doiron, D.E., KRWG-TV Box 3 J, New Mexico State University, Las Cruces, NM 88003. An Equal Opportunity/Affirmative Action Employer.

Chief engineer for ABC affiliated UHF TV. Must be able to take charge of maintenance. KXIX—Contact Dewey Acker, 512-578-3519. Post Office Box 1879, Victoria, TX.

HELP WANTED TECHNICAL CONTINUED

Assistant chief engineer, WETA/26 Washington, D.C. 5 years experience in Radio/TV broadcast engineering with 2-5 years supervisory experience. First Class FCC license required. Excellent salary and fringe benefits. Contact Darnell Barber 703-820-4500. An Equal Opportunity Employer.

FCC First Class license, strong on electronics theory including logic. Send resume to Chief Engineer, Westinghouse Broadcasting, Station WJZ-TV, 3725 Maiden Ave., Baltimore, MD 21211. Equal Opportunity Employer.

Immediate opening for entry level Staff Engineer for public TV station WNMU, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Prefer AAS degree in electronics. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. Excellent fringe benefits. An Equal Opportunity Employer.

Video and video tape engineers with three years experience, PC70, TK45, VR1200, VR2000 and CMX. Maintenance experience helpful. Send resumes and references to Chief Engineer, WPHL-TV, 5001 Wynfield Ave., Philadelphia, PA 19131.

Camera Maintenance and tape maintenance engineers with a minimum of 5 years broadcast experience and FCC First Class. Salary 18-25K. Send resume to Chief Engineer, WPHL-TV, 5001 Wynfield Ave., Philadelphia, PA 19131.

Remote engineering supervisor wanted to supervise activities of engineering staff for all remote productions. New full color remote facilities. Position requires FCC 1st and experience. EOE. \$12,180 starting salary. Send resume to: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801.

Broadcast engineer, 5 years or more experience. 1st class radiotelephone license required. Heavy emphasis on maintenance. Equal Opportunity. All applications confidential. Good benefits. Start immediately. Call WXEX-TV, Petersburg, VA, 804-733-7876 between 9-5.

Studio maintenance engineer first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

ISU Broadcasting Services need a broadcast television-radio technician I. Under general supervision, operates and maintains radio transmission equipment to broadcast radio programs in compliance with federal regulations and performs other technical operations & maintenance. Minimum qualifications: Completion of a two-year technical school in electronics, or two years of related broadcasting experience. Send resume to Personnel Office, Room 16 Beardshear Hall, Iowa State University, Ames, IA 50011. An Equal Opportunity Affirmative Action Employer.

Television technical engineer: First class FCC license, minimum 2 year technical experience in TV including TCR 100 & TR 70B. Salary negotiable. Contact: Personnel Dept. Capitol Broadcasting Co., Box 12000, Raleigh, NC 27605. An Equal Opportunity Employer.

Experienced Video Operator for staff position. Send resume to Mr. Don Faso, V.P. Engineering, Video City, Inc., 12100 N.E. 16th Avenue, North Miami, FL 33161.

HELP WANTED NEWS

Aggressive, hard nosed reporter for number 1 medium market station. Some weekend anchor work possible. Equal Opportunity Employer. Resume and current salary to Box X-155, BROADCASTING.

Reporter wanted for radio/television news department in medium market in Southeast. Applicants should have experience as TV reporters, thorough knowledge of film techniques, good on-air delivery for both radio and television. Equal opportunity employer. Reply to Box X-211, BROADCASTING.

HELP WANTED NEWS CONTINUED

News anchor position in medium Southwest market. Top-rated NBC Affiliate has opening for solid air personality who can perform field reporting duties as well. You will be supported by large staff and "state of the art" equipment. Send resume, salary requirements and VTR or film in first letter to Dick Benedict, News Director, KCBD-TV, P.O. Box 2190, Lubbock, TX 79408. Equal Opportunity Employer.

Positions for experienced weekend anchor/reporter and for westercaster/reporter. Call Eric Rabe, News Director, WTAJ-TV, Altoona, PA, 814-944-2031. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Commercial producer/director for full-service production station in Southeast. We are expanding and want the best. Send resume, references and salary history. Box X-150, BROADCASTING.

Program/production director, for small midwest group operation. VHF/network affiliate. In depth knowledge of FCC rules, assertainment, purchasing etc. a must. Minority and female applicants invited. All replies strictly confidential. Equal Opportunity Employer. Box X-183, BROADCASTING.

Associate cinematographer/producer at public television station KUID-TV to shoot as primary cinematographer, second camera, assist in public affairs research and scripting. Send detailed resume, references, and 5-10 5-10 minute demonstration of your ability to shoot film under news or sports conditions to Arthur R. Hook, Chairperson, Search Committee, KUID-TV, University of Idaho, Moscow, ID 83843. Closing date is November 30, 1976. An EEO/AA Employer.

Staff announcer: excellent voice and pleasing appearance for commercial audio production and on-air sports and weather announcing. Send photo, resume and salary requirements to M.D. Smith, General Manager, WAAY-TV, 1000 Monte Sano Blvd, Huntsville, AL 35801.

Producer writer: weekly prime time public affairs doc unit in top 15 market needs a hard working, energetic producer with extensive film production skills. Complete creative freedom. Extensive doc experience necessary. Send tape and resume to Public Affairs, WCCO TV, 50 S. 9th Street, Minneapolis, MN 55402.

Experienced television graphics artist for Corporate Audio/Visual Department, full color TV facility. Other slide/print experience desirable, supervisory experience essential. Send resume and salary requirements to Gene Hawkins, Employment Representative, State Farm Insurance Companies, One State Farm Plaza, Bloomington, IL 61701. An 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 X-14, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Chief engineer experienced in all phases of engineering looking for new challenge on a short term basis. Box X-189, BROADCASTING.

Experienced in VHF and UHF Heavy maintenance on all TV-equipment. Thoroughly familiar with all phases of broadcasting, production and remotes. Willing to relocate. Contact William Taylor, 1311 Ski Lodge, Montgomery, AL or call 205-277-4864.

SITUATIONS WANTED NEWS

Potomac fever recently cured. Washington political reporter, network experience. Ready for move to serious, respected local news department. Box X-118, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Experienced reporter/anchor. Progressive woman seeks new challenge in a top 10 market. Now working in 13th. Four years experience, street and investigative reporting, production skills. Box X-127, BROADCASTING.

Give me a break. Hard working, ambitious recent grad seeks writer, assistant producer, or reporter's position. Box X-190, BROADCASTING.

Handsome, talented Black Spanish surnamed reporter seeking opportunity. Radio/TV anchor/reporting experience. Tapes available. Box X-202, 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.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Recent college graduate with BA in television seeks entry level position in television station. Has classroom and cable station experience. Equal Opportunity Employer preferred. Box X-142, BROADCASTING.

Director with BA in communications, 4 years experience at network affiliate, seeks challenging position. Background includes daily newscasts, commercials, live broadcasts, portable videocamera. Box X-144, BROADCASTING.

Producer director ten years experience talk shows, newscasts, commercials, sports, remote's, film editing. Looking for solid opportunity. Box X-163, BROADCASTING.

3 television production school graduates, with FCC first phone, available together or separately. 1115 N.W. 135 St., Miami, FL 33168. 305-685-3982.

Versatile producer/director with 7 years extensive production experience seeking challenging position. Samples available. Graham Brinton, 215-664-3346.

Creative young professional, with 2 yrs. experience. B.A. degree in TV/film production-direction. Looking for job as assistant director or assistant producer. Will relocate. Robert Hickey 9702 Hillridge Dr., Kensington, MD 20795. 301-949-0808.

Childrens educational programs producer/host anywhere USA. Masters-10 years experience. Mr. Wonder, 203-655-0486.

WANTED TO BUY EQUIPMENT

Will pay top dollar for RCA BTA 5H or G Transmitter. Collins 21E, Gates BC 5P or equivalent. 305-776-4762.

We need used 250, 500 1 kw 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Struggling non-commercial student station desperately needs equipment. Will accept anything working. Write or call WBCG, Brenau College, Gainesville, GA, 404-532-4341.

FOR SALE EQUIPMENT

Two used Scully model 270 reel-to-reel playbacks, excellent condition. KMTN, Box 927, Jackson, WY. 307-733-4500.

RCA DAP-5000 automation system, digital clock, 3 carousels, 3 racks, 3 Revoxes (A-77), logger, excellent condition, light use, best offer. Call WASA, 301-939-0800.

For sale, CDL Series 800 Audio/Video routing switcher. 15 inputs by 8 outputs. Vertical interval switching. Complete with 7 output switching stations and power supply. Ross Kauffman, WCVB-TV, 5 TV Place, Needham, MA 02192, 617-449-0400.

IGM 500 automation. 4 carousels, 2 single cart decks, and one recorder. Jim Sylvester, WGRY, Grayling MI 49738. 517-348-6171.

FOR SALE EQUIPMENT CONTINUED

For sale: 1-BTA5F RCA Transmitter in good condition; presently in operation on 910 KC WJCW Radio, P.O. Box W, Johnson City, TN 37601.

For sale: 3-Winchanger towers. 250' WJCW Radio, Johnson City, TN 37601.

Autogram Automation System, 3 decks, 2 carousels, 2 cartridge players, all stereo, Metrotech logger, plus SMC Cartridge Record Center. System three years old, excellent condition with all tech manuals. Call or write WLIN, 286 Highland Village, Jackson, MS 39211, 601-982-7336.

Field Intensity Meter, Potomac Instruments, FIM-21, 1 yr old, used 1 month, \$950.00. WMVA, Box 3831, Martinsville, VA 24112.

Color Film Processor, Jamieson "Compact", immaculate, 2 years old. Flanders, WRTV, 1330 Meridian, Indianapolis 46206, 317-635-9788.

For sale west of Mississippi, towers used total footage 1098' all towers. Galvanized solid steel (no pipe) suitable for FM or AM, also lite kits, dog houses, 1800' 51 ohm 1 5/8" Ridged coax, also some 500' of 3 1/8" coax, ridged coax with bulletts and bolts, support post and lcc gards. Also copper ground screen and 2" strap, strap and ground screen are new and unused. Also we have Basi and guy line insulators. Call Midwest Tower Kennewich or Vancouver WN. Kennewich 509-783-2569 or Vancouver 206-892-6701.

Norelco PC70S Color Camera chain, Complete, Excellent condition, \$30,000.00, MATEC, Inc. 205-956-3034.

Two automation systems complete: One-Schafer. One-Autogram. Best offer over \$10,000.00. McClarin Broadcasting, P.O. Box 758, Gatesville, TX 76528.

Remote Truck GMC 21' Custom air conditioned van. 4 Norelco PC70's with 3 Angenieux 10x1 lenses, and 1 Angenieux 18x1 lens. 1000 feet cable on reels. 16 input 3 bus switcher with effects and chroma key, CBS image enhancer, G.V. Proc Amp, 5 Tek 529's, 1 Tek 526, 3 Conrac RHB Color Monitors, 10 Conrac B&W Monitors, 1 Conrac off-air receiver, 12 input audio console. Much more. Jack Taylor, Box 117, Boyertown, PA 19512, 215-367-6057.

1 kw AM Transmitters: Collins 20V-2, Sparta/Bauer 707, ITA AM-1000-B, Raytheon RA-1000-C, CCA AM-1000-D, Gates BC-1G, Gates BC-1T, RCA BTA-1-M. Communications Systems, Inc. Drawer C, Cape Girardeau, MO. 314-334-6097.

FM transmitters; RCA BTF-10-D-S-10KW. CCA FM-10000-BS-10KW, Visutal/Sintronics FM-10000-KA-10KW, GEL-FM-15-A-15KW, RCA BTF-5-D-5KW, RCA BTF-5-B-S-5KW, Gates FB-1-B-1KW, ITA FM-1000-B-1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

1 KW AM transmitter. Gates BC 1 F in operation. For shipment January. Radio Carlsbad, Inc., P.O. Box 70, Carlsbad, NM 88220.

Hellax-styoflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

OBITS, No hype. You be the judge. Free comedy sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

HUMORETTES, Comedy shorts and other underwear. Network writers. Send \$5 deductible from subscription for first month's issue and free offer! Payable: Casino Loot Productions 232 8th Street Brooklyn, NY 11215.

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.

Tax avoidance for broadcast employees. Forms, instructions \$15.00. Free info. TAXES, Box 3022, San Raphael, CA 94902.

PROGRAMING

Different programing attracts big audience: Original Christmas Shows 1943-1950. INFOMAX, Box 3022, San Raphael, CA 94902.

INSTRUCTION

Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.) 152 West 43 St New York City 10036 (Vets Benefits).

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 apv'd, Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone: 213-379-4461.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

Complete radio production and announcing training for over 39 years! Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes start monthly, V.A. approved. Inquire now: 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

RADIO

Help Wanted Management

GENERAL SALES MANAGER MAJOR MID-WEST MARKET Top 40 AM Schulke FM

We're looking for an aggressive, hard-hitting sales manager, would like experienced manager, but if you feel you're ready for your first management job, show us why and we'll consider you. Outstanding income plus incentives. Reply to Box X-180, BROADCASTING.

Help Wanted Management Continued

MANAGEMENT REPRESENTATIVE

Major market ethnic radio station wants Eastern management representative: will call on upper level client executives in major corporations, service existing clients who co-sponsor community oriented promotional activities, and seek new clients to participate in similar future activities. Should have station or group management experience, but will consider National Representative or similar experience. Person selected must reside in New York City or surrounding area. Selected respondents will be interviewed in New York late November or early December. Send qualifications and base salary requirements to: Box X-198, BROADCASTING.

Help Wanted Sales

SALES REPRESENTATIVE

Rapidly expanding West Coast Broadcast creative services company needs top sales people for syndicated radio formats and station image packages. Must have proven, successful, broadcast management and sales experience. This is an unusual opportunity with tremendous growth potential. Excellent compensation and benefits. Send resume to Box X-209, BROADCASTING.

Help Wanted Announcers

CAN YOU THINK & TALK?

Talk show host wanted. Knowledgeable, well read, glib, opinionated. Third class ticket a must; news background helpful. Resume and salary to Box X-154, BROADCASTING, An Equal Opportunity Employer.

Help Wanted Technical

CHIEF ENGINEER

Ball State University has an immediate opening for a Chief Engineer in the Center for Radio and Television. Responsibilities include the supervision of broadcast engineers, operating and maintaining GE-PE 250 color television cameras, Quad VTR and related electronic equipment. Six years experience with first phone FCC license required. \$13,000-\$15,000. Excellent fringe benefits, 24 days paid vacation, educational opportunities. Application deadline Nov. 12, 1976. Send resumes to:

BALL STATE UNIVERSITY Personnel Services Office Muncie, IN 47306

An Equal Opportunity Affirmative Action Employer

Help Wanted Technical Continued

Major Market SW AM (Directional Nights)/Stereo FM has an immediate opening for a qualified technician. Requires a minimum two years experience in studio maintenance, RF, STL and Remote Control. First Phone a must. An Equal Opportunity Employer. Send complete resume to Box X-193, BROADCASTING.

Situations Wanted Announcers

POWERHOUSE AM PACKAGE

Currently kicking *\$**% on major 50kw East Coast facility. Voices, interviews, community involvement add up to cash in the bank for you. Proven money maker and audience grabber. This unique approach to AM Drive is available immediately. Call Capt. Crunch 617-267-2377.

Situations Wanted News

Top Sports Play-by-play-Big Voice. 3 years at pro hockey, sounds like 30. College Basketball & Football PBR 10 years in business, excellent production & board work.

Write Box X-168, BROADCASTING

MAJOR MARKET SPORTS DIRECTOR

Two-time award winner seeking good opportunity with sports-minded station. I am an aggressive, reliable performer, with play-by-play experience in football, basketball, and baseball. I ran the sports department of WISN, Milwaukee, until it was recently phased out in a format change. Excellent references. Bill Hazen, 8280 S. Lake Dr. No. 809, Cudahy, Wisconsin (53110) 414-764-1318.

Situations Wanted Programing, Production, Others

Tired of being less than number one? Don't leave anything to chance. I'm an expert in demographics, psychographics, music research, and promotions. Proven programming results in Major/Medium market. Reply to this ad and I'll lay it on the line what my game plan is. Mark O., Box X-200, BROADCASTING.

TELEVISION

Help Wanted News

NEWS DIRECTOR

Top 25 Western market is looking for top quality News Director for AM-FM-TV network affiliate. Group station. ENG experience required. Strong track record and leadership desired. Send resume and references. Equal Opportunity Employer.

Box X-171, BROADCASTING

Help Wanted News Continued

TELEVISION NEWS PROFESSIONALS

If you have talent, drive and reliability, we can help you find that "better" position in TV news. Openings in small, medium and large markets for

NEWS DIRECTORS
ANCHORPERSONS
SPORTSCASTERS
WEATHERCASTERS
PRODUCERS
ASSIGNMENT EDITORS
REPORTERS
PHOTOGRAPHERS

There is no charge to you. Send your resume to Box X-161, BROADCASTING. On-air talent enclose a photograph. Producers and reporters send a sample of writing. Include minimum salary.

Help Wanted Sales

SALES MANAGER. One of our clients, a leader in broadcast equipment and accessories field, has an immediate opening for Sales Manager. Candidate should have sales experience as well as knowledge of distributor relations. Technical background would be helpful. Located in Mid-Atlantic area. Some travel. Send resume in strictest confidence or phone: JR Herman, Blumenthal/Herman Advertising, Axe Wood West, Suite 307, Ambler, PA 19002. 215-628-3051. Equal Opportunity M/F Employer.

Help Wanted Technical

Ted Johnson Productions, Inc. is expanding its video tape production facilities with addition of a mobile production unit as well as in-house.

IMMEDIATE OPENINGS for producer-director and operators for mobile unit and inside work. Producer-director would preferably have film and video tape experience. Operators should have experience with color cameras and/or quad video tape machines; editing experience helpful. State-of-the-art RCA equipped plant with TR-600 TVR's, TK-45A and TKP-45 color cameras. Datatron time code editing equipment, and associated studio gear.

Send resume to Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202; or contact Joe Atkins, 904-354-7000.

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The newsworld of broadcasting and allied arts

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☐ @ \$12.45 ea. (5-9 copies)
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My payment for \$ _____ is enclosed.

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

TV ENGINEERING SUPERVISOR

Position available December 1 for individual to supervise technicians assigned to tv production and maintenance. Applicants should present solid technical background, an FCC First Class License, and a minimum of 5 years of tv broadcast experience. Previous supervisory experience is desirable. This position is the result of a staff expansion and involves rotation to day and evening shifts.

We offer a liberal compensation package and are conveniently located in downtown Boston.

For further information please contact Personnel Department.



WNAC-TV

Rko General Building
Government Center, Boston, Mass. 02114
Telephone: 617-725-2890

An Affirmative Action/Equal Opportunity Employer

Help Wanted Management

DIRECTOR OF ADMINISTRATION

abc News

This diversified position is responsible for directing, coordinating and establishing policies for the business and administrative areas of ABC News, including methods to control and monitor our world-wide news gathering operation; profit planning, budgeting and related procedures. Requirements include degree plus 5-10 years business and administrative experience; working knowledge of production desirable; ability to communicate effectively orally and in writing.

Send resume including salary requirements and cover letter indicating exactly how your background relates to our needs, to: Ms. Roberta Travis, Personnel Manager, American Broadcasting Companies Inc., 1926 Broadway, New York, NY 10023. An equal opportunity employer m/f.



American Broadcasting Companies, Inc.

Chief Engineer New York market UHF station. Top qualifications and experience required. Salary commensurate.

Box X-145, BROADCASTING.

Help Wanted Programing, Production, Others

Major group telecaster looking for the best, most imaginative producers around for extremely important local programing efforts. If you have been waiting for someone to remember how vital a good producer is, now is your chance. We want the most exciting people, not necessarily the most experienced. Minorities and women encouraged to apply. Sell yourself with a letter, include resume and salary range (no tapes) to Box X-143, BROADCASTING.

TV PROMOTION MANAGER

This is a substantial opportunity with a group-owned network affiliate.

The successful candidate for this respected station will have proven creative and conceptual abilities. A thorough knowledge of graphics. A firm grasp of production procedures in all areas of on-air and print. And strong administrative skills.

Please send your resume and salary history now. We'll request samples of your work later.

BOX X-215, BROADCASTING
An Equal Opportunity Employer

Situations Wanted News

WANT TO RELOCATE DAD

Five growing girls seek hospitable Southern environment. (Dad & Mom agree) Seasoned news exec ready for SE market as TV Anchor/News Director. Experienced in all facets of news and highest level management. A three minute phone call after 8PM EST is a worthwhile investment. Ask for Dad. The girls always answer (301) 552-1633.

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."

Placement Service

**RADIO-TELEVISION-CATV
STATION OWNERS & MANAGERS**
We will recruit your personnel
at no charge to you. Call the

"PERSONNEL HOTLINE"
305-659-4513

FIELD SERVICE ENGINEERS (2) \$12-15K

Major mfr. of broadcast video equipment has openings now. Top benefit program, all expenses, company paid relocation, excellent promotion opportunities. Min 1 year hands-on exp in repair and maintenance of TV camera and camera chain equip. BEE degree preferred, minimum AA or related degree in Video Engineering. Send photo and current resume. FEE PAID.

DUNHILL OF GREATER NEW BRUNSWICK
3145 Bordentown Ave., Parlin, N.J. 08859

ATTENTION RADIO PERSONALITIES

Seeking a change or beginning? Complete services to, an you that job you want in desired location. All formats-Rock, MOR, R&B, News, Talk, Country & etc; Small, Medium, Secondary or Major markets. We have hundreds of jobs available if you have talent or potential. Write for details. SLJ PRODUCTIONS, P.O. BOX 12069, CHICAGO, IL 60612.

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WE HAVE THE JOBS!!!
Subscribe To:



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Employment Listings for Radio,
TV, DJ's, PD's,
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 issues); \$30.00 12 mo.
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OVER 100 OPENINGS**
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DISC JOCKEYS
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GENERAL MANAGER RADIO
PROGRAM DIRECTOR
TV OPERATIONS MANAGER
TV GRAPHICS PHOTO
TV PRODUCER/DIRECTOR

CALL MIKE LAWRENCE 622-2020
Snelling & Snelling 2033 6th AVE.
Seattle, Washington
98121

Miscellaneous

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INTERIOR DESIGN AND SPACE
PLANNING**



CREATIVE COMMERCIAL DESIGN 804/794-6229

11306 DUNBROOK 101
RICHMOND, VA 23235

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Intimate views of the Big Band era from the guy who helped immortalize it. A show pulling top ratings, building new audiences. Demo tape, rates, details, write:

All Time Greats-Box 3335
Nashville, Tn. 37219

Television Programing

TV SLIDES: \$6



*MERRY CHRISTMAS *HAPPY THANKSGIVING
*HAPPY NEW YEAR *SEASON'S GREETINGS
SEND FOR COMPLETE LIST *CHRISTMAS GREETINGS
BOB LE BAR FILM DESIGN
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Instruction

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Pass FCC Exams! With two-week memory course. Memorize study... tests-answers for FCC First Class License or Second Class. Newly revised multiple choice questions and diagrams. Exact words and format used on FCC exam. \$13.95 ea. or both for \$25.00. SLJ PUBLICATIONS P.O. BOX 12069, CHICAGO, IL 60612.

Wanted to Buy Stations

NORTHEAST STATION

\$100,000 to \$400,000 Needed
Have \$400,000 down payment
available—Need \$400,000 working
capital-send back reference
and bit about yourself
Box X-210, BROADCASTING

For Sale Stations

For Sale RADIO STATION GRQUP
Seven fulltime AM and FM (Class B or C) stations in medium sized growth markets; FM's are undeveloped; \$6,000,000 cash, including real estate. Please provide financial credentials in response.
Box X-126, BROADCASTING.

Books for Broadcasters

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index. **\$10.00**
305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$8.95.**
312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**
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BROADCASTING Book Division
1735 DeSales St., NW
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Please send me book(s) numbered _____. Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

ROCKY MOUNTAIN AREA

AM, Daytime, PSA., 1976 Billings over \$200,000. Priced to sell at \$350,000. Terms negotiable. Will amortize easily after normal down. Box X-167, BROADCASTING.

FOR SALE

Fulltime Florida Regional Radio Station in attractive metro area. Growth potential enormous. Currently profitable. Valuable real estate included. Principals only write:

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ANNOUNCING

The opening of the Firm THE TED HEPBURN COMPANY Business Brokers specializing in negotiations, sales and appraisals of radio and television properties.

Phone: 513/791-8730
Address: PO Box 42401
Cincinnati, Ohio 45242

NE	Metro	Daytime	\$700K	nego
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SE	Small	Daytime	\$138K	\$40K
SE	Major	Daytime	\$500K	nego
NE	Small	CATV	\$80K	nego

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Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

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for any needs related to Broadcasting:

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BROADCASTING!**

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All new FM facility will be spun-off from AM affiliate in Keystone metro market. Excellent equipment and good programming acceptance. An outstanding value at \$160,000 with \$66M cash down required. Contact Keith Horton.



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- 1000 watt daytime covering 200,000 population in S.E. Tennessee. NO DOWN PAYMENT. \$3,275 per month. Prepayment privileges.
- 5000 watt day, 1000 watt night AM plus Class A FM in large central Florida City. New Low Price. Make an offer.
- AM/FM in Southern Indiana. Small Town. Well established station with good real estate \$225,000. Terms.
- 1000 watt day, 250 night in Western Montana, Modern City. Sales about \$200,000.
- AM/FM in Mississippi. Within 50 miles of Meridian. \$25,000 down.
- Class "C" stereo station in Mississippi. \$435,000. Terms.
- 1000 watt daytime in South Central Florida. Small town. Selling area population about 45,000. \$150,000. Terms.
- Good buy on Cable TV operation in Southern Indiana.

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615-894-7511

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312-467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management. Sales. Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word - \$5.00 weekly minimum.
- All other classifications, 60c per word - \$10.00 weekly minimum.

- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

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.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. Oct. 20	Closing Wed. Oct. 13		Net change in week	% change in week		1976 High	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting													
ABC	ABC	N	35 1/2	35 5/8	-	1/8	-	.35	39 1/2	19 7/8	23	17,519	621,924
CAPITAL CITIES	CCB	N	50 3/4	49 7/8	+	7/8	+	1.75	55 3/4	42 1/4	13	7,764	394,023
CBS	CBS	N	53 1/2	52 5/8	+	7/8	+	1.66	60 1/2	46 3/4	11	28,313	1,514,745
COX	COX	N	34 1/4	34 1/2	-	1/4	-	.72	37 3/4	28 3/4	11	5,861	200,739
GROSS TELECASTING	GGG	A	12 1/8	12 1/2	-	3/8	-	3.00	12 1/2	10	7	800	9,700
KINGSTIP COMMUN.	KTVV	O	4 7/8	4 7/8				.00	4 7/8	2 1/4	17	461	2,247
LIN	LINB	O	14 1/2	15 1/2	-	1	-	6.45	17 3/4	9 5/8	7	2,382	34,539
MOONEY	MOON	O	2	1 7/8	+	1/8	+	6.66	3 7/8	1 7/8	3	425	850
RAHALL	RAHL	O	7 1/4	7	+	1/4	+	3.57	7 1/4	4 1/2	15	1,297	9,403
SCRIPPS-HOWARD	SCRIP	O	28	28 1/2	-	1/2	-	1.75	28 1/2	20 1/2	7	2,589	72,492
STARR**	SBG	M	2 5/8	2 7/8	-	1/4	-	8.69	5	2 1/4		1,202	3,155
STORER	SBK	N	27 1/8	26 3/4	+	3/8	+	1.40	31	15 7/8	9	3,902	105,841
TAFT	TFB	N	27	27 7/8	-	7/8	-	3.13	31 1/2	23 1/4	9	4,070	109,890
TOTAL												76,585	3,079,548

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 3/8	3 3/8			.00	4 3/4	2	6	1,258	4,245	
AVCO	AV	N	13 3/4	14	-	1/4	-	1.78	14 3/4	4 1/2	2	11,541	158,688
JOHN BLAIR	BJ	N	8 3/4	8 7/8	-	1/8	-	1.40	11 1/4	5	5	2,403	21,026
CHRIS-CRAFT**	CCN	N	4 1/2	4 7/8	-	3/8	-	7.69	6 3/8	4 1/2		4,162	18,729
COMBINED COMM.	CCA	N	16	16			.00	20	12 5/8	8	6,269	100,304	
COWLES	CWL	N	10 3/8	10 1/2	-	1/8	-	1.19	11 3/8	6 1/8	13	3,969	41,178
OUN & BRADSTREET	DNB	N	27 1/4	27 5/8	-	3/8	-	1.35	33 3/4	24 5/8	16	26,581	724,332
FAIRCHILD IND.	FEN	N	8 1/8	8 1/8			.00	11 1/2	6 1/8	10	5,708	46,377	
FUQUA**	FOA	N	9 1/8	8 3/4	+	3/8	+	4.28	9 3/4	4 1/2		8,844	80,701
GANNETT CO.	GCI	N	37 1/4	37 3/8	-	1/8	-	.33	40	32 7/8	19	21,108	786,273
GENERAL TIRE	GY	N	24	23 3/4	+	1/4	+	1.05	25 5/8	17 5/8	7	21,954	526,896
GLOBE BROADCASTING**	GLBTA	O	2 3/8	2 3/8			.00	2 7/8	1 1/2			2,783	6,609
GRAY COMMUN.	O	6 3/4	6 3/4				.00	7 1/4	6	4	475	3,206	
HARTE-HANKS	HHN	N	22 1/4	22 1/8	+	1/8	+	.56	25 3/4	17 1/8	11	4,381	97,477
JEFFERSON-PILOT	JP	N	29	29 3/4	-	3/4	-	2.52	31 7/8	25 5/8	11	24,078	698,262
KAISER INDUSTRIES	KI	A	13 1/8	13	+	1/8	+	.96	16	8	7	27,598	362,223
KANSAS STATE NET.	KSN	O	3 5/8	3 3/4	-	1/8	-	3.33	4 7/8	3	5	1,815	6,579
KNIGHT-RIDDER	KRN	N	32 3/8	34	-	1 5/8	-	4.77	37 1/8	28 7/8	12	8,305	268,874
LEE ENTERPRISES	LNT	A	16 3/4	16 3/4			.00	25 1/2	15 3/8	10	3,352	56,146	
LIBERTY	LC	N	17 5/8	16 3/4	+	7/8	+	5.22	18 5/8	9 1/2	6	6,762	119,180
MCGRAW-HILL	MHP	N	13 3/4	15 1/8	-	1 3/8	-	9.09	17	12 3/4	9	24,700	339,625
MEDIA GENERAL	MEG	A	17	16 7/8	+	1/8	+	.74	19 1/2	14 1/4	8	7,276	123,692
MEREDITH	MDP	N	15 3/8	14 7/8	+	1/2	+	3.36	17 5/8	10 1/4	4	3,064	47,109
METROMEDIA	MET	N	25	24 5/8	+	3/8	+	1.52	29 3/4	15	7	6,721	168,025
MULTIMEDIA	MMEO	O	18 3/4	18 1/4	+	1/2	+	2.73	20	14 1/4	10	4,390	82,312
NEW YORK TIMES CO.	NYKA	A	13	12 3/4	+	1/4	+	1.96	17 3/8	11 1/2	11	11,203	145,639
OUTLET CO.	OTU	N	16	15 3/4	+	1/4	+	1.58	19	12 7/8	5	1,438	23,008
POST CORP.	POST	O	12 1/4	13 1/4	-	1	-	7.54	13 1/4	8	225	873	10,694
REEVES TELECOM**	RBT	A	2 3/8	2 3/8			.00	2 1/2	1 1/8			2,376	5,643
ROLLINS	ROL	N	22 3/4	21 3/4	+	1	+	4.59	27 3/8	20 3/4	14	13,404	304,941
RUST CRAFT	RUS	A	8 3/8	8 1/8	+	1/4	+	3.07	9 7/8	5 5/8	7	2,291	19,187
SAN JUAN RACING	SJR	N	9 5/8	10	-	3/8	-	3.75	10 1/4	7 1/4	7	2,509	24,149
SCHERING-PLOUGH	SGP	N	52 1/4	52 5/8	-	3/8	-	.71	59 3/4	47 1/2	19	54,023	2,822,701
SONDERLING	SDB	A	10 1/2	11	-	1/2	-	4.54	13	6 3/4	4	729	7,654
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	20 5/8	20 7/8	-	1/4	-	1.19	23 3/4	18 1/4	11	33,895	699,084
WASHINGTON POST CO.	WPO	A	39	38	+	1	+	2.63	40 1/2	21 3/4	11	4,546	177,294
WOMETCO	WOM	N	11 1/2	12	-	1/2	-	4.16	13 1/4	8 7/8	7	9,470	108,905
TOTAL											377,598	9,240,327	

Cablecasting

ACTON CORP.	ATN	A	3 3/4	3 3/4			.00	3 3/4	1 1/8	18	2,608	9,780	
AEL INDUSTRIES** **	AELBA	O	2 3/8	1 7/8	+	1/2	+	26.66	2 3/8	3/4		1,672	3,971
AMECO** *	ACO	O	1/2	1/2			.00	1/2	3/8			1,200	600
AMERICAN TV & COMM.	AMTV	O	18	20 1/2	-	2 1/2	-	12.19	21 3/4	13 1/2	17	3,359	60,462
ATHENA COMM.**		O	1/8	1/4	-	1/8	-	50.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 5/8	4 1/2	-	7/8	-	19.44	6 1/2	3 1/4	45	8,349	30,265
CABLECOM-GENERAL	CCG	A	4 7/8	4 7/8			.00	8 1/8	4 1/8	4	2,560	12,480	
CABLE INFO.		O	7/8	7/8			.00	1 1/8	1/4	4	663	580	
COMCAST		O	3 1/8	3 1/8			.00	3 1/4	1 7/8	39	1,708	5,337	
COMMUN. PROPERTIES**	COMU	O	3 1/2	3 3/4	-	1/4	-	6.66	4	1 7/8	13	4,761	16,663
COX CABLE	CXC	A	16	16			.00	17 3/4	13	17	3,560	56,960	
ENTRON	ENT	O	1 5/8	1 5/8			.00	1 3/4	1 1/2	2	979	1,590	
GENERAL INSTRUMENT	GRL	N	16 1/4	16 1/2	-	1/4	-	1.51	17 5/8	8 1/4	68	7,178	116,642
GENEVE CORP.	GENV	O	8 1/2	8 3/4	-	1/4	-	2.85	10	6 1/2	57	1,121	9,528
TELE-COMMUNICATION	TCOM	O	3	3 5/8	-	5/8	-	17.24	5 1/4	2 7/8	43	5,181	15,543
TELEPROMPTER**	TP	N	6 1/4	6 5/8	-	3/8	-	5.66	9 3/8	5 3/4		16,634	103,962
TIME INC.	TL	N	33 5/8	33	+	5/8	+	1.89	34 3/4	32 1/2	6	25,000	840,625
TOCOM	TOCM	O	2 7/8	2 7/8			.00	3 1/4	1 5/8	10	617	1,773	
UA-COLUMBIA CABLE	UACC	O	14 1/2	15	-	1/2	-	3.33	15	9	13	1,700	24,650
UNITED CABLE TV**	UCTV	O	2 5/8	2 7/8	-	1/4	-	8.69	3	1 5/8		1,879	4,932
VIACOM	VIA	N	8 7/8	8 7/8			.00	11 3/4	7 7/8	9	3,701	32,846	

	Stock symbol	Exch.	Closing Wed. Oct. 20	Closing Wed. Oct. 13	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programing											
COLUMBIA PICTURES	CPS	N	5 1/8	5 1/8		.00	7 7/8	4 1/2	6	6,748	34,583
DISNEY	DIS	N	43 5/8	44	- 3/8	-.85	63	43 5/8	19	31,010	1,352,811
FILMWAYS	FWY	A	6 1/8	6 1/8		.00	10 1/4	5 1/4	6	2,404	14,724
FOUR STAR			1/2	1/4	+ 1/4	+ 100.00	5/8	1/4	5	667	333
GULF + WESTERN	GW	N	15 3/4	16 1/2	- 3/4	- 4.54	26 7/8	15 3/4	4	30,058	473,413
MCA	MCA	N	32 3/8	30 7/8	+ 1 1/2	+ 4.85	36 1/4	25	5	17,344	561,512
MGM	MGM	N	14 3/8	14 1/2	- 1/8	-.86	15 3/4	12 7/8	8	13,102	188,341
TELETRONICS INTL.	O		7 1/2	7 3/4	- 1/4	- 3.22	9 5/8	3 3/4	13	837	6,277
TRANSAMERICA	TA	N	12 5/8	11 7/8	+ 3/4	+ 6.31	13 1/4	8 1/4	9	64,947	819,955
20TH CENTURY-FOX	TF	N	9 5/8	9 1/8	+ 1/2	+ 5.47	15	8 3/4	11	7,558	72,745
WALTER READE	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	23 7/8	22 7/8	+ 1	+ 4.37	24	17 1/2	28	17,001	405,898
WRATHER	WCO	A	4 1/4	4 1/4		.00	5 1/8	3 1/8	8	2,244	9,537
TOTAL										198,216	3,940,666

Electronics/Manufacturing

8800 INC.	8800	O	21 1/4	21	+	1/4	+	1.19	22	16 3/4	8	2,513	53,401
COMSAT	CO	N	27 7/8	26 7/8	+	1	+	3.72	31 3/4	23 7/8	6	10,000	278,750
DOYLE DANE BERNBACH	DOYL	O	14	14 1/8	-	1/8	-	.88	15 3/8	8 7/8	7	1,816	25,424
FOOTE CONE & BELDING	FCB	N	13 5/8	13 1/2	+	1/8	+	.92	14 1/4	10 1/4	7	2,332	31,773
GREY ADVERTISING	GREY	O	12 1/4	13 1/4	-	1	-	7.54	13 1/4	6 7/8	5	1,104	13,524
INTERPUBLIC GROUP	IPG	N	27	25 1/4	+	1 3/4	+	6.93	27	16 3/8	7	2,290	61,830
MARVIN JOSEPHSON	MVRN	O	6 7/8	7 1/2	-	5/8	-	8.33	10 3/8	6 3/4	4	1,945	13,371
MCI COMMUNICATIONS**	MCIC	O	1 1/2	2	-	1/2	-	25.00	3 3/8	1 3/8		16,795	25,192
MOVIELAB	MOV	A	1 1/8	1 1/8				.00	2 5/8	1	5	1,409	1,585
MPO VIDEOTECHNICS**	MPO	A	3 3/8	3 5/8	-	1/4	-	6.89	4 1/4	2 3/8		537	1,812
NEEDHAM, HARPER	NDHMA	O	7 7/8	7 3/4	+	1/8	+	1.61	7 7/8	5 5/8	4	816	6,426
A. C. NIELSEN	NIELB	O	21	21 5/8	-	5/8	-	2.89	24 5/8	16 3/4	13	10,598	222,558
OGILVY & MATHER	OGIL	O	25 1/2	26 1/4	-	3/4	-	2.85	27 1/2	17	8	1,805	46,027
J. WALTER THOMPSON	JWT	N	13 1/4	13 3/4	-	1/2	-	3.63	14 1/4	7 7/8	9	2,649	35,099
TOTAL											56,609	816,772	

Service

AMPEX	APX	N	6 1/4	6	+	1/4	+	4.16	9 1/4	4 3/4	10	10,885	68,031
ARVIN INDUSTRIES	ARV	N	13 1/2	13	+	1/2	+	3.84	16	9 5/8	5	5,959	80,446
CETEC	CEC	A	1 7/8	1 3/4	+	1/8	+	7.14	2 3/4	1 1/4	10	2,244	4,207
COHU, INC.	COH	A	2 1/2	2 3/8	+	1/8	+	5.26	3 5/8	2	14	1,617	4,042
CONRAC	CAX	N	21	20 7/8	+	1/8	+	.59	29 1/8	20	7	1,427	29,967
EASTMAN KODAK	EASKD	N	87 1/4	85 7/8	+	1 3/8	+	1.60	116 3/4	85 7/8	22	161,347	14,077,525
FARINON ELECTRIC	FARN	O	8	8 1/2	-	1/2	-	5.88	11 1/2	7	14	4,291	34,328
GENERAL ELECTRIC	GE	N	52	51 5/8	+	3/8	+	.72	58 3/4	46	14	184,581	9,598,212
HARRIS CORP.	HRS	N	50 1/2	49	+	1 1/2	+	3.06	54 3/8	33 3/4	11	6,071	306,585
HARVEL INDUSTRIES	HARV	O	5 1/2	5 1/2	-			.00	6 1/2	2 7/8	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1 1/2	1 3/4	-	1/4	-	14.28	3 1/8	1 1/8		2,701	4,051
MICROWAVE ASSOC. INC	MAI	N	17 3/8	17 5/8	-	1/4	-	1.41	21 7/8	13 3/4	10	1,320	22,935
3M	MMM	N	61 1/4	61 1/4	-			.00	66 1/2	52 1/2	23	114,240	6,997,200
MOTOROLA	MOT	N	50 7/8	49 5/8	+	1 1/4	+	2.51	57 3/4	41 1/4	24	28,323	1,440,932
N. AMERICAN PHILIPS	NPH	N	29 1/2	28 1/2	+	1	+	3.50	33	19 7/8	8	12,033	354,973
OAK INDUSTRIES	OEN	N	9	9 1/8	-	1/8	-	1.36	12 1/4	7 1/4	8	1,639	14,751
RCA	RCA	N	25	25 3/4	-	3/4	-	2.91	30	18 7/8	13	74,728	1,868,200
ROCKWELL INTL.	RDK	N	29 1/4	29 1/2	-	1/4	-	.84	32 1/2	23 3/8	8	31,200	912,600
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2	-			.00	2 1/2	1 3/8	8	2,690	4,035
SCIENTIFIC-ATLANTA	SFA	A	18 3/4	18 1/8	+	5/8	+	3.44	18 3/4	10 1/4	13	1,601	30,018
SONY CORP.	SNE	N	8 1/2	8 7/8	-	3/8	-	4.22	9 7/8	7 1/4	26	172,500	1,466,250
TEKTRONIX	TEK	N	62 3/8	62 3/8	-			.00	67	44 1/4	18	8,671	540,853
TELEMETION	TIMT	O	1/4	1/4	-			.00	1	1/4		1,050	262
VARIAN ASSOCIATES	VAR	N	12 1/2	12 3/4	-	1/4	-	1.96	17 1/4	12	11	6,838	85,475
WESTINGHOUSE	WX	N	17 1/8	17 3/4	-	5/8	-	3.52	19 1/8	13	8	87,503	1,498,488
ZENITH	ZE	N	27 1/2	27	+	1/2	+	1.85	38 1/4	23 5/8	13	18,799	516,972
TOTAL											944,738	39,963,971	

GRAND TOTAL 1,750,301 58,390,745

Standard & Poor's Industrial Average 113.7 114.3 -.6

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Less active stocks. Trading in the following issues is too infrequent for weekly
reporting. This listing reports the amount and date of the last known sale:

CCA Electronics.....	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.....	3/8/74
Woods Communications.....	1/2.....	1/29/75

Blit of the broadcaster in the new head of AP

Keith Fuller, the new boss of the AP, broke into radio in Dallas in 1946, doing a 15-minute broadcast, Monday through Friday, that in these days might be called a consumerism report, sponsored by the Better Business Bureau.

He was in law school at the time, and it was the BBB's habit to choose a law student to write and deliver the broadcasts, which were carried on WRR(AM). He did it for two and a half years, and it was one of the things that steered him from law into journalism.

He was, at the time, also editor of the school newspaper, working full time on the *Dallas News*, active in fraternity affairs and carrying a full load of studies at the law school. Later, during World War II, he was a prisoner of the Germans for 14 months, but as he recalls those Dallas days, "I was more emaciated then than I was in prison camp. I got less and less interested in practicing law, and more and more interested in journalism."

The AP board last May designated Mr. Fuller to succeed Wes Gallagher as president and general manager when Mr. Gallagher officially retires at the end of this month. Actually Mr. Fuller has been in charge of day-to-day operations since May, while Mr. Gallagher concentrated on special projects until he moved to his West Coast retirement home earlier this month. So Keith Fuller has the authority and the responsibility, and when the AP board meets this week he may get the title to go with them.

He has worked closely with Mr. Gallagher for more than 16 years and has been deputy general manager since January 1974. But associates say there is a world of difference between their approaches to the job. Where Mr. Gallagher is known as gruff and blustery, Mr. Fuller is quiet and soft-spoken.

"Keith Fuller," says a friend, "is the sort of man who could come in and talk to you about your work for half an hour, and you'd think you were doing a good job and then realize after he left that you'd been fired and he'd borrowed \$10 from you."

That presumably is more exaggeration than the AP normally allows, but associates repeatedly emphasize that he has demonstrated a fine ability to get along with people, to listen to them and to hear them out. "He'll make up his own mind," one said, "but he'll listen to you first, and he'll give you a fair hearing." He is also described as patient and normally calm, qualities inherent in his having negotiated AP's labor contracts since about 1960.

He is also recognized as an excellent



Edwin Keith Fuller—vice president and deputy general manager, designated to become president and general manager, AP; b. Arlington, Kan., Jan. 10, 1923; Lamar College, Beaumont, Tex., 1940-42; U.S. Air Force, 1942-45; Southern Methodist University, 1945-47; reporter, *Dallas News*, 1946-49; reporter, rewrite man, AP, New Orleans, 1949-51; correspondent, AP, Jackson, Miss., 1952-53; AP regional broadcast executive for Texas and New Mexico, 1954-55; news director, KCBD-AM-TV Lubbock, Tex., 1955-56; AP bureau chief, Little Rock, Ark., 1956-59; AP bureau chief, Denver, 1959-60; general executive, AP, New York, 1960-64; assistant general manager, 1964; vice president since 1972, deputy general manager since January 1974; m. Susie Scott, Aug. 10, 1946; three children—Mrs. Barbara Basler, 28; Scott, 25; Andrew, 13.

writer and is credited as a primary force in moving AP into audio news with the formation of AP Radio. Expansion of AP Radio, he says, is one of his goals in his new post. Another is to get for AP the same penetration in broadcasting that it now has in newspapers—about 80%. In TV it's currently about 72%, in radio about 63%.

Mr. Fuller was born in Arlington, Kan., "a metropolis of 600 souls." At age 15, following the death of his father, he moved to Beaumont, Tex., to live with a brother. There he went to high school and for a couple of years to Lamar College before joining the Air Force. As a bombardier he flew on nine B-17 combat missions before his plane was shot down over France in 1944. Some of the crew escaped but he and three others were captured a few days later after hiding out briefly with French families and interned in a POW camp.

The prison camp was freed by General George Patton's forces on April 29, 1945, and Captain Fuller was in a group of liberated prisoners who walked and hitchhiked

back to Belgium, then got to Le Havre and on a ship back to the U.S. By August 1945 he was enrolled at Southern Methodist University, then spent two years in law school there before switching to full-time journalism. He had been working nights on the *Dallas News* while attending classes in the daytime, and he stayed with the *News* for two more years before deciding news-service work would be more challenging. He found a job with the AP, first in New Orleans, then in Jackson, Miss.

In 1954 he transferred to Dallas as a regional executive, "a glorified name for a broadcast salesman," and spent the next 18 months calling on broadcasters in Texas and New Mexico. That led to a full-time, though brief, job in broadcast journalism—as news director of KCBD-AM-TV Lubbock, Tex. He liked the work, and succeeded in raising the stations' newscast ratings, but he also got homesick for the AP. "It was a little confining to work one city when I'd been used to working an entire state," he explains. "I had concluded I was not going to become a Walter Cronkite anyway." So he left after four months to rejoin the AP, which shortly thereafter—in July 1956—made him bureau chief at Little Rock, Ark.

Mr. Fuller recalls that an uncle wrote him at that time to inquire, in effect, "what have you done to deserve Little Rock, which hasn't had a news story since the Civil War battle of Pea Ridge?" Then came the integration crisis at Central High School, and for more than a year Little Rock—and Mr. Fuller—had one of the biggest news stories in the U.S.

Mr. Fuller's work on the Little Rock story gave his career a big boost. His next assignment, starting in 1959, was as bureau chief in Denver. More big stories followed him—an earthquake in Yellowstone, a spectacular kidnapping and murder and a bloody prison riot. "I was getting a reputation as a sort of troublemaker," he recalls, "because everywhere I went, something happened."

The next thing that happened to him was a transfer to New York in 1960 as deputy to Wes Gallagher, then an AP assistant general manager. Mr. Fuller was put in charge of labor relations, personnel and AP Newsfeatures, and in 1962, when Mr. Gallagher was named general manager, he was given other former Gallagher responsibilities as well.

When he isn't working, Keith Fuller likes participatory sports, best of all sailing. He lives at Larchmont, N.Y., five minutes from the water, and gets to his boat there as often as he can. He has lately begun to add golf to his repertoire, which already includes tennis.

Only the messenger

In no presidential election campaign of memory have the principal candidates generated as little enthusiasm among voters as Gerald Ford and Jimmy Carter, and, as could have been foretold, television is being held responsible. The political writers and television critics who yearn for more charismatic leadership are faulting the televised debates for reducing the campaign to superficialities. By this reasoning, if television would only go away, the burning issues would flame again and statesmen would suddenly tower where the Messrs. Ford and Carter have faltered.

It is interesting to note that criticism of the 90-minute debates is coming from the same sources that have protested the use of short political commercials and on the same grounds. In either 90-minute or one-minute length, television is being as unjustly blamed for political emptiness as it is blamed for so many other disappointments suffered by romanticists.

The truth is, of course, that television has merely presented the President and his opponent to the American public. If the public has not cottoned to what it has seen, there is no reason to shut off the visual delivery system. No hangover can be cured by breaking the mirror that reflects morning-after circles under the eyes.

The notion here is that the television appearances of 1976 may lead to an improvement in the quality of candidates and confrontations in future campaigns. Surely the selection of nominees will be made with care if it is understood that they must go before a camera's unblinking eye that is as adept in transmitting substance as in unmasking superficiality.

Congress could demonstrate a genuine interest in enhancing the political process by repealing Section 315 and the excuses it provides for candidates to avoid joint appearances on television in the future.

First things first

The FCC is under increasing pressure to finance the participation of citizen groups in FCC proceedings. FCC Chairman Richard E. Wiley has temporarily deflected the pressure by pointing out that the commission's budget lacks the necessary funds and suggesting that the groups go to Congress for appropriations (BROADCASTING, Oct. 18). That will not permanently quiet the groups' demands, especially if a less budget-minded chairman succeeds Mr. Wiley when the latter departs by political fortune or personal choice.

Pending before the FCC is a formal proposal by the Federal Communications Bar Association that indigents who get mixed up in FCC proceedings be provided legal aid (BROADCASTING, March 15). There is something to be said for that proposal, as there is for the provision of legal counsel to indigents who get mixed up with the courts. Citizen groups, however, have wildly escalated the requests for assistance. The lawyers and activists who make their living from the recruitment and representation of citizen groups are seeking the security of government subsidies to replace the uncertainties of foundation funding that supports them now.

If citizens were in truth unrepresented in proceedings before the FCC, there would be good reason to explore government underwriting to repair that deficiency. Citizens are represented there, however, and by the millions. Indeed the FCC's primary role is to regulate in the public interest. The so-called citizen groups are special-interest groups of limited constituency. Given status as wards of government, they would proliferate as fast as

professional recruiters and representatives could think up causes and manufacture grievances.

American taxpayers could take more comfort in Mr. Wiley's comments of two weeks ago if he had not said the FCC was in philosophical agreement with the principle of reimbursing citizen groups for participation in FCC affairs. That statement needs to be considerably narrowed if Mr. Wiley is to retain the reputation he has earned as a realistic administrator.

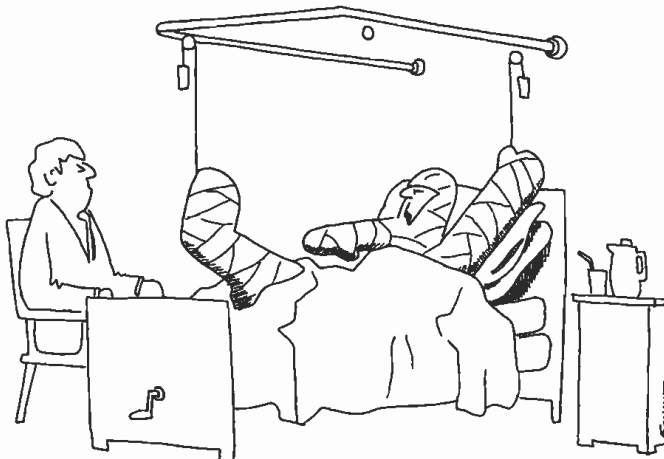
Closing borders

The average American broadcaster probably is unaware that a general conference of the United Nations Educational, Scientific and Cultural Organization is to begin in Nairobi, Kenya, on Oct. 26. What's that got to do with the price of 30-second spots in Milwaukee or the ratings of a drive-time DJ in Dallas?

Not much, perhaps, but it may have more to do with the way U.S. journalism, including radio and television, is allowed to cover the news in countries containing a majority of the world's population. The conference will vote on an endorsement of propaganda principles espoused by Communist states—government supervision of both the domestic organs of information and the movement and reporting of foreign journalists. The endorsement is explicitly stated in a declaration adopted by UNESCO delegates at a meeting in Paris last December. The declaration carried on the votes of the Communist bloc, the new nations of Africa and Asia and Latin American dictatorships.

The same coalition of states is presumably ready to ratify the declaration in Nairobi, and perhaps there isn't much the open societies can do except to vote against adoption. Still there is at stake here the basic principle that the flow of information should be free of government restraint, and the principle deserves more than a perfunctory vote on its behalf by the official American delegation to UNESCO. It deserves the vigorous championing of American news media, which have paid it less attention than becomes them. Broadcasters have paid it no attention at all.

It's a little late to change events that are to begin this week, but not too late for broadcasters to let the State Department know that they support it in resisting the UNESCO declaration. Absent such affirmation from the media leadership, how is State to know that the principle of journalistic freedom is worth defending?



Drawn for BROADCASTING by Jack Schmidt

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